

Assessment Plan

2018-19



Program (CAHSS) - Cinema/Media Communication

University Mission: George Fox University, a Christ-centered community, prepares students spiritually, academically, and professionally to think with clarity, act with integrity, and serve with passion.

Program Mission: The mission of Cinema & Media Communication (CMCO) is to prepare students to become effective communicators.

Alignment of Program Mission to GFU Mission: The mission of Cinema & Media Communication (CMCO) is to prepare students to become effective communicators, utilizing the media of film, video, audio, and new media to produce creative work that maintains a high degree of technical, aesthetic, and ethical excellence.

Degree Outcomes: Graduates will:

- Apply communication concepts and theories as related to cinema and media
- Apply their knowledge and skill to complete significant projects in digital media production
- Apply writing skill for media production, such as script writing
- Recognize and practice ethical behavior and communication in relation to cinema and media production

Assessment Coordinator: Steve Classen

Outcome: Objective 1

(Knowledge). Students will know the history, fundamental professional practices and established professional standards of contemporary visual media industries.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Capstone Assignment - AACU Inquiry and Analysis Value Rubric: Topic Selection; Design Process; Analysis; Conclusions; Limitations and Implications. (Active)

Target: Students will demonstrate their grasp of an editing theory by applying one to a film and discussing the merits of the theory in relation to the film. CMCO 350 (Editing Video - Sarah Gibson).

Schedule for Data Collection: End of Fall semester

Schedule for Data Analysis & Reporting: Annually in Department Meeting in August

Related Documents:

[AACU Inquiry and Analysis Value Rubric](#)

Outcome: Objective 2

(Skills). Students will demonstrate creative skill sets in the production of audio/video projects.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Capstone Assignment - AACU Integrative Learning Value Rubric: Connections to Experience; Transfer; Integrative Communication (Active)

Target: Students will complete final projects in Digital Multimedia Production (CMCO 250 ? Sarah Gibson).

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Schedule for Data Collection: Every Fall and Spring semester

Schedule for Data Analysis & Reporting: Annually in Department Meeting in August

Related Documents:

[AACU Integrative Learning Value Rubric](#)

Outcome: Objective 3

(Skills). Students will demonstrate creative skill sets in writing for media.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Writing Assignment - AACU Writing Value Rubric (Active)

Target: Students will write a 10pg script. CMCO 320 (Dramatic Script Writing - Matt Meyer).

Schedule for Data Collection: Every other Spring semester.

Schedule for Data Analysis & Reporting: Annually in Department Meeting in August

Related Documents:

[AACU Written Value Rubric](#)

Outcome: Objective 4

(Skills). Students will critically analyze contemporary visual media production, practices and impacts.

- Identify meanings embedded in texts/messages
- Recognize the influence of messages
- Enact mindful responses to messages, incorporating Christian faith perspectives

Outcome Status: Inactive

OutcomeType: Student Learning Outcome

Assessment Tools

Student Self Assessment - AACU Ethical Reasoning Value Rubric: Ethical Self Awareness; Ethical Issue Recognition; Application of Ethical Perspectives/Concepts (Active)

Target: Students complete self-assessments throughout the semester, and are asked to identify ethical/unethical behavior on the set. CMCO 481 (Advanced Production Workshop I ? Matt Meyer).

Schedule for Data Collection: Every Spring semester.

Schedule for Data Analysis & Reporting: Annually in Department Meeting in August

Related Documents:

[AACU Ethical Reasoning Value Rubric](#)