Assessment Plan

2021-22

GEORGE FOX
UNIVERSITY

IND - Cinematic Arts

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: To prepare students to become effective communicators, utilizing film, video, audio, and new media to produce creative work demonstrating a high degree of technical, aesthetic, and ethical excellence.

Alignment With GFU Mission: Aligns most strongly with academic and professional preparation, as well as think with clarity and act with integrity.

Degree Outcomes: Graduates will:

Outcome #1 (Knowledge): Students will know the history, fundamental professional practices and standards of contemporary visual media arts.
- Define and recite professional terminology and standards
- Comprehend key aspects of media history and relate them to current
media and practices.
- Apply professional practices and standards to creative projects
- Critique media works in view of historical precedents and professional
practices and standards

Outcome #2 (Skills): Students will demonstrate creative skill sets in the production of cinematic arts projects, including writing and storytelling for media.

- Comprehend components of dramatic story structure and formatting for
visual media
- Create stories that can be communicated in a visual medium
- Adapt their stories to diverse needs of specific audiences and media
- Critically reflect, revise story concepts and integrate peer and faculty
comments

Outcome #3 (Skills): Students will critically analyze contemporary visual media productions,
practices and impacts.

- Demonstrate knowledge of key terms, methods and techniques of media
analysis
- Identify major theoretical and critical approaches to film and television
criticism, and assess their strengths and weaknesses
- Apply theoretical concepts to media and film analysis
- Critique films integrating insights from Christian thought as well as theoretical
branches of film criticism

Outcome #4 (Attitude): Students will have a greater appreciation for the various ways in which faith issues can be integrated within the cinematic arts.

- Identify ethical issues that are coincident with professional work in the media
industry
- Identify ways cinematic artists have integrated faith issues in their work
- Reflect on one's own stories and production practices and how their faith can
be integrated into their work

Outcome #5 (Knowledge): Students will comprehend and employ communication theories,

perspectives, principles, concepts, and techniques in everyday life in relation to their discipline.
- Explain theories, perspectives, principles, concepts and techniques
- Synthesize theories, perspectives, principles, concepts and techniques
- Apply theories, perspectives, principles, concepts and techniques
Assessment Lead: Steve Classen

Outcome: Objective 1

(Knowledge). Students will know the history, fundamental professional practices
and standards of contemporary visual media arts.
- Define and recite professional terminology and standards
- Comprehend key aspects of media history and relate them to current media and practices.
- Apply professional practices and standards to creative projects
- Critique media works in view of historical precedents and professional practices and standards

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

Exam/Quiz - In Course - #1--Knowledge—Objective 50-point exams will be administered twice during
students' studies in the department, covering basic knowledge of film history and the fundamentals of professional film/video production practices.
(a) the first exam will be administered as a "pre-test" in the early weeks of the CINE 160 course (a first-year major core course) and (b) the second exam, with the same questions, will be administered as a "post-test" in CINE 490, Senior Portfolio, during student's senior year of studies. These exam scores will not factor into course grades (although bonus points may be used to incentivize student engagement), but will be analyzed for their comparative data regarding their knowledge of the field. The data will be collected by the course instructors, and analyzed by the department assessment coordinator, for presentation and discussion by the department faculty. (Active)

Schedule for Data Analysis & Reporting: May 15

Writing Assignment - Each major will write a paper during their required internship in CINE 475 (CINE 275 internship papers will not be included) that demonstrates application and synthesis of
professional practices and standards in their internship work experience. A sample of these essays will be evaluated annually in the Spring by two members of the faculty appointed by the department assessment coordinator on a four-point rubric that will be provided. This data will be analyzed by the department assessment coordinator for presentation and discussion by the department faculty. (Active)

Schedule for Data Analysis & Reporting: May 15

Outcome: Objective 2

(Skills). Students will demonstrate creative skill sets in the production of cinematic
arts projects, including writing and storytelling for media.
- Comprehend components of dramatic story structure and formatting for visual media
- Create stories that can be communicated in a visual medium

IND - Cinematic Arts

- Adapt their stories to diverse needs of specific audiences and media
- Critically reflect, revise story concepts and integrate peer and faculty comments

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).
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](#)

Portfolio Review - In CINE 490, all students enrolled will submit a portfolio of their creative work while in the film major. At a minimum, this portfolio will contain (a) a video production, audio production, or animation project demonstrating their best work in which they play a major creative role, with a brief description of that role; (b) a sample of their best work from either a scriptwriting course (CINE 260 or 320), or storyboarding and concept design (CINE 210); and (c) a 1-2 page reflection essay on how their creative skills have grown/not grown during their studies in the program, and how that growth connects to their professional ambitions. (Active)

Schedule for Data Analysis & Reporting: May 15

Outcome: Objective 3

(Skills). Students will critically analyze contemporary visual media productions,
practices and impacts.
- Demonstrate knowledge of key terms, methods and techniques of media analysis
- Identify major theoretical and critical approaches to film and television criticism, and assess their strengths and weaknesses
- Apply theoretical concepts to media and film analysis
- Critique films integrating insights from Christian thought as well as theoretical branches of film criticism

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](#)

Writing Assignment - In CINE 280 (a course film theory and criticism course), students will complete a substantive analysis of a chosen film/video production, incorporating knowledge and skills in analysis. A sampling of these student analyses will be evaluated by at least two CINE faculty, using a standardized rubric for evaluation of student film analysis work, at the end of each Fall semester, and the data reported to the department assessment coordinator for presentation and discussion by the department faculty. (Active)

Schedule for Data Analysis & Reporting: May 15

IND - Cinematic Arts

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

Survey - Students will be administered a brief survey twice during their studies in the department, inquiring regarding their appreciation for the various ways faith is expressed and integrated into creative visual media work.
The first survey will be administered as a "pre-survey" in the CINE 160 majors section course, and the second survey will be administered as a "post-survey" in CINE 490 during the student's senior year of studies. These survey scores will not factor into course grades, but will be analyzed for their comparative data regarding student perceptions of their knowledge and practice of ethics. The data will be collected by the course instructors, and analyzed by the department assessment coordinator for presentation and discussion by the department faculty. (Active)

Schedule for Data Analysis & Reporting: May 15

Outcome: Objective 5

Outcome #5 (Knowledge): Students will comprehend and employ communication theories, perspectives, principles, concepts, and techniques in everyday life in relation to their discipline.
- Explain theories, perspectives, principles, concepts and techniques
- Synthesize theories, perspectives, principles, concepts and techniques
- Apply theories, perspectives, principles, concepts and techniques