

# Assessment Plan: SCHOOL OF FILM & PHOTOGRAPHY

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## Assessment Plan Overview

This Assessment Plan outlines the program learning outcomes for the B.A. in Film and Photography and the MFA in Science & Natural History. The plan notes where outcomes occur in the curriculum, evidence of student performance for each outcome, expected performance thresholds, a schedule for assessing each outcome, and a description of the process for using assessment data to improve and attain better results.

## Assessment Plan Strategies

### Option Based Assessment:

The School of Film and Photography offers a single undergraduate B.A. degree in Film and Photography, with separate options in Film and Photography. With greater emphasis on integration, the school has adopted uniform program outcomes for both options, and has brought the curricula in these options into close alignment, but the curricular paths (requirements) towards mastery in each of these disciplines remain distinct. For this reason, and to facilitate development within as well as between these options, assessment will be conducted separately within each option. Assessment will employ the same rubrics, based on shared Program Outcomes, in both options, however, so that the data can be compared and collated to assess the overall effectiveness of the school and the uniformity of the student learning experience.

### Assessment of Elective Courses:

In order to insure consistency in outcomes and to facilitate assessment, the School of Film and Photography will adopt the following strategies for upper division elective courses:

- We will adopt uniform standards/expectations for 300- and 400- level “studies” courses (history, theory, criticism), respectively, in terms of reading, writing, and research expectations, with mastery of critical thinking, original research, and written expression expected in the 400- level courses. We will apply the same expectations and standards to any changes in studies course menu.
- We will also adopt uniform standards/expectations for all recurring, 300- level “production” electives to address the aesthetic context of the specific skill area, as well as high-level developmental expectations for technical accomplishment in the specific skill area.
- We will review learning outcomes of all 300- and 400- level elective courses for alignment with the uniform Program Outcomes.
- Because electives will rarely enroll all majors, we will assume that any elective class represents a “sample” of student work for the purpose of assessment, and we will rotate assessment among electives to insure consistency in meeting Program Outcomes.

### Senior Capstone Assessment:

The Film Program capstone course provides students with the opportunity to work on teams to produce an original short film or stage production, as the culmination of their education. The nature of film production is such that a team-based project is the most appropriate capstone experience, and our limited facilities will also not permit all students to make individual film projects. The film program permits students to develop a specialization in one of the professional roles of film production, as a member of a production team. For the purposes of assessment, each of the (typically six) projects that are produced by teams each semester will represent a “collective” form of accomplishment for assessment, based on the understanding that all team members contribute equally to the overall success of the project. To facilitate assessment of individual factors, each team member will be required to present a written “thesis (vision) statement” incorporating some research related to their specific role on the project, and a “learning outcomes” statement reflecting on their experience. IF feasible, we may also require each student to prepare a portfolio of their accomplishments in their chosen area(s) of specialization, in the context of the capstone course. These capstone assessment policies and procedures will be in place by fall, 2014, when the senior capstone course will reflect the development and preparation of the full new curriculum.

Since the Photography Senior Capstone course relies on individual projects, and employs an artist’s (vision) statement, little needs to change to facilitate assessment. We will develop a more uniform written and/or portfolio component between Film and Photography Senior Capstone courses in order to have similar data to assess written communication outcomes.

**Other Assessment Considerations:**

Most of our “studies” courses are open to non-majors. In classes open to non-majors, we will identify and assess only majors’ work samples.

In general we will assess 1/3 of all majors’ samples, randomly selected (every third name).

Instructors will collect the materials to assess but assessment will be performed by faculty other than the course instructor.

## **Program Learning Outcomes**

The School of Film and Photography offers an integrated B.A. degree in Film and Photography, with separate options in Film and Photography. The school has adopted the following uniform Program Learning Outcomes for both options. These outcomes are subject to change as the new curriculum, adopted in 2011, becomes established, and as assessment procedures reveal any areas that may need clarification.

### **School of Film & Photography Graduates Will:**

1. Possess a general technical and aesthetic proficiency in either film or photography and technical and aesthetic mastery of at least one area of their chosen discipline.
2. Understand and appreciate the history and criticism of photography and/or film, and be able to apply this understanding to original creative productions.
3. Possess effective oral and written communication skills evidenced in project proposals, artist statements, and/or papers relevant to their chosen discipline.
4. Be able to successfully plan, communicate, execute, and defend original artistic creations and/or professional projects, in their chosen discipline.
5. Be able to employ critical thinking skills, informed by integrating areas of knowledge outside of their discipline, in the analysis and creation of films and/or photographs.
6. Work effectively within the professional production structures of their chosen field.

# FILM OPTION ASSESSMENT PROGRAM

## Curriculum Map

The following courses map to the highlighted outcome(s) at the indicated cognitive level (Introductory, Developing, Mastery).

|          |   |    | OUTCOMES (defined above) |   |   |   |   |   |
|----------|---|----|--------------------------|---|---|---|---|---|
|          |   |    | 1                        | 2 | 3 | 4 | 5 | 6 |
|          |   | CR |                          |   |   |   |   |   |
| <i>r</i> | FILM 100 Introduction to Film and Photography         | 3  |                          | I | I |   | I |   |
| <i>e</i> | FILM 104 Modes of Screen Drama                        | 3  |                          | I |   |   | I |   |
| <i>e</i> | FILM 106 Film in America                              | 3  |                          | I |   |   | I |   |
| <i>r</i> | FILM 112 Aesthetics of Film Production I              | 3  | I                        |   | I | I |   |   |
| <i>r</i> | FILM 212 Aesthetics of Film Production II             | 4  | I                        |   | I | D |   |   |
| <i>r</i> | FILM 251 Scriptwriting                                | 3  | I                        |   | I | D | I |   |
| <i>e</i> | FILM 253 Television Production                        | 3  | I                        |   |   |   |   |   |
| <i>r</i> | FILM 254 Acting for Film                              | 3  | I                        |   |   | I | I |   |
| <i>e</i> | FILM 260 International Film and Television            | 3  |                          | I | I |   | I |   |
| <i>c</i> | THTR 304 Theatre Production                           | 4  | D                        |   | D | D | D |   |
| <i>e</i> | FILM 333 Production Management                        | 3  | D                        |   | D | D | D |   |
| <i>e</i> | FILM 351 Advanced Script Writing                      | 3  | D                        |   | D | D | D |   |
| <i>e</i> | FILM 352 Editing                                      | 3  | D                        | I | D | D |   |   |
| <i>e</i> | FILM 354 Lighting                                     | 3  | D                        |   | D | D |   |   |
| <i>e</i> | FILM 355 Cinematography                               | 3  | D                        |   |   | D |   |   |
| <i>e</i> | FILM 356 Production Design                            | 3  | D                        | D | D | D | D |   |
| <i>e</i> | FILM 357 Directing                                    | 3  | D                        |   |   | D |   |   |
| <i>e</i> | FILM 359 Sound Design                                 | 3  | D                        |   |   | D |   |   |
| <i>c</i> | FILM 371 Non-Fiction Film Production                  | 4  | D                        |   | D | D | D |   |
| <i>c</i> | FILM 372 Fiction Film Production                      | 4  | D                        |   | D | D | D |   |
| <i>c</i> | FILM 381 Studies in the Film                          | 3  |                          | D | D |   | D |   |
| <i>e</i> | FILM 449 Film and Documentary Theory                  | 3  |                          | M | M |   | M |   |
| <i>c</i> | FILM 481 Advanced Studies in Film                     | 3  |                          | M | M |   | M |   |
| <i>e</i> | FILM 493 Professional Perspectives -- L.A. Field Trip | 3  |                          |   | D |   |   |   |
| <i>r</i> | FILM 494 Seminar/Workshop                             | v  |                          |   |   |   |   |   |
| <i>r</i> | FILM 499 Senior Production                            | 5  | M                        | M | M | M | M |   |

*r* required course

*e* elective course

*c* choose x-number of a group of classes

# PHOTO OPTION ASSESSMENT PROGRAM

## Curriculum Map

The following courses map to the highlighted outcome(s) at the indicated cognitive level (Introductory, Developing, Mastery).

|          |  |   | OUTCOMES (defined above) |   |   |   |   |   |
|----------|--|---|--------------------------|---|---|---|---|---|
|          |  |   | 1                        | 2 | 3 | 4 | 5 | 6 |
| <i>r</i> | PHOT 113 Understanding Photography             | 3 |                          | I | I |   | I | I |
| <i>e</i> | PHOT 154 Exploring Digital Photography         | 3 |                          | I |   |   | I | I |
| <i>e</i> | PHOT 213 Intermediate Photography              | 3 |                          | I |   |   | I | D |
| <i>r</i> | PHOT 255 Introduction to Color Photography     | 4 | I                        |   | I | I |   | D |
| <i>r</i> | PHOT 258 View Camera                           | 4 | I                        |   | I | D |   | D |
| <i>r</i> | PHOT 401 Contemporary Issues in Photography    | 3 | I                        |   | I | D | I |   |
| <i>e</i> | PHOT 303 Early History of Photography          | 3 | I                        |   |   |   |   |   |
| <i>r</i> | PHOT 304 Recent History of Photography         | 3 | I                        |   |   | I | I | D |
| <i>e</i> | PHOT 319 Alternative Photographic Techniques   | 4 |                          | I | I |   | I | D |
| <i>c</i> | PHOT 331 Professional Practices in Photography | 4 | D                        |   | D | D | D | D |
| <i>e</i> | PHOT 350 Advanced Color Photography            | 4 | D                        |   | D | D | D |   |
| <i>e</i> | PHOT 352 Advanced Lighting Practices           | 4 | D                        |   | D | D | D |   |
| <i>e</i> | PHOT 371 Portraiture                           | 4 | D                        | I | D | D |   |   |
| <i>e</i> | PHOT 373 Non-Fiction Photography               | 4 | D                        |   | D | D |   |   |
| <i>e</i> | PHOT 374 Experimental Photography              | 4 | D                        |   | D | D | D | I |
| <i>e</i> | PHOT 472 Nighttime Narratives                  | 3 | D                        |   | D | D | D | I |
| <i>e</i> | PHOT 474 Landscape Photography                 | 3 | D                        |   | D | D | D | D |
| <i>e</i> | PHOTO 493 Study Abroad: Photographing Italy    | 4 | D                        | I | D | D |   | D |
| <i>c</i> | PHOT 494 Seminar: Photo Studies                | V | D                        |   | D | D |   |   |
| <i>c</i> | PHOT 499 Senior Thesis/Capstone                | 2 | D                        |   |   | D |   |   |

*r* required course

*e* elective course

*c* choose x-number of a group of classes

## Response Threshold

*At least 75% of students will be rated "Acceptable" or higher on every category of the scoring rubrics.*

# MFA ASSESSMENT PROGRAM

## Curriculum Map

The following courses map to the highlighted outcome(s) at the indicated cognitive level (Introductory, Developing, Mastery).

|          |  |    | OUTCOMES (defined above) |   |   |   |   |   |
|----------|--|----|--------------------------|---|---|---|---|---|
|          |  |    | 1                        | 2 | 3 | 4 | 5 | 6 |
|          |  | CR |                          |   |   |   |   |   |
| <i>r</i> | FILM 504 Documentary Theory                    | 3  |                          | I | I |   | I |   |
| <i>r</i> | FILM 505 Crit Issues in Sci / Nat History Film | 3  |                          | I |   |   | I | D |
| <i>r</i> | FILM 510 Filmmaking Fundamentals               | 3  |                          | I |   |   | I | D |
| <i>r</i> | FILM 519 Post Production Workflow              | 3  | I                        |   | I | I |   | D |
| <i>r</i> | FILM 513 Advanced Cinematography               | 4  | I                        |   | I | D |   | D |
| <i>r</i> | FILM 515 Sci / Nat History Film Production     | 3  | I                        |   | I | D | I |   |
| <i>r</i> | FILM 517 Production Management                 | 3  | I                        |   |   |   |   |   |
| <i>r</i> | FILM 518 Writing for Doc / Non Fiction Film    | 3  | I                        |   |   | I | I | D |
| <i>r</i> | FILM 523 2nd Year Film Prep                    | 3  |                          | I | I |   | I | D |
| <i>r</i> | FILM 526 Alternative Non Fiction               | 4  | D                        |   | D | D | D | D |
| <i>r</i> | FILM 525 Web Based Documentary (Terra)         | 3  | D                        |   | D | D | D | D |
| <i>r</i> | FILM 504 2nd Year Film Production              | 3  | D                        |   | D | D | D | D |
| <i>r</i> | FILM 560 Post Production Info Design           | 3  | D                        | I | D | D |   |   |
| <i>r</i> | FILM 581 Research Methods                      | 3  | D                        |   | D | D |   |   |
| <i>r</i> | FILM 590 Thesis (Written Paper)                | 3  | M                        | M | M | M | M | M |
| <i>r</i> | FILM 590 Thesis (Film)                         | 3  | M                        | M | M | M | M | M |

*r* required course

*e* elective course

*c* choose x-number of a group of classes

## Schedules

### Course Review

We review courses according to level (Freshman, Sophomore, etc.) on a four-year rotation as follows:

| Level           | Review Year |         |         |         |         |         |
|-----------------|-------------|---------|---------|---------|---------|---------|
|                 | 2016-17     | 2017-18 | 2018-19 | 2019-20 | 2020-21 | 2021-22 |
| Freshman (100)  | X           |         |         |         | X       |         |
| Sophomore (200) |             | X       |         |         |         | X       |
| Junior (300)    |             |         | X       |         |         |         |
| Senior (400)    |             |         |         | X       |         |         |
| 1st Year MFA    | X           |         |         |         | X       |         |
| 2nd Year MFA    |             | X       |         |         |         | X       |

|                       |  |  |   |   |  |  |
|-----------------------|--|--|---|---|--|--|
| 3rd Year MFA (thesis) |  |  | X |   |  |  |
| 3rd Year MFA (film)   |  |  |   | X |  |  |

## Annual Assessment Process

- Data is collected from identified courses.
- Random samples of collected assignments are scored by two faculty members using prepared scoring rubrics.
- The assessment coordinator tabulates the scores. Areas where the acceptable performance threshold has not been met are highlighted.
- The scores are presented to the faculty for assessment.
- The faculty reviews the assessment results, and makes decisions on how to respond.
- If an acceptable performance threshold has not been met, a faculty response is required.

Possible responses:

- Gather additional data next year to verify or refute the result.
- Change something in the curriculum to try to fix the problem.
- Change the acceptable performance threshold.
- Choose a different assignment to assess the outcome.

Faculty can respond to assessment results even if the acceptable performance threshold has been met.

- A summary of the year's assessment activities and faculty decisions is reported to the Provost's Office in the Department's Annual Assessment Activities report.