

CWU Department/Program Assessment Plan Preparation Form
 Department: Interdisciplinary—College of Arts & Humanities
 Program: Film and Video Studies

Department/Program Goals	Related College Goals	Related University Goals	Method(s) of Assessment (What is the assessment?)	Who/What Assessed (population, item)	When Assessed (term, dates)	Criterion of Achievement (Expectation of how good things should be?)
1. Student will achieve visual literacy—the ability to appreciate, interpret, use, & create images using both conventional & digital media in ways that advance innovative learning, collaborative communication, critical thinking, & creative decision making.	1. Facilitate inter/disciplinary & integrative learning for creative inquiry 2. Develop students' intellectual & practical skills for lifelong learning	Goal I. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium, in courses (specifically the FVS core classes), and (potentially) alumni	Fall, Winter, Spring Quarters	All student learning outcomes that use direct measures meet established criterion levels At least 90% of all portfolios &/or demo reels submitted for review (by program faculty or industry reviewers) are determined to Meet or Exceed expectations for the students' specialization.
2. Students will demonstrate themselves to be informed viewers, critics, & consumers of visual information in its various forms & to recognize the cultural & social contexts that shape visual media in various historical periods, including issues of diversity & gender, American national identity, & international perspectives	3. Improve students' knowledge of human cultures & diversity for success in a global society 4. Enhance students' civic knowledge & engagement locally & globally for responsible citizenship	Goal I. Maintain & strengthen an outstanding academic... Goal VI. Build inclusive & diverse campus communities...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium, in courses (specifically courses identified as required &/or elective in the students' respective specialization) and (potentially) alumni	Fall, Winter, Spring Quarters	All student learning outcomes that use direct measures meet established criterion levels At least 90% of all portfolios &/or demo reels submitted for review (by program faculty or industry reviewers) are determined to Meet or Exceed expectations for the students' specialization.

Department/Program Assessment Continued...

Department/Program Goals	Related College Goals	Related University Goals	Method(s) of Assessment (What is the assessment?)	Who/What Assessed (population, item)	When Assessed (term, dates)	Criterion of Achievement (Expectation of how good things should be?)
3. Students will demonstrate themselves to be knowledgeable designers, composers, & producers of visual information in its various forms which demonstrates a sensitivity to the subject matter & authorial voice as well as mastery of industry standards in production techniques & aesthetics.	5. Ensure that students develop disciplinary specific competencies for success in their field	Goal I. Maintain & strengthen an outstanding academic... Goal VI. Build inclusive & diverse campus communities...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium, in courses (specifically courses identified as required &/or elective in the students' respective specialization) and (potentially) alumni	Fall, Winter, Spring Quarters	All student learning outcomes that use direct measures meet established criterion levels At least 90% of all portfolios &/or demo reels submitted for review (by program faculty or industry reviewers) are determined to Meet or Exceed expectations for the students' specialization.
4. Through outreach and program activities, increase student diversity in the program & enhance program visibility locally, regionally & nationally; cultivate relationships with external higher education, media &/or industry groups; and explore internal &/or external grants &/or other funding sources for programmatic support through public/private partnerships.	6. Create & maintain high quality academic programs 7. Improve visibility of the college 8. Build a more diverse college community 9. Promote interdepartmental programming & collaboration Develop a climate of fundraising	Goal IV. Build mutually beneficial partnerships... Goal V. Achieve regional & national prominence...	Number and diversity of students applying for FVS major Faculty & student participation in conferences &/or film festivals (attendance & presenter status) as determined by survey Application for grants in support of programmatic goals	Students admitted to program Faculty & students enrolled in or presenting at any local, regional or national conference &/or film festival Faculty actively engaged in grant writing	Fall, Winter, Spring Quarters	Meeting targeted goals for FTE and enrollment (see Charter) and increasing student diversity At least 50% of faculty and 30% of senior majors present their work at a local, regional or national conference or film festival. At least one grant application accepted for funding within a 5 year period.

CWU Student Learning Outcome Assessment Plan Preparation Form
 Department: Interdisciplinary—College of Arts & Humanities
 Program: Film and Video Studies

Student Learning Outcomes (performance, knowledge, attitudes)	Related Program/ Departmental Goals	Related College Goals	Related University Goals	Method(s) of Assessment (What is the assessment?)*	Who Assessed (Students from what courses – population)**	When Assessed (term, dates)***	Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)
1. Students will be expressive, innovative visual thinkers & successful problem solvers.	1. Student will achieve visual literacy... 2. Students will demonstrate themselves to be informed...	1. Facilitate inter/disciplinary & integrative learning... 2. Develop students' intellectual & practical skills...	I. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: COM 201, COM 321, COM 330, ENG 344 & FVS 250	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization
2. Students will be able to demonstrate their ability to analyze & interpret the emotional, psychological, physiological, and cognitive influences in perceptions of visuals.	2. Students will demonstrate themselves to be informed...	1. Facilitate inter/disciplinary & integrative learning... 2. Develop students' intellectual & practical skills...	I. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: ANTH 351, COM 330, ENG 344	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization
3. Students will be able to demonstrate knowledge and apply the different theoretical perspectives on the role of & power of media within society to influence social values, political beliefs, identities and behaviors.	2. Students will demonstrate themselves to be informed...	3. Improve students' knowledge of human cultures & diversity... 4. Enhance students' civic knowledge...	I. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: COM 369, COM 469, ENG 344, PHIL 402 & POSC 441	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization
4. Students will be able to identify and critically analyze issues of positionality in the development & production of film and video.	2. Students will demonstrate themselves to be informed...	1. Facilitate inter/disciplinary & integrative learning...	I. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: COM 469, ENG 344 & PHIL 402	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization

Student Learning Outcome Assessment Plan Continued...

Student Learning Outcomes (performance, knowledge, attitudes)	Related Program/ Departmental Goals	Related College Goals	Related University Goals	Method(s) of Assessment (What is the assessment?)*	Who Assessed (Students from what courses – population)**	When Assessed (term, dates)***	Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)
5. Students will develop a critical approach for examining the portrayal of a specific race, ethnicity or culture in film.	2. Students will demonstrate themselves to be informed...	3. Improve students' knowledge of human cultures & diversity... 4. Enhance students' civic knowledge...	I. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: COM 369, COM 469, ENG 360, ENG 461	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization
6. Students will be able to demonstrate an advanced understanding of the production elements, narrative structures & genres of film & television.	3. Students will demonstrate themselves to be knowledgeable designers...	1. Facilitate inter/disciplinary & integrative learning...	I. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: COM 322, COM 330, COM 341, COM 346, COM 422, COM 440, COM 441	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization
7. Students will know & be able to demonstrate their understanding of the history of the American and International media industries.	2. Students will demonstrate themselves to be informed...	4. Enhance students' civic knowledge...	I. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: COM 382, COM/ENG 353, 354 & 355	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization
8. Students will develop & be able to express verbally & in written assignments an understanding of film as a medium of culture & to identify, articulate, & critique the representations & treatments of race, gender, & class.	1. Student will achieve visual literacy... 2. Students will demonstrate themselves to be informed...	1. Facilitate inter/disciplinary & integrative learning... 2. Develop students' intellectual & practical skills...	I. Maintain & strengthen an outstanding academic... VI. Build inclusive & diverse campus...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: COM 369, COM 469, ENG 360, ENG 461 & FVS 250	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization

Student Learning Outcome Assessment Plan Continued...

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9. Students will be able to apply major theoretical approaches to cinema: auteurism, structuralism & post-structuralism, semiotics, psychoanalysis, feminist, & postcolonial theories.	2. Students will demonstrate themselves to be informed...	1. Facilitate inter/disciplinary & integrative learning...	I. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: COM 469, ENG 344, ENG 461, ENG 462 & ENG 463	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization
10. Students will learn & be able to identify the paradigmatic structure & features of a screenplay & describe the five basic principles including backstory, arena, character spines, story arc, plot development.	2. Students will demonstrate themselves to be informed... 3. Students will demonstrate themselves to be knowledgeable designers...	1. Facilitate inter/disciplinary & integrative learning...	1. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: COM/ENG 3367, COM/ENG 467	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization
11. Students will gain an understanding of the theory of auteurship & an overview of the dominant stylistic, thematic, & ideological features of the works of select major American & international auteur directors.	2. Students will demonstrate themselves to be informed...	1. Facilitate inter/disciplinary & integrative learning...	1. Maintain & strengthen an outstanding academic...	Capstone essay; Portfolio; Demo Reel (if production specialization); surveys	Students at exit in FVS 489 Senior Colloquium & in courses: ENG 344, ENG 360, ENG 463 & FVS 250	Fall, Winter, Spring Quarters	At least 90% of all portfolios &/or demo reels submitted for review (by program faculty &/or industry reviewers) determined to Meet or Exceed Expectations for the specialization

*Method(s) of assessment should include those that are both direct (tests, essays, presentations, projects) and indirect (surveys, interviews) in nature

**Data needs to be collected and differentiated by location (Ellensburg campus vs University Centers – see NWCCU standard 2.B.2)

***Timing of assessment should be identified at different transition points of program (i.e., admission, mid-point, end-of-program, post-program)