



# Central Washington University

Degree Program Student Learning Outcome Assessment Plan

Department: Interdisciplinary: College of Arts & Humanities

Program: BA-Film and Video Studies

| Student Learning Outcome (performance, knowledge, attitudes)   | Related CWU Strategic Outcome(s)<br><a href="http://www.cwu.edu/sstrategic-planning/">http://www.cwu.edu/sstrategic-planning/</a> | 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.   | 1.1.1 Students will achieve programmatic learning outcomes.   | 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.  | 1.1.1 Students will achieve programmatic learning outcomes.   | 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. | 1.1.1 Students will achieve programmatic learning outcomes.   | 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.   | 1.1.1 Students will achieve programmatic learning outcomes.   | 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 |

| <b>Student Learning Outcome (performance, knowledge, attitudes)</b>   | <b>Related CWU Strategic Outcome(s)</b><br><a href="http://www.cwu.edu/strategic-planning/">http://www.cwu.edu/strategic-planning/</a>                                    | <b>Method(s) of Assessment (What is the assessment?)*</b>                    | <b>Who Assessed (Students from what courses - population)**</b>   | <b>When Assessed (term, dates)***</b> | <b>Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)</b>  |
|---|---|--|---|---------------------------------------|---|
| 5. Students will develop a critical approach for examining the portrayal of a specific race, ethnicity or culture in film.  | 1.1.1 Students will achieve programmatic learning outcomes.<br><br>2.3.2 Increase the inclusion and integration of international cultural perspectives in the curriculum. | 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.   | 1.1.1 Students will achieve programmatic learning outcomes.   | 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.   | 1.1.1 Students will achieve programmatic learning outcomes.<br><br>2.3.2 Increase the inclusion and integration of international cultural perspectives in the curriculum. | 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 & | 1.1.1 Students will achieve programmatic learning outcomes.   | 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 |

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|---|--|--|--|---------------------------------------|---|
| treatments of race, gender, & class.  |  |  |  |                                       |   |
| 9. Students will be able to apply major theoretical approaches to cinema: auteurism, structuralism & post-structuralism, semiotics, psychoanalysis, feminist, & postcolonial theories.                                | 1.1.1 Students will achieve programmatic learning outcomes.  | 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.   | 1.1.1 Students will achieve programmatic learning outcomes.  | 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. | 1.1.1 Students will achieve programmatic learning outcomes.  | 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) and modality (e.g. online, face-to-face, hybrid)

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

rev. 12/14

### Assessment Cycle

Analysis and Interpretation: December

Improvement Actions: Completed by June

Dissemination: Completed by June

| Year | 15-16 | 16-17 | 17-18 | 18-19 | 19-20 | 20-21 |
|------|-------|-------|-------|-------|-------|-------|
| SLOs |       |       |       |       |       |       |
| 1    |       |       |       |       |       |       |
| 2    |       |       |       |       |       |       |
| 3    |       |       |       |       |       |       |
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| 8    |       |       |       |       |       |       |
| 9    |       |       |       |       |       |       |
| 10   |       |       |       |       |       |       |
| 11   |       |       |       |       |       |       |

**Assessment Oversight**

| Name | Department Affiliation | Email Address | Phone Number |
|------|------------------------|---------------|--------------|
|      |                        |               |              |