

Cinema and Television Arts Assessment Plan Fall 2018

During AY17-18 in Cinema, assessment activities focused on students; communication skills and on learning about student experience in Foundations and Practicum. To compliment learning about student experience and their writing, activities in Cinema AY18-19 will look at students' creative work in Practicum and Screenwriting III to consider student performance on creating scripts and films.

In Television, assessment activities for AY18-19 will look at the FreqOut show, as in AY16-17. However, rather than only looking at the end product show in SP19, activities FA18 will focus on the Sketch Comedy courses that lead to FreqOut.

Program: Cinema Art and Science BFA and Filmmaking BA

Program Outcomes to Assess:

- Utilize technical skills in storytelling by collaborating on projects using industry practices and standards.

Courses:

- 1) Practicum Courses
- 2) Screenwriting III: Senior Thesis (CINE 445)

Artifacts:

- 1) Practicum Films
- 2) Final Drafts

Method:

- 1) A panel of three faculty (possibly external to the course) will assess the student films, based on a rubric developed by the department.
- 2) The instructor will assess the student work, based on a rubric.

Program: Television BA

Program Outcomes to Assess:

- Students will demonstrate technical proficiency in media production and project management

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Course:

1) Master Workshop Sketch Comedy: Writing (TELE 430)

2) Master Workshop Sketch Comedy: Directing & Product (TELE 432)

Artifact: To be determined

Method:

Program: Cinema Directing MFA

Program Outcomes to Assess:

- Critique the work of their peers, consider the evaluation process and apply it to their own directing
- Collaborate with an editor, and audio designer to complete their MFA Thesis in preparation for the MFA Thesis Screening and subsequent festival submission

Course: Thesis Workshop (CINE 681)

Artifact: Graduate theses

Method: Assessed by instructor

Spring 2019

CAS BFA: Thesis for the BFA

Television BA: FreqOut Production

Television Executive Producing and Entrepreneurship BFA: Practicum (TV Program Development or Executive Producing Practicum)

Cinema Directing MFA and Creative Producing MFA: Pitchfest