

# Cinema and Television Arts Assessment Plan Spring 2018

## Rationale

SP18 assessment activities, focusing on student experience in Foundations courses and creative work in early Television courses as well as reflection and communication in Cinema grad courses, will compliment FA17 activities that sought to learn about student experience in Practicum and student writing.

## Assessment 1: Foundations

Near the end of the semester we will ask all applicable students (those currently enrolled and those who've previously taken the courses) to complete a survey about their experience in the Foundations courses, which include

- Cinema Notebook (24-1000)
- Cinema Image and Process (24-1001)
- World Cinema I (24-2550)
- World Cinema II (24-2551)
- Aesthetics & Storytelling (40-1103)
- Production & Editing I (40-2302)

Faculty currently teaching the course should notify students of the survey (to be circulated by Cari). Participation will be incentivized by eligibility to receive \$50 gift cards, funded by the Assessment office.

### *Responsibilities and Potential Timeline*

Draft Survey- Tyler and Neil

- Complete by 3/30/18

Offer Revisions to Survey- Cari and Wenhwa

- Complete by 4/6/18

Notify Instructors of the Activity- Cari or Wenhwa

- Complete by 4/6/18

Circulate Questions to Students, via Qualtrics- Cari

- Complete by 4/13/18

Compile Data and Write Report- Tyler

- Complete by 7/1/18

## Assessment 2: Producing and Editing I (40-2303); Aesthetics and Storytelling (40-1103)

Course Outcomes to Assess

- Students will apply both written and visual storytelling skills to produce projects with originality and aesthetic depth.
- Students will demonstrate the ability to offer constructive criticism and collaborate with others.

From Aesthetics & Storytelling, we will look at the Video Story Project Treatment, submitted in Week 3 during FA17 and Week 15 during SP18. From Production & Editing I, we will use the Video Story Project, uploaded to YouTube and Vimeo Week 8. We will look at the work of all Spring students, and from the Fall sections as well, to consider work from both cohort and non-cohort sections.

For assessing student work in Production & Editing I, instructors will assess student work based on the existing rubric. For the VSP Treatments from Aesthetics & Storytelling, a panel of graduate student instructors will assess the work.

### *Responsibilities and Potential Timeline*

Contact PE1 instructor (Mickey Mahoney) about utilizing rubric- Tyler

- Complete by 2/9/18

Contact GSIs about Aesthetics & Storytelling Assessment- Cari and Wenhwa

- Complete by 4/27/18

Draft or Revise Rubric for Aesthetics & Storytelling Assessment- Tyler, Cari, and Wenhwa

- Complete by 4/27/18

Gather Video Story Projects Treatments from Aesthetics & Storytelling- Tyler

- Complete by 5/11/18

Lead Norming Session for Aesthetics & Storytelling- Tyler

- Complete by 5/25/18

Score Aesthetics & Storytelling Samples- TBD GSIs

- Complete by 6/22/18

Compile Data and Write Report- Tyler

- Complete by 7/1/18

### **Assessment 3: Ideation and Theme (24-6700) and Story Development (24-6607)**

In response to previous interest in students' abilities to self-reflect and communicate creative vision, the instructor will assess student work on a single "Self-Reflection" essay, ideally using a similar rubric across courses. Work from all students will be assessed.

### *Responsibilities and Potential Timeline*

Contact Story Development instructor (Carolina Posse) about assessment activity- Wenhwa

- Complete by 2/23/18

Develop rubric to be used- instructors, with support from Tyler, as needed

- Complete by 4/13/18

Assess student work- instructors

- Complete by 5/18/18

Compile Data and Write Report- Tyler

- Complete by 7/1/18