

Cinema and Television Arts Assessment Plan Spring 2019

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 graduate students will assess the student Practicum films from SP18 and FA18, using the rubric developed FA18. They will additionally review the production binders submitted with each film.
- 2) As in FA18, the instructor's qualitative comments across screenplay drafts will be analyzed for trends.

Program: Cinema Directing MFA; Creative Producing MFA

Program Outcomes to Assess:

Directing MFA

- demonstrate character-based narrative skills including: the establishment of motive, dimensionality, importance, risk, conflict, and subtext; use of established filmmaking styles that express these elements; and effective utilization of beats in both writing and directing;

Producing MFA

- analyze the potential, including strengths and weaknesses, of stories to become viable film projects;

Courses:

1) Story Development (CINE 512)

Artifacts: Pitchfest

Method:

As has happened in the past, instructors will assess three pitches from each student. Instructor will complete a rubric (recently migrated to Qualtrics from CAM) to provide details feedback to be analyzed.

Program: Television BA

Program Outcomes to Assess:

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

Courses:

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

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

3) Producing Sketch Comedy (TELE 431)

Artifact: Spring FreqOut production

Method: A panel of three external professionals will view the FreqOut performance and complete a rubric, identical to the one used SP17, to assess students' performance in the various areas that make up the FreqOut production.