

ACADEMIC YEAR 2021-2022 / ANNUAL PROGRAM REVIEW (APR)

Film & Television Student Learning Assessment Report

This view always presents the most current state of the plan item.

Plan Item was last modified on 12/16/21, 8:20 AM

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Template:

Student Learning Assessment Report (add one "plan item" for each major, degree, and/or certificate offered by dept)

Name of degree/major or credential (example: Psychology BA/BS):

Film & Television Student Learning Assessment Report

Assessment Cycle State Date:

3/1/2021

Assessment Cycle End Date:

7/1/2022

Progress:

Under Review by College/Institution

Providing Department:

Journalism & Mass Media-Academic

Responsible Users:**Assessment Report Contact:**

Robin Johnson

Program Changes in Past Year:

The affiliated faculty of the interdisciplinary Film & TV Studies program made changes to the degree with the JAMM curriculum committee and full faculty vote of support.

FTV 100 Film History & Aesthetics replaces ENGL 221 History of Film 1895-1945, and FTV 201 Global Film Styles replaces ENGL 222 History of Film 1945-Present. FTV 122 Audio-Video Foundations was added to help prepare students for JAMM 267 Intro to Film & TV Production.

JAMM 374 Intermediate Film & TV Production was added as a required course from the list of electives. The electives now include FTV 425 Directing for the Screen and JAMM 474 Video Editing is now a 3-credit class focusing on editing and other post-production activities in film and television production.

Learning Outcomes are Communicated to All Students in Program (check box if true):

true

Learning Outcomes are Communicated to All Faculty (check box if true):

true

Optional: Framework Alignment:**Import Outcomes Data (from Anthology Outcomes):**

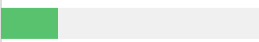

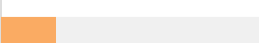
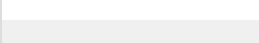
1

Recognition Skills

Graduates of this program will recognize the key terms in film and television aesthetics.

Academic Year 2020-2021: Film and Television Studies (B.A., B.S.)

Term: **Overview**

Exceeded		22%	22
Met		57%	57
Partially Met		21%	21
Not Met		0%	0

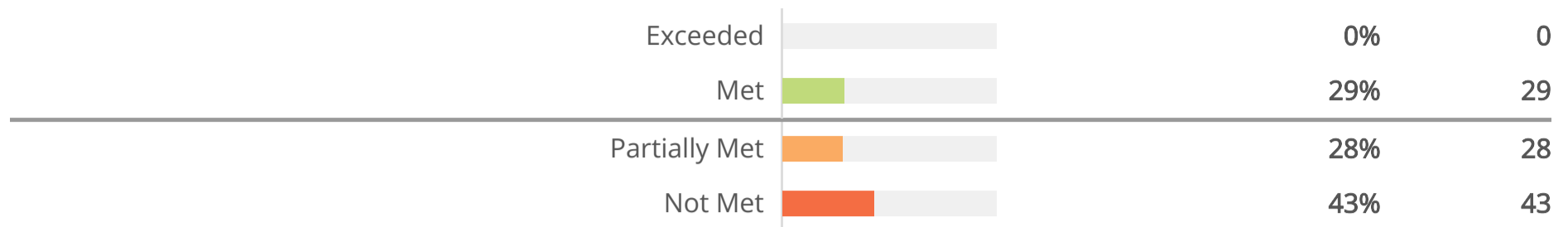
2

Recognition Skills

Students will be able to identify the significant theories, historical periods, and genres in film and television.

Academic Year 2020-2021: Film and Television Studies (B.A., B.S.)

Term: **Overview**



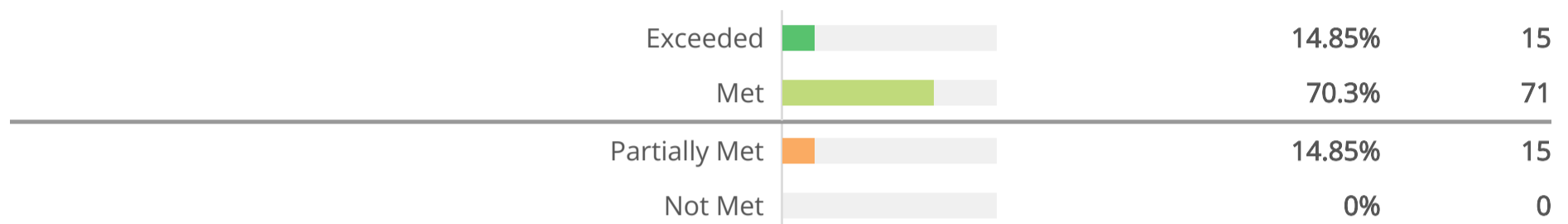
3

Application Skills

Students will demonstrate ability to shoot and edit professional quality video.

Academic Year 2020-2021: Film and Television Studies (B.A., B.S.)

Term: **Overview**



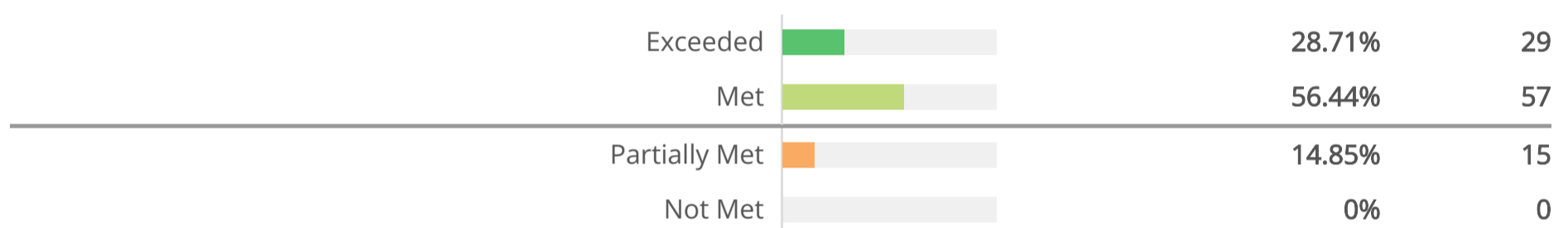
4

Specialized Skills

Students will be able to write and interpret scripts and screenplays.

Academic Year 2020-2021: Film and Television Studies (B.A., B.S.)

Term: **Overview**



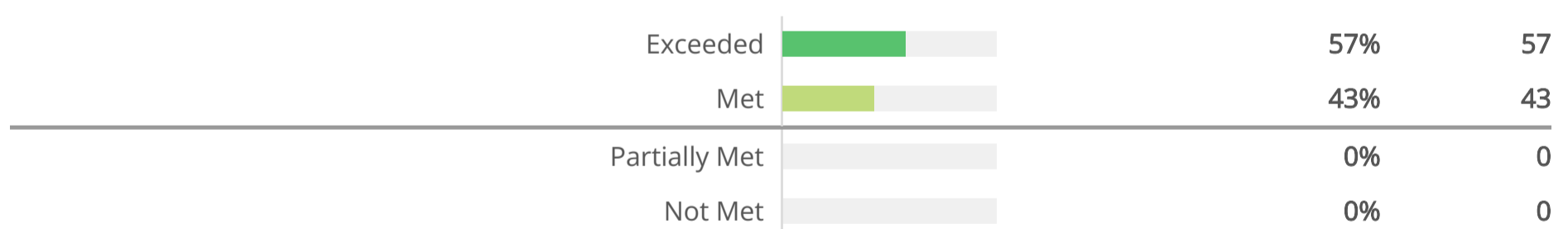
5

Specialized Skills

Students will be able to direct and produce a film or television shoot through collaboration with other creative personnel.

Academic Year 2020-2021: Film and Television Studies (B.A., B.S.)

Term: **Overview**



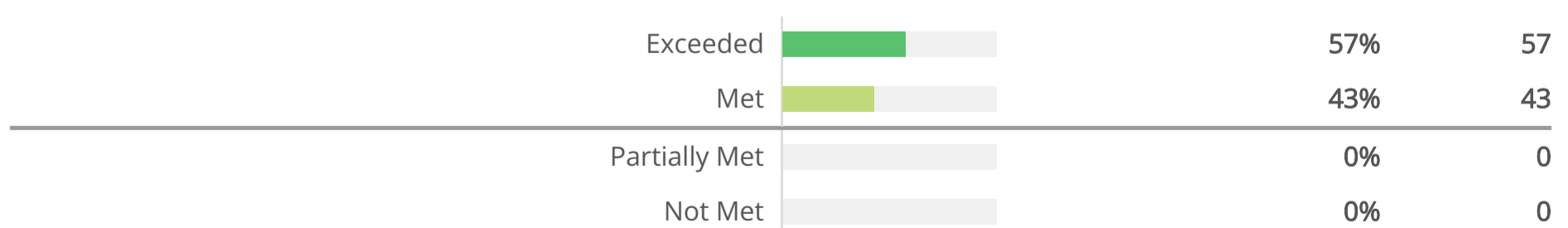
6

Application Skills

Students will be able to apply knowledge of theory, history, and cultural diversity in film and television to their own media content.

Academic Year 2020-2021: Film and Television Studies (B.A., B.S.)

Term: **Overview**

**Summary of Student Learning:**

Overall, the assessment measures deployed this year demonstrate student learning and mastery across the program. Students performed particularly well on their senior capstone films, with all students meeting expectations on outcomes 5 and 6 and 85.5% meeting or exceeding expectations on outcomes 3 and 4. Especially compared to last year, when production on the films was disrupted by COVID-19, the students showed marked improvement on technical skills. Learning outcomes 1 and 2 showed

adequate student performance. Both learning outcomes showed significant growth from the results of the pre-test, in which 85% of incoming students did not meet expectations in outcome 1 and 97% of incoming students did not meet expectations in outcome 2. For learning outcome 1, this improved to all students meeting at least some expectations and 78.5% of students meeting or exceeding expectations. Students again struggled with learning outcome 2. Although they showed significant growth from the pre-test, students continue to struggle to demonstrate mastery of historical knowledge.

Attached Files

[2019-20 Assessment Report Final.docx](#)

Summary of Faculty Discussion:

Faculty continue to make curricular adjustments to assure student progress toward learning outcomes, including the addition of a course on Directing that will aid students in bringing their creative vision to a professionally-produced product.

Attached Files

There are no attachments.

Summary of Changes/Improvements Being Considered:

Concerning student struggles in historical knowledge and applying that knowledge in a diverse vision, faculty feel some of these issues are built into the assessment measures rather than actual student learning. FTV faculty have recommended adjustments and refinements to the learning outcomes as well as new assessment artifacts that will better capture student knowledge and insight. Foremost among these will be a new artifact deployed in FTV 475 that more specifically asks students to demonstrate and apply their historical knowledge and diverse understanding of cinema history.

Attached Files

There are no attachments.

Inter-rater Reliability:

The school has started to use more consistent rubrics in assessment to ensure consistency in data collection and analysis across all learning outcomes. Independent assessment by other faculty members or advisory board members is preferred and practiced in most measurements of learning outcomes.

Closing the Loop:

New assessment artifacts are being used to capture student knowledge in the area of film and television history. An analysis and comparison with the last two years of assessment data will show if there are improvements in the learning outcomes or if more changes are needed to required courses or existing course content.

Attached Files

There are no attachments.

Quality Assessment Feedback:

Attached Files

There are no attachments.

Related Items

No connections made