

**5-Year Assessment Plan  
Department of Cinema & Television Arts  
2013-2018**

Year of PLO Assessment	Program Learning Outcomes (PLO)	Gateway Course	Capstone Courses
2013-2014  <b>Television &amp; Radio Option</b>  <b>Multi-Media Option</b>	<b>SLO 3</b>  employ preproduction, production, and post-production techniques for all electronic and digital media formats in both the studio and the field	<b>CTVA 240 Fundamentals of Video Production</b>  Basic introduction to all aspects of television studio production, audio and video; microphones, audio recorders, cameras, lenses, switching, and lighting equipment. Principles of graphics and scenery. Lab with accompanying lecture, six hours per week.	<b>CTVA 464 Multimedia Design (Podcasts)</b> In this course students storyboard, produce and edit a video podcast. Key additional elements of this class is learning compression techniques and distribution on the Internet and the World Wide Web. Students test all material in all the available browsers (IE, Safari, Chrome, Firefox, etc.)  <b>CTVA 468 Multimedia Production (Videogames)</b> Students learn how to code in <i>Action Script</i> . Final project is a video game. Students storyboard, create artwork, and code the entire game. Students then post it online.  <b>CTVA 441 Directing the Documentary</b> Advanced television directing course emphasizing educational and documentary formats. Studio and remote production assignments. Lab with accompanying lecture, six hours per week.  <b>CTVA 442 Directing the Television Comedy/Drama</b> Advanced television directing course emphasizing dramatic formats. Producing and directing live and recorded studio situation comedy and drama programs.
		<b>Gateway Signature Assignment</b>	<b>Capstone Signature Assignment</b>
		<u>Entrance Exam</u> a 100-question multiple choice exam is administered at the end of CTVA 240 covering audio and video equipment usage, lighting and producing techniques.	1) <u>Exit Exam</u> the same 100-question exam is re-administered at the end of all Television and Multimedia capstone courses.  2) <u>Standardized rubrics</u> for all capstone productions are utilized to assess final productions in Television, Videogame creation and Podcasting.

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<p style="text-align: center;">2014-15</p> <p style="text-align: center;"><b>Film Option</b></p>	<p style="text-align: center;"><b>SLO 4</b></p> <p>conceptualize, produce, direct, edit, and distribute cinema projects for both entertainment and informational purposes</p>	<p><b>CTVA 250 Fundamentals of Film Production</b></p> <p>Introductory course in Television-Film Production. The use of film as creative medium and art form in mass communication, using 16mm production techniques. formats. Both group and individual projects are structured around theory and practice. Lab with accompanying lecture, six hours per week.</p>	<p><b>CTVA 452. Senior Film Project</b></p> <p>Capstone course using applied theories and techniques of film production. Approval of instructor required. Lab with accompanying lecture. Nine hours per week.</p>
		<p><b>Gateway Signature Assignment</b></p>	<p><b>Capstone Signature Assignment</b></p>
		<p>1) <u>CTVA 250 Final Exam</u>; and</p> <p>2) <u>CTVA 250 Individual Film Project Production Notebook</u> containing a) Script, b) storyboards, and c) a one-minute 16mm film project. Standardized Rubric.</p>	<p><u>CTVA 452 Standardized Rubric and Outcome Assessment Forms</u> are used to grade the concept, production values, script, direction, cinematography and editing.</p>

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<p style="text-align: center;">2015-16</p> <p style="text-align: center;"><b>Electronic Media Management Option</b></p>	<p style="text-align: center;"><b>SLO 5</b></p> <p>operate and manage business structures, personnel, budgets, advertising, sales, research, and regulation of independent, studio, and network electronic media</p>	<p><b>CTVA 305 History of Broadcasting</b></p> <p>Fundamentals of the origins and development of the broadcast media, including the topics of financial support, influence in society, and changes in the future.</p>	<p><b>CTVA 482 Network Development Practices</b></p> <p>This is a production facility-based study of the processes, problems, and strategies involved in the development of broadcast/cable network programs from inception to completion.</p> <p>The course offers students the opportunity to learn to operate and manage business structures, personnel, budgets, advertising, sales, research, and regulation of independent, studio and network electronic media in a professional setting.</p>
		<p><b>Gateway Signature Assignment</b></p>	<p><b>Capstone Signature Assignment</b></p>
		<p><u>Entrance Exam</u></p> <p>Students in CTVA 305 are given 100-question exam at the end of the semester.</p>	<p><u>Exit Exam</u></p> <p>A comprehensive exam, made up of questions from several courses in the EMM Option, is administered to students upon completion of the Capstone course to assess proficiency in various areas of Media Management, including marketing, network practices, international distribution and audience analysis.</p>

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2016-17  <b>Screen-Writing Option</b>	SLO 2  Ability to research, structure, and write drama-tic and non-dramatic scripts for cinema, television, and multi-media.	<b>CTVA 220 Foundations of Media Writing</b>  Required of all pre-majors. Basic introductory course in writing for the film and electronic media, with emphasis on preparing scripts in proper formats. Includes a writing evaluation component as part of the course requirement.	<b>CTVA 425 Advanced Screenwriting</b>  Advanced problems in writing dramas. Available also for graduate credit.
		<b>Gateway Signature Assignment</b>	<b>Capstone Signature Assignment</b>
		<u>Entrance exam</u> , 20 multiple-choice questions; and  <u>Plot Synopsis</u> Write a detailed plot synopsis for a potential original short (20-30-minute) fictional narrative film. Standardized Rubric.	<u>Plot Synopsis</u> Write a detailed plot synopsis for a potential original feature-length (85-120-minute), fictional narrative film. Standardized Rubric.
		<b>Graduate M.A. Gateway Course</b>	<b>Graduate M.A. Capstone Course</b>
<b>Graduate Screenwriting</b>		<b>CTVA 512 Seminar</b> Graduate Screenwriting Workshop	<b>CTVA 698 C Thesis Project</b> Individual creation of Full-length Screenplay under the guidance of Graduate Advisor.
		<b>Graduate Screenwriting Signature Assignment</b>	<b>Graduate Capstone Signature Assignment for M.A Degree</b>
		<u>Short Screenplay (45-60 pages)</u> Standardized rubric.	<u>Full-length Screenplay (85-120 pages)</u> 1) Standardized rubric 2) Juried Thesis

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2017-2018  <b>Media Theory &amp; Criticism Option</b>	<b>SLO 1</b>  understand and articulate the history, theories, and critical models of cinema and the electronic media;	<b>CTVA 210 Television &amp; Film Aesthetics</b>  Required of all pre-majors. An introduction to the close analysis of international film and television texts; an examination of broad questions of their form and content, aesthetics and meaning, history and culture.	<b>CTVA 415 International Cinema</b>  A film historiography course that explores the social, economic, and political aspects of international cinema, covering the various countries
		<b>Gateway Signature Assignment</b>	<b>Capstone Signature Assignment</b>
		<u>Entrance Exam</u> A multiple choice exam in Film and Television Aesthetics is administered at the end CTVA 210.	<u>Final Documented Research Paper.</u>  Standardized Rubric.