Multimedia Graduate Program, CLASS



# **ASSESSMENT PLAN: M.A. in Multimedia**

### Updated Date: Spring, 2013, By Gwyan Rhabyt

| PROGRAM MISSION |
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| [CSUEB Missions, Commitments, and ILOs, 2012](http://www20.csueastbay.edu/about/strategic-planning/files/pdf/CSUEB%20Mission%2C%20Commitments%20and%20ILOs%2C%202012%20June%2019.pdf)The CSUEB Graduate Multimedia program mission is to educate the next generation of interactive digital media content creators who will have a central role in shaping our culture. The program is a unique learning environment that fosters imagination and collaboration in multimedia production. The program focuses on the creative and technical aspects of using computer technology to create, control, deliver and present content in a variety of interactive digital forms, with an emphasis on real world conditions centered on teamwork and production oriented goals. Students in our program develop a strong theoretical foundation in multimedia arts, enhance their creative and technical abilities and learn skills necessary to adapt quickly to new work environments.  |

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| PROGRAM STUDENT LEARNING OUTCOMES (SLOs) |
| Students graduating with a M.A. in Multimedia will be able to:  |
| SLO 1 | Demonstrate competency in digital imaging, and interactive, web, video, and audio production |
| SLO 2 | Research and critically assess new developments in the field of multimedia at both the cultural and the technical level |
| SLO 3 | Show an understanding of the effects of media and the evolution of information across a variety of media types |
| SLO 4 | Produce an interactive thesis project that demonstrates a novel and/or creative use of a single or combination of interactive technologies, with written documentation of a professional standard, by working within a collaborative team. |

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| Year 1: 2012-2013 |  |
| 1. Which SLO(s) to assess
 | SLO 2: Research and critically assess new developments in the field of multimedia at both the cultural and the technical level |
| 1. Assessment indicators
 | Direct: Rubric based assessment of Final Written Thesis document. A score of 4 out 5 is satisfactory.Indirect: Anonymous survey of students, who will be asked to self assess their absolute and value added achievements relative to the SLO. Students will also be asked about how much different classes contributed to their progress. |
| 1. Sample (courses/# of students)
 | All students in MM 6899: Thesis, the required capstone course will be assessed. |
| 1. Time (which quarter(s))
 | Spring 2013 |
| 1. Responsible person(s)
 | Four faculty members of the Multimedia Graduate Committee, coordinated by the Director of the Multimedia Graduate Program |
| 1. Ways of reporting (how, to who)
 | Rubrics will be filled out by the four faculty and emailed to the Director, who will average the results. Surveys will be required from all graduating students, emailed to the program admin assistant, who will collate and anonymize the results |
| 1. Ways of closing the loop
 | Anything from recognition of a job well done, if all assessments are strong, to minor syllabus adjustments, to major curriculum redesign, if results are unsatisfactory. |

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| Year 2: 2013-2014 |  |
| 1. Which SLO(s) to assess
 | SLO 1: Demonstrate competency in digital imaging, and interactive, web, video, and audio production |
| 1. Assessment indicators
 | Direct: Rubric based assessment of Individual Project Proposal presentations and written documents. A score of 4 out 5 is satisfactory.Indirect: Anonymous survey of students, who will be asked to self assess their absolute and value added achievements relative to the SLO. Students will also be asked about how much different classes contributed to their progress. |
| 1. Sample (courses/# of students)
 | All students in MM 6860: Intro to Thesis, the course in which students are evaluated for Advancement to Candidacy |
| 1. Time (which quarter(s))
 | Spring 2014 |
| 1. Responsible person(s)
 | Four faculty members of the Multimedia Graduate Committee, coordinated by the Director of the Multimedia Graduate Program |
| 1. Ways of reporting (how, to who)
 | Rubrics will be filled out by the four faculty and emailed to the Director, who will average the results. Surveys will be required from all graduating students, emailed to the program admin assistant, who will collate and anonymize the results |
| 1. Ways of closing the loop
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| Year 3: 2014-2015 |  |
| 1. Which SLO(s) to assess
 | SLO 4: Produce an interactive thesis project that demonstrates a novel and/or creative use of a single or combination of interactive technologies, with written documentation of a professional standard, by working within a collaborative team. |
| 1. Assessment indicators
 | Direct: Rubric based assessment of Final Written Thesis document and the Thesis Project. A score of 4 out 5 is satisfactory.Indirect: Anonymous survey of students, who will be asked to self assess their absolute and value added achievements relative to the SLO. Students will also be asked about how much different classes contributed to their progress. |
| 1. Sample (courses/# of students)
 | All students in MM 6899: Thesis, the required capstone course will be assessed. |
| 1. Time (which quarter(s))
 | Spring 2015 |
| 1. Responsible person(s)
 | Four faculty members of the Multimedia Graduate Committee, coordinated by the Director of the Multimedia Graduate Program |
| 1. Ways of reporting (how, to who)
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| 1. Ways of closing the loop
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| Year 4: 2015-2016 |  |
| 1. Which SLO(s) to assess
 | SLO 3: Show an understanding of the effects of media and the evolution of information across a variety of media types |
| 1. Assessment indicators
 | Direct: A written essay and short answer exam. Scored on a written rubric.Indirect: Anonymous survey of students, who will be asked to self assess their absolute and value added achievements relative to the SLO. Students will also be asked about how much different classes contributed to their progress. |
| 1. Sample (courses/# of students)
 | All students in MM 6120: Graduate Tech III, a required course will be assessed. |
| 1. Time (which quarter(s))
 | Spring 2016 |
| 1. Responsible person(s)
 | Four faculty members of the Multimedia Graduate Committee, coordinated by the Director of the Multimedia Graduate Program |
| 1. Ways of reporting (how, to who)
 | Rubrics will be filled out by the four faculty and emailed to the Director, who will average the results. Surveys will be required from all graduating students, emailed to the program admin assistant, who will collate and anonymize the results |
| 1. Ways of closing the loop
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| Year 5: 2016-2017 |  |
| 1. Which SLO(s) to assess
 | SLO 2: Research and critically assess new developments in the field of multimedia at both the cultural and the technical level |
| 1. Assessment indicators
 | Direct: Rubric based assessment of Final Written Thesis document. A score of 4 out 5 is satisfactory.Indirect: Anonymous survey of students, who will be asked to self assess their absolute and value added achievements relative to the SLO. Students will also be asked about how much different classes contributed to their progress. |
| 1. Sample (courses/# of students)
 | All students in MM 6899: Thesis, the required capstone course will be assessed. |
| 1. Time (which quarter(s))
 | Spring 2017 |
| 1. Responsible person(s)
 | Four faculty members of the Multimedia Graduate Committee, coordinated by the Director of the Multimedia Graduate Program |
| 1. Ways of reporting (how, to who)
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| 1. Ways of closing the loop
 | Anything from recognition of a job well done, if all assessments are strong, to minor syllabus adjustments, to major curriculum redesign, if results are unsatisfactory. |