

Students graduating with an M.A. in Multimedia from Cal State East Bay will possess the following skills:

- 1. CRITICAL THINKING AND REASONING: Graduates will research, assess, and ethically use information in the field of multimedia design and journalism.
- 2. CREATIVITY AND INNOVATION: Graduates will produce high-level work that demonstrates innovative and creative use of interactive technologies.
- 3. INFORMATION LITERACY: Graduates will analyze, interpret, evaluate and reflect on the effects of media and the historical evolution of information technologies.
- 4. CRAFT: Graduates will demonstrate, through practical projects and written documentation, comprehensive knowledge of digital imaging, interactivity, and web, video and audio production.
- 5. COLLABORATION AND RESPONSIBILITY: Graduates will work in collaborative teams to analyze and present solutions to community, local and global problems.

PLO's	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
PLO 1	Graduate	Graduate	Graduate	Graduate	Graduate
	Committee will	Committee	Committee will	Committee	Committee
	use a rubric	will use a	use a rubric	will use a	will use a
	based	rubric based	based	rubric based	rubric based
	assessment of	assessment of	assessment of	assessment of	assessment of
	student	student	student	student	student
	produced	produced	produced	produced	produced
	summative	summative	summative	summative	summative
	project	project	project	project	project
	documents in	documents in	documents in	documents in	documents in
	the Spring	the Spring	the Spring	the Spring	the Spring
	Semester of	Semester of	Semester of MM	Semester of	Semester of
	MM 694,	MM 694,	694, Project	MM 694,	MM 694,
	Project	Project	Documentation	Project	Project
	Documentation	Documentatio	(data collection	Documentatio	Documentatio
	•	n (data	only)	n (data	n (data
	Followed by	collection		collection	collection
	curricular	only)		only)	only)
	changes				
	C	Committee	C	Committee	Committee
PLO 2	Committee will	Committee	Committee will	Committee	Committee
	use a rubric	will use a	use a rubric	will use a	will use a
	based	rubric based	based	rubric based	rubric based
	assessment of	assessment of	assessment of	assessment of	assessment of
	student	student	student	student	student
	produced	produced	produced	produced	produced
	capstone project	capstone	capstone project	capstone	capstone
	in MM	project in MM	in MM	project in MM	project in MM

Five Year Assessment Plan template

	693A/693B, Capstone Project. (data collection only)	693A/693B, Capstone Project. Followed by curricular changes	693A/693B, Capstone Project. (data collection only)	693A/693B, Capstone Project. (data collection only)	693A/693B, Capstone Project. (data collection only)
PLO 3	Graduate Committee will use a rubric based assessment of student produced summative project documents in the Fall Semester of MM 694, Project Documentation (data collection only)	Graduate Committee will use a rubric based assessment of student produced summative project documents in the Fall Semester of MM 694, Project Documentatio n (data collection only)	Graduate Committee will use a rubric based assessment of student produced summative project documents in the Fall Semester of MM 694, Project Documentation Followed by curricular changes	Graduate Committee will use a rubric based assessment of student produced summative project documents in the Fall Semester of MM 694, Project Documentatio n (data collection only)	Graduate Committee will use a rubric based assessment of student produced summative project documents in the Fall Semester of MM 694, Project Documentatio n (data collection only)
PLO 4	Committee will use a rubric based assessment of student produced capstone project in MM 682, Individual Multimedia Research and Practice. (data collection only)	Committee will use a rubric based assessment of student produced capstone project in MM 682, Individual Multimedia Research and Practice. (data collection only)	Committee will use a rubric based assessment of student produced capstone project in MM 682, Individual Multimedia Research and Practice. (data collection only)	Committee will use a rubric based assessment of student produced capstone project in MM 682, Individual Multimedia Research and Practice. Followed by curricular changes	Committee will use a rubric based assessment of student produced capstone project in MM 682, Individual Multimedia Research and Practice. (data collection only)
PLO 5	Committee will use a rubric based assessment of student produced capstone project	Committee will use a rubric based assessment of student produced capstone	Committee will use a rubric based assessment of student produced capstone project	Committee will use a rubric based assessment of student produced capstone	Committee will use a rubric based assessment of student produced capstone

	in MM 693A/693B, Capstone Project. (data collection only)	project in MM 693A/693B, Capstone Project. (data collection only)	in MM 693A/693B, Capstone Project. (data collection only)	project in MM 693A/693B, Capstone Project. (data collection only)	project in MM 693A/693B, Capstone Project. Followed by curricular changes
Five Year		Will be conducted this			
Progra		year in			
m		accordance			
Review		with CAPR schedule			

Closing the Loop: Although all PLOs will be assessed every year for continuity of data,, a rigorous analysis of results and with curricular changes, pedagogical changes, adjustments of course SLOs and even adjustments of PLOs will be conducted on one PLO per year. Decisions will be made by the Art Department Graduate Committee and, if appropriate, passed to the Curriculum Committee. These results will be reported to CAPR in the Department Annual Report and form an area of the 5-year Review.