PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: **Digital Video Production Certificate**
Division: **BCT**   Department: **DMA**   Program Code: **CTDVPC**

Type of Award: ☐ A.A.   ☐ A.S   ☐ A.A.S.
                  XX Cert.   ☐ Adv. Cert.   ☐ Post-Assoc. Cert.   ☐ Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Effectively execute the Three stages of digital media production. A). Preproduction B) Production and C) Post production	A final project from Video 270 and Video 276 Dept. rubric	Winter 2022	All students who complete each course	All students who complete each course
Operate equipment to demonstrate computer software skills necessary in the three phases of production.	Video 270 and 276 Dept. rubric (attached)	Winter 2022	All students who complete each course	All students who complete each course

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide. **A departmentally-developed rubric (attached) will be used to evaluate Video 270 & 276 final projects. These two courses represent the most advanced aspects of the video production process for a Digital Video production certificate.**

2. Indicate the standard of success to be used for this assessment.

    Success rate: 70% of all students who complete Video 270 and Video 276 will score a 2.0 or higher on the following scale: 1 – unsatisfactory; 2 – meets expectation; 3 – exceeds expectation.

3. Indicate who will score and analyze the data (data must be blind-scored).

    The lead program instructor will gather, collate, and analyze data from Video 270 and Video 276. The final assessment report will be reviewed by other full-time video instructors, the Department Chair, and the Dean for their feedback prior to submitting the report to the Curriculum and Assessment Committee.

Office of Curriculum & Assessment
Approved by the Assessment Committee 10/10/06   Program Assessment Planning Form.doc

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PROGRAM ASSESSMENT PLANNING FORM

Submitted by:

Name: G.Daniel Kier *G. DANIEL KIER /*   Date: 5/29/19

    Print/Signature

Dept. Chair: Date: 29 MAY 2019

    Print/Signature *DONALD WERTHMANN DMA CO-CHAIR*

Dean: *Eve Samulski* *Eve Samulski*   Date: 5-30-19

    Print/Signature

Please return completed form to the Office of Curriculum & Assessment, SC 257.

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:
Title: Digital Video Production Program *CFVID*
Division: BCT   Department: VAT   Code: 14500

Type of Award: ☐ A.A.   ☐ A.S   ☐ A.A.S.
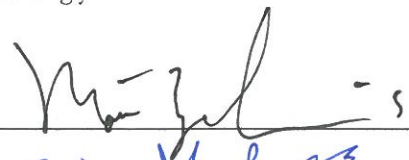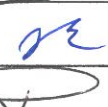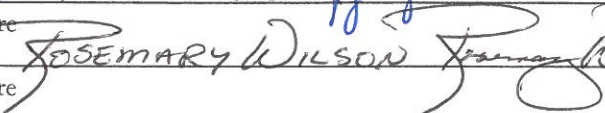☒ Cert.   ☐ Adv. Cert.   ☐ Post-Assoc. Cert.   ☐ Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Effectively execute three stages of digital Video production: a.) Preproduction, b.) production & c.) postproduction.	Completion of Final digital video Project(s).	Completion of Fall '06.	Students who complete all course work for video certificate.	All students who complete appropriate coursework
a.) Preproduction: Proficiency in script development & story-boarding for a digital video concept. b.) Production: Ability to operate a GL2 Camera & compose shots for indoor/outdoor settings. c.) Postproduction: Demonstrate computer software skills to edit digital video into a completed project.	Completion of Final digital video Project(s).	Completion of Fall '06.	Students who complete all course work for video certificate	All students who complete appropriate coursework

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide. The departmental rubric will be completed by a group of external professionals in the field of video production & post-production.

2. Indicate the standard of success to be used for this assessment. Two-thirds of all student work will be judged competent or highly competent by an external group of professionals.

3. Indicate who will score and analyze the data (data must be blind-scored). Department faculty members (those not teaching the course) will analyze and blind-score all data.

4. Explain the process for using assessment data to improve the program. Faculty members will measure areas in need of improvement(s) and modify accordingly.

Submitted by:

Name: MATT ZACHARIAS   Date: 11 Oct. 07
    Print/Signature
Dept. Chair: Jennifer Baker   Date: 2/21/08
    Print/Signature
Dean: Rosemary Wilson   Date: 3/20/08
    Print/Signature

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logged 3/24/08 sj 5c
Office of Curriculum & Assessment
Approved by the Assessment Committee 10/10/06

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Reviewed by AC 4/8/08 JB