

## ASSESSMENT PLAN

### Graduate Program: Digital Media MS

#### Student Learning Objectives (SLO) for PROGRAM

1. Students will demonstrate competency in four digital media, with professional craft in at least one of these.
2. Students will create, manage and critique digital media projects individually and in production teams.
3. Students will employ visual, written, and oral skills to communicate concepts and aesthetic visions effectively.
4. Students will examine social context and impact of digital media and produce work for the social good.
5. Students will engage the community through digital media service-learning projects.

Outcome Measure	SLO's	Description of Departmental Use of Data
Digital Media Showcase (last 2 semesters)	All	All departmental faculty continue to participate in review of COMM 700/701 Graduate Media Projects, discussing student projects individually with students. Each professor fills out written evaluations of student work. Program director discusses these evaluations with 700/701 faculty and other graduate faculty. Together we approve necessary changes or improvements to curriculum or pedagogy.

1. **Results**—Briefly discuss assessment activities and findings during this cycle and describe what recent programmatic changes, if any, were made in response to the findings? Discuss the rationale for any changes by referencing the SLO # and the findings from your assessment program.

This year we assessed	Using Outcome	Findings	Strategies for
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SLOs	Measures		Improvement
SLO 1	Direct: COMM 700/701 Graduate Media Showcase		
SLO 2	Grad Media Showcase		
SLO 3	Grad Media Showcase		
SLO 4	Grad Media Showcase	Improved	
SLO 5	Grad Media Showcase and Student Project Gallery		

**Discussion:**

2. What **revisions**, if any, to current SLOs and/or outcome measures did you make from previous plan? Provide the rationale for any change(s).
3. **Plans**- What learning objectives will you be assessing in the next cycle? *All SLOs will be assessed in the next cycle.*