



DOROTHY F. SCHMIDT COLLEGE OF ARTS & LETTERS

Student Learning Outcomes Assessment

To satisfy the requirements for the B.A. in Multimedia Studies, all students are required to complete VIC 4943 (Multimedia Practicum), a multimedia laboratory and senior capstone experience. As part of this course, students create cross-media content, producing works engaged with art, culture, and cross-disciplinary critical inquiry. There are significant opportunities for students to pursue exploratory multimedia production projects as well as essayistic and research-oriented endeavors in new and multimedia; to this end, students will examine the evolving role of film, video, television and print in a new media landscape.

CONTENT KNOWLEDGE (Technical Skills): Students will demonstrate competency with non-linear video editing, web design and layout, and embedded media (the insertion of video, audio, and still images in web pages).

CONTENT KNOWLEDGE (Declarative Knowledge): Students will demonstrate familiarity with the major developments in the history of multimedia production in the United States and abroad, including history of new technologies, tactics and strategies of new media production, and implementation of technological developments in the public and private sectors.

In VIC 4943, students will develop projects using multimedia production software such as Apple Final Cut Pro and Macromedia Dreamweaver. Faculty will assess students' projects on their historical and theoretical knowledge, their use of critical vocabulary and demonstration of their media and computer literacy on the following scale: Above Satisfactory; Satisfactory; Below Satisfactory; Unsatisfactory; or No Work. Students must obtain ratings of Above Satisfactory or Satisfactory as an average on all projects in order to pass this course.

COMMUNICATION (Written Communication, Oral Communication, Multimedia Communication): Students will develop multimedia projects, present their projects to their peers, and produce oral and written self-critiques on both technical and aesthetic aspects of their work.

In VIC 4943, each student will complete a multi-stage project that engages some of the questions and issues addressed in class. As part of this final exercise, students will articulate the relationship between one work and the field as a whole, present their work to the class and lead discussion on both technical and aesthetic points, and conduct an oral and written self-critique that addresses their work in the above contexts. Faculty will assess students' projects and assignments considering their communication skills, their mastery of form/content relations, and their development of textual strategies on the following scale: Above Satisfactory; Satisfactory; Below Satisfactory; Unsatisfactory; or No Work. Students must obtain ratings of Above Satisfactory or Satisfactory as an average of all projects in order to pass this course.

CRITICAL THINKING (Analytical Skills): Students will develop argumentative and analytic strategies that demonstrate their understanding of the central aesthetic and critical questions of the field, including the lexicon of new media, the relation between old and new media forms, the impact of new media on self and community, the intersections of art, science, and information technology, and the role of differing formal choices and modes of address.

In completing the multi-stage project for VIC 4943, students must consider the properties of audio, video, still imagery, text and graphics as recombinant elements that can be utilized to construct an extended argument or point of inquiry. The purpose of this assignment is to focus on video and new media as potential elements of an argument or investigation. The completed work should take the semblance of a critical essay in multimedia form. The general goal is to develop an analytic "statement" that bridges the personal and the social. Faculty will assess students' projects and assignments based on their ability to develop argumentative and analytic strategies, to develop research methods, to learn independently, and to demonstrate social/civic responsibility on the following scale: Above Satisfactory; Satisfactory; Below Satisfactory; Unsatisfactory; or No Work. Students must obtain ratings of Above Satisfactory or Satisfactory as an average of all projects in order to pass this course.