Luna Community College

\<Media Art and Film Technology\>

\<Associate of Applied Science\>

2017/2018

Contents

The Associate of Applied Science Degree in Media Arts and Film Technology is designed to prepare students with entry-level job skills in the media industry. The program focuses on the use of media technology as well as the basics of visual design and composition. The curriculum offers theory, research and hands-on experience with an emphasis on developing proficiency in the use of multimedia tools and computer software

Media Arts & Film Technology

Associate of Applied Science

60 credit hours

Program Goals

The Associate of Arts degree in Film & Media Technologies is designed to prepare students with entry-level job skills in the media industry. The program focuses on the use of media technology as well as the basics of visual design and composition. The curriculum offers theory, research and hands-on experience with an emphasis on developing proficiency in the use of multimedia tools and computer software. Graduates of the program will:

- Demonstrate ability to put pre-production requirements into a viable project.
- Illustrate advanced understanding of software covered
- Demonstrate advanced knowledge and understanding of media arts terminology.
- Recognize the importance of proper file management in all software
- Illustrate a advanced understanding of design principles in terms of composition
- Clearly communicate constructive analysis during project presentation

2015/18 Curriculum Profile

https://luna.edu/media_art_and/

General Education Core (36 hours)		
AREA I. COMMUNICATIONS (9 HOURS)		
ENG111	Freshman Composition I	3 credits
ENG115	Freshman Composition II	3 credits
SPCH111	Public Speaking -or-	3 credits
SPCH112	Interpersonal Communication	3 credits
AREA II. MATHEMATICS (4 HOURS)		
MATH180	College Algebra	4 credits

AREA III. LABORATORY SCIENCE (8 HOURS)
AREA IV. SOCIAL AND BEHAVIORAL SCIENCES (6 HOURS)
AREA V. HUMANITIES AND FINE ARTS (9 HOURS)

Program Map

https://luna.edu/media_art_and/

Program Requirements (18 hours)

MMC101	Introduction to Mass Media Communications	3 credits
MMC105	Visual Concepts	3 credits
MMC115	Principles of Multimedia	3 credits
MMC130	Introduction to Media Arts	3 credits
MMC135	Introduction to Digital Filmmaking	3 credits
MMC295	Media Capstone	3 credits

Approved Electives (6 hours)

MMC120	Screenwriting	3 credits
MMC138	Introduction to Digital Photography	3 credits
MMC154	Introduction to Film Production Workflow	3 credits

MMC161	Introduction to Film History	3 credits
MMC170	Film Crew I	3 credits
MMC174	On-Set Production Techniques	3 credits
MMC178	Location Production Techniques	3 credits
MMC211	Media Ethics	3 credits
MMC230	Intermediate Media Arts	3 credits
MMC235	Intermediate Digital Filmmaking	3 credits
MMC250	Mass Media Internship	3 credits
MMC270	Film Crew II	12 credits
THTR125	Acting I	3 credits

Professional Development

Instructor of record will implement a PDP to earn an MA within the next two years.

Courses Offered by Semester

Fall 2017

List courses offered for Fall.

Course	# of Sections	Credit hours	# of students	Total credit hours

MMC 101	1	3	6	18
MMC 105	1	3	7	21
MMC 130	1	3	8	24
MMC 135	1	3	8	24
MMC 161	1	3	4	12

Spring 2018

List courses offered for Spring.

Course	# of Sections	Credit hours	# of students	Total credit hours
MMC 105	1	3	6	18
MMC 115	1	3	14	42
MMC 130	1	3	9	27
MMC 138	1	3	11	33
MMC 295	1	3	15	45

Summer 2018

List courses offered for Summer.

Course	# of Sections	Credit hours	# of students	Total credit hours
MMC	0	0	0	0

Student Enrollment (Three-Year Annual Trend)

2015/2016	2016/2017	2017/2018
67	76	76

Fall By Course

Course	Credit	# of students Enrolled	Student credit hours
Program course	Credit	# of students Enrolled	Student credit hours
MMC 105	3	6	18
MMC 115	3	7	21
MMC 130	3	8	24
MMC 138	3	8	24
MMC 295	3	4	12

Spring By Course

Course	Credit	# of students Enrolled	Student credit hours
MMC 105	3	6	18
MMC 115	3	14	42
MMC 130	3	9	27
MMC 138	3	11	33
MMC 295	3	15	45

Summer By Course

Course	Credit	# of students Enrolled	Student credit hours
0	0	0	0

Student Graduation (Three-Year Annual Trend)

Degree	Major	15-16	16-17	17-18
AAS	MA	2	10	2

Synopsis of Significant Findings

While the program has state-of-the-art equipment and a knowledgeable and dedicated instructor, enrollment is low. There have been a total of 14 graduates within the last 3 years with a majority of 10 graduates in 16/17 and only two in the other years. We need to publicize and recruit. The Luna community needs to know what a fantastic opportunity we possess in offering this program.

Program Improvement Plans Implemented or In-Progress

Systematic upgrade of software and computers incumbent upon funding from the NM Film Office. Reaching out to partnership with the NM Film Union. Instructor is starting an MA program, which will greatly improve the implementation of all course work.

Advisory Committee Work
There is no established advisory committee for this program

Student Advisement by Semester

ID	Major	Sem.	Year	Advisor

7280	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
23736	MAFA	FA/SP	2017/2018	Kenneth Bachicha 16926
24532	MAFT	FA/SP	2017/2018	Kenneth Bachicha 16926
28206	MAFT	FA/SP	2017/2018	Kenneth Bachicha 16926
27364	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926

38832	MAFT	FA/SP	2017/2018	Kenneth Bachicha 16926
38833	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
39351	MAFT	FA/SP	2017/2018	Kenneth Bachicha 16926
40852	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
40979	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
41004	MAFA	FA/SP	2017/2018	Kenneth Bachicha 16926
41256	MAFA	FA/SP	2017/2018	Kenneth Bachicha 16926
41666	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
42142	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
42824	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
42835	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
42988	MAFA	FA/SP	2017/2018	Kenneth Bachicha 16926
43082	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
43635	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
24663	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
24857	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
25131	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
27370	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
28284	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
29180	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
29964	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
30560	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
30668	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
31856	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
43062	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
42985	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
32581	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
33841	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
33882	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
34788	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926

35160	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
36514	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
36613	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
36683	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
38368	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
38656	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
38815	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
39221	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
39321	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
40874	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926
42239	GENS	FA/SP	2017/2018	Kenneth Bachicha 16926
42281	GSAG	FA/SP	2017/2018	Kenneth Bachicha 16926

Yearly Return on Investment

Costs for instruction are listed by course.

Revenue **Fall 2017-Spring 2018**

Course Name	#of Credits	#of Students	SCH	Tier $	Tier Funding Tot	Tuition $40	Total Revenue	Cost per student	Cost per graduate 5/2018
MMC101	3	6	18	$133	2394	720	3114	519	628 Avg.
MMC105	3	13	39	$133	5187	1560	6747	519	
MMC115	3	14	42	$133	5586	1600	7186	513	
MMC130	3	17	51	$133	6783	2040	8823	519	
MMC135	3	8	24	$133	3192	960	4152	519	
MMC138	3	11	33	$133	4389	1320	5709	519	
MMC161	3	4	12	$133	1596	4012	5608	1402	
MMC295	3	3	9	$133	1197	360	1557	519	

Costs   Fall 2017

Course Name	Instructor Salary	Fringe	Operational Costs (63 and 64 codes)	Total Costs
MMC101	12,850.68	5,010.14	1,000.00	21861.00
MMC105				
MMC130				
MMC135				
MMC161				

Costs   **Spring 2018**

Course Name	Instructor Salary	Fringe	Operational Costs (63 and 64 codes)	Total Costs
MMC105	12,850.68	5,010.14	1,000.00	21861.00
MMC115				
MMC130				
MMC138				
MMC295				

<Include Class Cost per Student (e.g., Revenue-Costs/students enrolled)>

<Include Cost per Graduate (e.g., Revenue-Costs/students graduated this year)>

Alumni Surveys
As of yet this department has not administered alumni surveys.

Program Learning Assessment Plan (Weave)
Appendix B provides the program assessment of learning plan created by the faculty.

Student Alumni
As of yet this department has no data.

Curriculum Committee Work (Link)
All courses in this program are aligned with NM articulation agreements.

Final Program Approvals (Board of trustees) approvals to move program forward

None at this time.

Accreditation
As of yet no accreditation program has been established.

Evaluation of the Program
The program has many good points:

- A knowledgeable and experienced instructor
- A clearly stated and articulated curriculum
- State-of-the-art equipment
- A great facility
- Good, positive evaluations from students

The program needs to improve in enrollment. The retention is good, but low.

This is a viable and essential program for our students as the digital age is upon us, and Luna needs to supply the graduates to fulfill the workforce needs in this area.

Media Arts & Film Technology: Associate of Applied Science

The Associate of Applied Science Degree in Media Arts and Film Technology is designed to prepare students with entry-level job skills in the media industry. The program focuses on the use of media technology as well as the basics of visual design and composition. The curriculum offers theory, research and hands-on experience with an emphasis on developing proficiency in the use of multimedia tools and computer software.

Degree Requirements Credit Hours: 60 - (General Education Core -36 credit hours + 24 credit hours- MMC Program)

Term 1/Fall Semester	Credits	Term 2 Spring Semester	Credits
MMC101 Intro to Mass Media Communications or MMC Elective	3	**MMC115 Principles of Multimedia or MMC Elective**	3
MMC105 Visual Concepts	3	**MMC Elective******	3
Area II. Math 180 or Remedial Math	4	**Area III. One Lab Science**	4
Area IV. On Social & Behavioral Sciences Course	3	**Area I. One Course in SPCH**	3
Area V. One Humanities & Fine Arts Course	3	**Area 1. One course in ENG Comp I or Remedial ENG**	3
Semester Total	**16**	**Semester Total**	**16**
Milestones		**Milestones**	
*Complete Math 075 to Place into Math 095; then, Math 180.		Complete all Term 1 courses with a letter "C" grade or better	
*Complete ENG 078 and/or ENG 098 to place into ENG 111		Meet with Advisor	
Meet with Advisor			
Accumulate 16 or more credits		Maintain a 2.0 GPA or higher during semester	
Maintain a 2.0 GPA or higher during semester		Accumulate 32 or more Credits	
Enroll in Term 2		Enroll in Term 3	

First Academic Year 32 total credit hours

* It is highly recommended that students needing remedial courses utilize the summer semester to continue on a program map. This would allow students to complete their program of study within the traditional two academic years.

** Students interested in employment opportunities as Film Technicians in the film industry are encouraged to complete program electives: MMC154, MMC170, MMC174, MMC178 and MMC270.

Media Arts & Film Technology: Associate of Applied Science Program Map

Term 3/ Fall Semester	Credits	Term 4 / Spring Semester	Credits
MMC130 Intro to Media Arts or MMC Elective or MMC101**	3	MMC Elective or MMC 115 Principles of Multimedia**	3
MMC135 Intro to Digital Filmmaking	3	MMC295 Media Capstone (Only offered Spring Semesters)***	3
Area I. ENG Comp II	3	Area III. One Lab Science	4
Area IV. One Social & Behavioral Sciences Course	3	Area 5. One Humanities and Fine Arts Course	3
Area 5. One Humanities and Fine Arts Course	3		3-5
Semester Total	**15**	**Semester Total**	**13**

Milestones		Milestones	
Complete all Term 2 courses with a letter "C" grade or better		Complete all Term 3 courses with a letter "C" grade or better	
Meet with Advisor		Meet with Advisor	
Accumulate 47 or more credits		Apply for graduation	
Maintain a 2.0 GPA or Higher		Accumulate 60 or more Credits	
Enroll in Term 4		Maintain an overall 2.0 GPA or higher	
		Graduate with an Associates, consider transfer to 4 year college or university	

Second Academic Year 28 total credit hours

** The program of study requires two MMC Elective Courses totaling 6 credit hours . Electives are offered each semester during the academic year with a higher volume being offered during the Spring Semester. Electives indicated as secondary options, listed second on the advisement line, are only used in the event that multiple common core courses are conflicting with the time the primary course is offered.

** The program of study requires two MMC Elective Courses totaling 6 credit hours . Electives are offered each semester during the academic year with a higher volume being offered during the Spring Semester. Electives indicated as secondary options, listed second on the advisement line, are only used in the event that multiple common core courses are conflicting with the time the primary course is offered.

+It should be noted that students seeking a degree in General Studies could enroll in MMC courses to satisfy their program elective requirements. There have been a growing number of these students that have enrolled. A combination of MMC & GS students will continue to increase the enrollment numbers in the MMC Program.

Appendix B: Program and Student Assessment of Learning

<Academic Program Plan and SLO>

⋮

LCC Academic Media Arts & Filming Technology AAS Assessment Plan   2017-2018

In Progress

Table of Contents

—

Team (4)

—

Edit Access (4)

Read Access (0)
No users with Read Access

Add Individual User

Program Mission Statement

—

To develop varied intellectual perspectives, advance technical skills, increase visual and written creativity, and promote social awareness through general education and career-focused courses and degrees.

Program Goal

+Add Program Goal

1   Media Arts & Film Technology

⋮   ▲

Program Overview

The Associate of Applied Science degree in Media Arts and Film Technology is designed to prepare students with entry-level job skills in the media industry. The program focuses on the use of media technology as well as the basics of visual design and composition. The curriculum offers theory, research and hands-on experience with an emphasis on developing proficiency in the use of multimedia tools and computer software.

Year 1 of 3
This three-year plan (2017/18, 2018/19, 2019/20) will evaluate the following three PLOs and three general education PLOs:
1.1 Identify proper usage of both media arts & film technology technique & terms
1.4 Illustrate proper usage of digital camera equipment
1.7 Clearly communicate constructive analysis during project critique

Gen Ed.
Communication
Critical Thinking
Digital Literacy

Program Learning Outcomes

+Add Program Learning Outcomes

1.1   Identify proper usage of both media arts & film technology techniques & terms

⋮   ▲

Description

More information needed Identify proper usage of both media arts & film technology techniques & terms

Supported Initiatives (2)

+Add Supported Initiative

General Education

- Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. 🗑
- Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. 🗑

Action/Improvement Plan

Planned

Continuation of current course assignments target goal is maintaining student rating of 5.

Due Date
Set Due Date

Budget Source
Nothing Entered
Dollar Amount
$0.00

#	Action Item	Date Created	Due Date	Status	
1	Continuation of program methods	5/24/2018	*Set Due Da*	Planned	🗑

+Add Action Item

PLO Assessment Method

+Add PLO Assessment Method

1.1.1 Media Capstone Assignments That Assess 1.1

Evidence Type
Capstone assignment - Academic Direct

Description

The Media Capstone course is the final course in a Media Arts & Film Technology majors program of study. The course allows for the student and the instructor to assess the students skillset, while preparing them for the next phase in their academic and/or professional career.

Describe the assessment method and Course used to assess this PLO.

Methods used in MMC295 Media Capstone to assess PLO 1.1

Students are assessed using the following assignments. The rubric utilized for this assessment is a scale from 0-Never Attended to 5-Excellent. For the 2017-2018 assessment of the PLO all students rated at a 5. Full rubric findings for all PLOs is in the Project Attachments.

Written and practical quizzes on media arts and film technology terms and techniques.

Creation of student resume, cover letter, and employment research (understanding job description and terminology in the ever changing industry)

Class Sessions: usage of terms, software, and equipment (30) Each class session will encompass discussion of Media Arts & Film Technology (MA&FT).

Benchmark/Target

+Add Benchmark/Target

1.1.1.1 *Add Benchmark/Target Description*
Met

Benchmark/Target
The PLO was rated at the highest level of the assessment rubric (5). The target for 2018-2019 is to sustain the 5 rating.

Finding
Students entering the media capstone course have a strong understanding of the techniques & terms in the profession.

Analysis of Finding
Nothing Entered

Improvement Type
None Set

Improvement(s) Achieved
Nothing Entered

1.2   Exhibit proper practices of the production process   ⋮   ▲

Description

Exhibit proper practices of the production process

Supported Initiatives (3)   +Add Supported Initiative

General Education

- Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. 🗑
- Personal & Social Responsibility- i.e. Ethical reasoning, collaboration, discussions, reflection, case studies, etc. 🗑
- Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. 🗑

Action/Improvement Plan   ⋮   ▲

Planned

Continuation of current course assignments target goal is rating of 5.

Due Date
Set Due Date

Budget Source
Nothing Entered
Dollar Amount
$0.00

#	Action Item	Date Created	Due Date	Status	
1	Continuation of program methods	5/24/2018	*Set Due Da*	Planned	🗑

+Add Action Item

PLO Assessment Method   +Add PLO Assessment Method

1.2.1   Media Capstone Assignments That Assess 1.2   ⋮   ▲

Evidence Type
Capstone assignment - Academic Direct

Description

The Media Capstone course is the final course in a Media Arts & Film Technology majors program of study. The course allows for the student and the instructor to assess the students skillset, while preparing them for the next phase in their academic and/or professional career.

Describe the assessment method and Course used to assess this PLO.

Methods used in MMC295 Media Capstone to assess PLO 1.2

Students are assessed using the following assignments. The rubric utilized for this assessment is a scale from 0-Never Attended to 5-Excellent. For the 2017-2018 assessment of the PLO students rated at a 4.7. Full rubric findings for all PLOs is in the Project Attachments.

Students graduate project (1 midterm draft and 1 final). Students will complete a project that consists of both media arts and film aspects. All equipment and software learned in the program must be utilized in the completion of this project.

Written and practical quizzes on all stages of production.

Benchmark/Target

+Add Benchmark/Target

1.2.1.1   ***Add Benchmark/Target Description***
Met   ⋮

Benchmark/Target

The PLO was rated 4.7 out of 5. While 4.7 is a reasonable benchmark, the target for 2018-2019 is to have all student with a rating of 5.

Finding

PLO could have potentially be rated higher. One of the students missed class days following an injury. The instructor was unable to assess this student during those days.

Analysis of Finding

Continuation of current practices should result in meeting the target for 2018-2019.

Improvement Type

None Set

Improvement(s) Achieved

Nothing Entered

1.3   Identify proper usage of lighting and sound   ⋮   ▲

Description

Identify proper usage of lighting and sound

Supported Initiatives (3)

+Add Supported Initiative

General Education

- Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. 🗑
- Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. 🗑
- Personal & Social Responsibility- i.e. Ethical reasoning, collaboration, discussions, reflection, case studies, etc. 🗑

Action/Improvement Plan   ⋮   ▲

Planned

Additional exercises incorporating sound and lighting (Additional assignments added to courses MMC115, MMC135, and MMC138 Fall 2018 & Spring 2019)

Due Date

Set Due Date

Budget Source
Nothing Entered
Dollar Amount
$0.00

#	Action Item	Date Created	Due Date	Status	
1	Additional exercises incorporating sound and lighting (Additional assignments added to courses MMC115, MMC135, and MMC138 Fall 2018 & Spring 2019)	5/24/2018	*Set Due Da*	Planned	🗑

+Add Action Item

PLO Assessment Method

+Add PLO Assessment Method

1.3.1   Media Capstone Assignments That Assess 1.3   ⋮   ▲

Evidence Type
Capstone assignment - Academic Direct

Description

The Media Capstone course is the final course in a Media Arts & Film Technology majors program of study. The course allows for the student and the instructor to assess the students skillset, while preparing them for the next phase in their academic and/or professional career.

Describe the assessment method and Course used to assess this PLO.
Methods used in MMC295 Media Capstone to assess PLO 1.3

Students are assessed using the following assignments. The rubric utilized for this assessment is a scale from 0-Never Attended to 5-Excellent. For the 2017-2018 assessment of the PLO students rated at a 4. Full rubric findings for all PLOs is in the Project Attachments.

Students graduate project (1 midterm draft and 1 final). Students will complete a project that consists of both media arts and film aspects. All equipment and software learned in the program must be utilized in the completion of this project.

Student Portfolio of work from program core courses and elective(s) students may select previous work that needs improvement so long as it is improved for the final portfolio draft. Personal name branding assignments in the Capstone will be used in this portfolio.

Benchmark/Target

+Add Benchmark/Target

1.3.1.1   **Add Benchmark/Target Description**
          Partially Met   ⋮

Benchmark/Target
Benchmark of all students rating at 4 or above. Target is all students rating at 5.

Finding
While students had a reasonable knowledge of lighting and sound more needs to be done at the course level.

Analysis of Finding
Nothing Entered

Improvement Type
None Set

Improvement(s) Achieved
Nothing Entered

1.4   Illustrate proper usage of digital camera equipment   ⋮ ▲

Description

Illustrate proper usage of digital camera equipment

Supported Initiatives (4)   +Add Supported Initiative

General Education

- Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. 🗑
- Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. 🗑
- Information & Digital Literacy- i.e. Essay, speech, research, presentation, computer skills, blogs, websites, etc. 🗑
- Personal & Social Responsibility- i.e. Ethical reasoning, collaboration, discussions, reflection, case studies, etc. 🗑

Action/Improvement Plan   +Add Action/Improvement Plan

PLO Assessment Method   +Add PLO Assessment Method

1.4.1   Media Capstone   ⋮ ▲

Evidence Type

Capstone assignment - Academic Direct

Description

Students graduate project (1 midterm draft and 1 final). Students will complete a project that consists of both media arts and film aspects. All equipment and software learned in the program must be utilized in the completion of this project.

Student Portfolio of work from program core courses and elective(s) students may select previous work that needs improvement so long as it is improved for the final portfolio draft. Personal name branding assignments in the Capstone will be used in this portfolio.

Describe the assessment method and Course used to assess this PLO.

MMC115, MMC135, MMC138, MMC174, MMC178, MMC235, MMC250, MMC270, and MMC295

Benchmark/Target   +Add Benchmark/Target

1.5   Exhibit a clear knowledge and usage of video editing software   ⋮ ▲

Description

Exhibit a clear knowledge and usage of video editing software

Supported Initiatives (3)   +Add Supported Initiative

General Education

- Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. 🗑

- Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. 🗑
- Information & Digital Literacy- i.e. Essay, speech, research, presentation, computer skills, blogs, websites, etc. 🗑

Action/Improvement Plan   ⋮ ▲

Status Not Set

Nothing Entered

Due Date
Set Due Date

Budget Source
Nothing Entered
Dollar Amount
$0.00

#	Action Item	Date Created	Due Date	Status

[+Add Action Item]

PLO Assessment Method   [+Add PLO Assessment Method]

1.5.1   Media Capstone   ⋮ ▲

Evidence Type
Capstone assignment - Academic Direct

Description

Students graduate project (1 midterm draft and 1 final). Students will complete a project that consists of both media arts and film aspects. All equipment and software learned in the program must be utilized in the completion of this project.

Student Portfolio of work from program core courses and elective(s) students may select previous work that needs improvement so long as it is improved for the final portfolio draft. Personal name branding assignments in the Capstone will be used in this portfolio.

Supplemental Editing/Media Software Projects (4)

Describe the assessment method and Course used to assess this PLO.
MMC115, MMC135, MMC174, MMC235, MMC250, and MMC295

Benchmark/Target   [+Add Benchmark/Target]

1.6   Illustrate clear knowledge and usage of Adobe Creative Suite Software   ⋮ ▲

Description

Illustrate clear knowledge and usage of Adobe Creative Suite Software

Supported Initiatives (3)   [+Add Supported Initiative]

General Education

- Information & Digital Literacy- i.e. Essay, speech, research, presentation, computer skills, blogs, websites, etc. 🗑
- Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. 🗑
- Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. 🗑

Action/Improvement Plan   +Add Action/Improvement Plan

PLO Assessment Method   +Add PLO Assessment Method

1.6.1   Media Capstone   ⋮   ▲

Evidence Type

Capstone assignment - Academic Direct

Description

Students graduate project (1 midterm draft and 1 final). Students will complete a project that consists of both media arts and film aspects. All equipment and software learned in the program must be utilized in the completion of this project.

Student Portfolio of work from program core courses and elective(s) students may select previous work that needs improvement so long as it is improved for the final portfolio draft. Personal name branding assignments in the Capstone will be used in this portfolio.

Supplemental Editing/Media Software Projects (4)

Describe the assessment method and Course used to assess this PLO.

MMC105, MMC115, MMC130, MMC138, MMC170, MMC230, MMC250, and MMC295

Benchmark/Target   +Add Benchmark/Target

1.7   Clearly communicate constructive analysis during project critique   ⋮   ▲

Description

Clearly communicate constructive analysis during project critique

Supported Initiatives (5)   +Add Supported Initiative

General Education

- Quantitative Reasoning- i.e. Laboratory reports, exam, project, critique, written assignment 🗑
- Personal & Social Responsibility- i.e. Ethical reasoning, collaboration, discussions, reflection, case studies, etc. 🗑
- Information & Digital Literacy- i.e. Essay, speech, research, presentation, computer skills, blogs, websites, etc. 🗑
- Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. 🗑
- Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. 🗑

Action/Improvement Plan   +Add Action/Improvement Plan

PLO Assessment Method   +Add PLO Assessment Method

1.7.1   Media Capstone   ⋮   ▲

Evidence Type

Capstone assignment - Academic Direct

Description

Completed Project Critique Sessions (8)

Incomplete Project Critique Sessions (4)

Describe the assessment method and Course used to assess this PLO.

MMC101, MMC105, MMC115, MMC120, MMC130, MMC135, MMC154, MMC161, MMC211, MMC230, MMC235, MMC250, MMC270, and MMC295

Benchmark/Target   +Add Benchmark/Target

Project Attachments   —

☁Drag and drop files or browse for file

Attachments (4)	File Size	
MA&FT 2015-2018 Catalog.pdf	577KB	⋮
LCC Curriculum and GenED Media Arts - Film Tech Course - GenEd.pdf	54KB	⋮
LCC Curriculum and GenED Media Arts - Film Tech PLO-CLO.pdf	48KB	⋮
RUBRIC RATING Spring 2018.pdf	69KB	⋮

MMC295

Media Capstone

Spring 2018 SECTION 01 CLOA
PRESENTATION

Kenneth Bachicha
Humanities Department
Luna Community College
Media Arts & Film Technology Faculty

Purpose

The purpose of this report is to assess student learning based on the established Course Learning Outcomes for MMC295 Media Capstone course. The focus of this report is to document the methods and results of the assessments that were used throughout the course. The results will then be used to make informed decisions on modifications to course content, emphasis teaching methodologies, and improvements in student learning.

Course Description

The Media Capstone Course is a course that is a prerequisite to earning the degree, integrates coursework, knowledge, skills and experiential learning to enable the student to demonstrate a broad mastery of learning across the curriculum for a promise of initial employability and further career advancement.

Course Learning Outcomes

1. Illustrate proper usage of digital camera equipment

2. Exhibit proper practices of the production process

3. Illustrate a progressive usage of Adobe Creative Suite Software

4. Identify proper usage of both media arts and film technology techniques & terms

5. Exhibit a progressive usage of video editing software

6. Identify proper usage of lighting and sound

7. Clearly communicate constructive analysis during project critiques

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Assessment Methods

- 30%   Student Portfolio

- 20%   Student Graduate Project (1 midterm draft and 1 final)

- 10% Creation of student resume, cover letter, self branding (logo, business card, etc.)

- 10%   Supplemental Media Software Projects (4)

- 20%   Project Critiques (6)

- 10% Class Sessions: usage of terms, software, and equipment (30)

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Grade Distribution

What was the ultimate outcome?

Luna Community College

(DEPARTMENT NAME)
End Of Semester Course Data Form

Course # and Name : | MMC295 Media Capstone

Semester: | Spring 18 | Section: | 1 | Instructor: | Kenneth Bachicha

This form is to be submitted to your department at the end of each semester. One form should be filled out for every course and section being offered.

The accuracy of this form is vital for Program and Course Learning Assessment.

Grade Distribution

Beginning Enrollment: | 3 |

Course	A's	B's	C's	D's	F's	I	AU	S	U	W	Total	%A's	%B's	%C's	%D's	%I's	%S's	%U's	*Percent Retention
3	3											#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	100%

* Students earning A,B or C, S grades

COURSE Competency Rubric

* Students earning A,B or C, S grades

Course Learning Outcomes/Competency

CLO's/ Competencies

List CLO's/Competencies

Ex: 1. Demonstrate...........

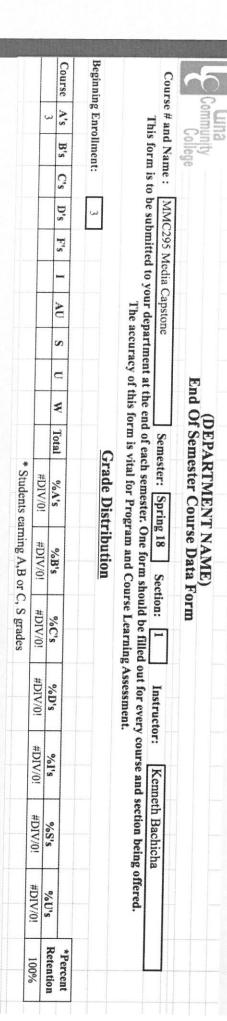| CLO's/ Competencies |
| --- |
| Illustrate proper usage of digital camera equipment |
| Exhibit proper practices of the production process |
| Illustrate a progressive usage of Adobe Creative Suite Software |
| Identify proper usage of both media arts and film technology techniques & terms |
| Exhibit a progressive usage of video editing software |
| Identify proper usage of lighting and sound |
| Clearly communicate constructive analysis during project critiques |

RUBRIC:

*5=Excellent

*4=Good

*3=Average

*2=Unsatisfactory

*1= Poor

Course Learning Outcomes

Students	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	Average	Pre-Test	Post-Test
1	4	5	4	4	4	3	5																4.14		
2	5	5	5	5	5	4	5																4.86		
3	4	5	4	4	4	5	5																5		
4	5	5	5	5	5	5																	####		
5	5	5	5	5	5	5																	####		

Conclusion

Students with average or above average attendance ranked high in a majority of outcomes retaining a wider range of the terms and production steps. These students were able to use the course terms, software, and equipment more frequently resulting in retention through repetition.

While overall the achievement of learning outcomes was good to excellent, student were in need of improvement in outcome 6 (Identify proper usage of lighting and sound).

Program Improvements

Additional exercises dealing with lighting and sound will be added to courses in the program.