

E. Assessment of the program. (Submitted to Susan Henrichs 10/11/08)

Date: October 11, 2008

Certificate or Degree Program: Film Major B.A.

Mission: To provide students with a critical understanding of the history, theory and technologies of cinema and new media arts, while giving students the opportunities, tools and resources needed for careers in media industries, to pursue graduate study, or become media artists.

Goals: To provide students with a comprehensive media education and opportunities to develop, their own original time-based, creative content for a wide variety of multi-media applications. To give students a firm grounding in film theory, techniques, the historical movements of world cinema, and the critical, cultural and ethical issues of media production.

INTENDED OUTCOMES/ OBJECTIVES	ASSESSMENT CRITERIA	IMPLEMENTATION PROCEDURES (what, when, who)
Graduates will be able to develop and produce original creative and time-based content.	Students will complete a capstone project, including a written description of the project, its objectives, procedures employed, and outcome. The project will be designed to demonstrate creative or critical thinking skills. The student will present the project orally to their committee. The capstone project will be completed as the primary objective of an upper division 3-credit course, which is a film degree requirement. A thesis project is encouraged for students to concentrate on this project. Ideally the capstone will be completed in the final semester, but may be completed any time during the senior year.	The faculty of the film program will evaluate the capstone project and include the evaluation in the student's portfolio.
Graduates will have contributed creatively to the production of a variety of multi-media products.	Portfolio of student work, as described below. Capstone project. Alumni survey.	Portfolio evaluations as described below. The Film Program will administer the alumni survey, which will ask whether graduates think they met their personal learning goals at UAF and whether their learning at UAF has contributed to their subsequent success. Each year during Fall semester members of the Film faculty will review the alumni surveys returned that year.
Graduates will produce a portfolio or "reel" of all work created during their academic career.	A portfolio of student work, which will include: <ul style="list-style-type: none"> • student work illustrating accomplishment of film production participation • the capstone project, • a self-evaluation by the student written in their final semester, • an evaluation by their faculty advisor based on the completed portfolio and its oral presentation. 	Annually during Fall semester members of the Film faculty will review the portfolios of all undergraduate film graduates from the previous year and will write an evaluation of the work presented in light of the Film Program Mission and Goals. The faculty will review all of the evaluations by the committee reviewer, the student, and the student's advisor. Using the information from portfolios and surveys, the Steering Committee will recommend changes in admission requirements, curriculum, advising, or other aspects of the film program as needed. They will submit a written report to the head of the Film Program. The committee will submit needed curriculum changes to the Faculty Senate process.