

Assessment Plan

2020-21



Cinematic Arts

University Mission: George Fox University, a Christ-centered community, prepares students spiritually, academically, and professionally to think with clarity, act with integrity, and serve with passion.

Program Mission: To prepare students to become effective communicators, utilizing film, video, audio, and new media to produce creative work demonstrating a high degree of technical, aesthetic, and ethical excellence.

Alignment With GFU Mission: Aligns most strongly with academic and professional preparation, as well as think with clarity and act with integrity.

Degree Outcomes: - Know the history, fundamental professional practices and standards of contemporary visual media arts.

- Demonstrate creative skill sets in the production of cinematic arts projects, including writing and storytelling for media.

- Critically analyze contemporary visual media productions, practices and impacts.

- Have a greater appreciation for the various ways in which faith issues can be integrated within the cinematic arts.

- Comprehend and employ communication theories, perspectives, principles, concepts, and techniques in everyday life in relation to their discipline.

Assessment Lead: Shannon Scott

Outcome: 1) Knowledge: History, Practices & Standards

Students will know the history, fundamental professional practices and standards of contemporary visual media arts.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Exam/Quiz - In Course - Objective 50-point exam administered during CINE 160 History of US Cinema & CINE 490 Senior Portfolio. (Active)

Target: ???

Schedule for Results and Actions/Analysis: Annually by September 15

Outcome: 2) Skills: Creative Skills

Students will demonstrate creative skill sets in the production of cinematic arts projects, including writing and storytelling for media.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Capstone Assignment - AACU Integrative Learning Value Rubric: Connections to Experience; Transfer; Integrative Communication (Active)

Target: Students will complete final projects in Digital Multimedia Production (CMCO 250 ? Sarah Gibson).

Schedule for Results and Actions/Analysis: Every Fall and Spring semester

Related Documents:

[AACU Integrative Learning Value Rubric](#)

Cinematic Arts

Portfolio Review - In CINE 490, all students enrolled will submit a portfolio of their creative work while in the film major. At a minimum, this portfolio will contain (a) a video production, audio production, or animation project demonstrating their best work in which they play a major creative role, with a brief description of that role; (b) a sample of their best work from either a scriptwriting course (CINE 260 or 320), or storyboarding and concept design (CINE 210); and (c) a 1-2 page reflection essay on how their creative skills have grown/not grown during their studies in the program, and how that growth connects to their professional ambitions. (Active)

Outcome: 3) Skills: Critical Analysis

Students will critically analyze contemporary visual media productions, practices and impacts.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Writing Assignment - AACU Writing Value Rubric (Active)

Target: Students will write a 10pg script. CMCO 320 (Dramatic Script Writing - Matt Meyer).

Schedule for Results and Actions/Analysis: Every other Spring semester.

Related Documents:

[AACU Written Value Rubric](#)

Writing Assignment - In CINE 280 (a course film theory and criticism course), students will complete a substantive analysis of a chosen film/video production, incorporating knowledge and skills in analysis. A sampling of these student analyses will be evaluated by at least two CINE faculty, using a standardized rubric for evaluation of student film analysis work, at the end of each Fall semester, and the data reported to the department assessment coordinator for presentation and discussion by the department faculty. (Active)

Outcome: 4) Attitude: Faith Integration

Students will have a greater appreciation for the various ways in which faith issues can be integrated within the cinematic arts.

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Survey - Survey administered in CINE 160 History of US Cinema and again in CINE 490 Senior Portfolio. Covers appreciation for the various ways faith is expressed and integrated into creative visual media work.

Questions (agree/disagree Likert scale):

- 1.) Most great films and television programs are the product of individual genius rather than artistic collaboration.
- 2.) I would be willing to use someone else's creative writing or film without their permission, if it would advance my career.
- 3.) Most of the films I have seen and enjoy are rated G/PG/PG-13 or have family safe content.
- 4.) I have seen multiple films made by non-Christians that have enriched me morally or spiritually.
- 5.) I trust directors who openly identify as Christian to deliver better film content than other directors.
- 6.) I greatly appreciate the variety of ways that faith issues can be integrated into cinematic arts.

(Active)

Target: ???

Schedule for Results and Actions/Analysis: September 15 of each year.

Outcome: 5) Knowledge: Disciplinary Integration

Cinematic Arts

Students will comprehend and employ communication theories, perspectives, principles, concepts, and techniques in everyday life in relation to their discipline.