Digital Media Studies Major

Learning Objectives and Assessment Plan

Learning Objectives

The program will enable students to:

- Develop a foundation that draws on history, theory and practice of media studies
    - Theories for interpretation of diverse forms of technology, communication, and media.
    - Contemporary media production and human computer interaction
- Develop advanced critical thinking skills in written analysis of text and visual media objects
- Draw on a rigorous combination of theory, analysis and hands-on digital work in development of original ideas in digital media
- Collaborate as a team in development from original concepts to production of innovative digital media
- Understand the process of working with users in bringing ideas from concept to production

Curriculum Structure

- Curriculum structure provides students with an integrative core of courses in theory, history, technology production, and hands-on practice in digital media.
- Elective courses permit students to explore further explore and develop interests in theory, analysis
- A year-long capstone project involves students working with "customers" from concept to full digital media production.

Assessment Plan

Direct assessment measures

- Each course will write learning objectives that are aligned with program learning objectives. Student assignments in courses will measure achievement of course objectives. (formative assessment, every term)

- The capstone project materials and presentation will be reviewed by a faculty team as well as by project "customers." (summative assessment, annual)

- Awards and Scholarships received by students. (annual, reported to program by ASE Director of Assessment)

Indirect assessment measures

- In program's first years, students and faculty will meet every term, through advising and end of term student – faculty meetings, to evolve the pilot program (every term, meetings organized by faculty).
- Course evaluation surveys in pilot courses will provide student feedback to faculty for course improvement. Additional questions by course faculty will be added to course surveys that target course learning objectives. (every term, results reported to faculty by Director of Assessment)

- Post-graduation placement in graduate school, or employment as reported in senior survey . (annual, reports sent to faculty from Director of Assessment)
- Success in professional schools and ultimate job placement as reported in alumni survey. (every 5 years, reports sent to faculty from Director of Assessment)
- Student ratings of satisfaction with overall program, advising, and teaching quality in senior survey (annual, reports sent to faculty from Director of Assessment)
- Student self-assessment for program learning outcomes in senior survey (annual) and alumni surveys (every 5 years, reports sent to faculty from Director of Assessment)

Assessment data review

The program review committee draws on faculty from across involved disciplines. Faculty will review assessment data annually.