Learning Outcomes:

Media Program Learning Outcome (Media PLO)	Description of Learning Outcome
Media PLO #1: Media Literacy Analysis Skills	Media Communication majors will demonstrate their understanding of media literacy knowledge and analytical skills.

Outcome Measures:

Media Program Learning Outcome (Media PLO)	Description of Outcome Measure
Media PLO #1: **Media Literacy Analysis Skills**	Means of Assessment: MC majors write a ten (10) page term paper which displays a knowledge of (and skills in) media literacy analysis* of a media message. This can be a film, TV show, set of commercials, a magazine, website, or some other message/set of messages. The first draft of the ten (10) page term paper is written in the COM 195 Media Literacy course in media communication students' sophomore-junior year, and rewritten in the COM 422 Portfolio Construction course in their senior year. *On the rubric, the media literacy knowledge and analysis skills include the following dimensions: (1) The **cognitive dimension** includes the ability to describe factual background information about the message and messenger; (2) The **emotional-aesthetic** dimension includes ability to describe the artistry of the content and the emotional power of the message; and (3) The **moral-ethical** dimension includes the ability to describe the artistry of the content and potential effect of the message on individuals and society – especially considering a Christian worldview in the moral-ethical analysis of the message.

Criteria for Success:

Media Program Learning Outcome (Media PLO)	Statement of Criteria for Success
Media PLO #1: Media Literacy Analysis Skills	The outcome goal is that all students (100%) will display an understanding of media literacy knowledge and analytical skills in all three (3) dimensions of media literacy analysis.

Aligned with DQP Learning Areas (circle one or more but not all five):

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Longitudinal Data:

Course	Semester	N	4.0-4.9 Above Average *Benchmark*	3.0-3.9 Average	2.0-2.9 Below Average	1.0-1.9 Poor
COM 422	SP 2012	X		X		
COM 422	SP 2013	X		X		
COM 422	SP 2014	6		6		
COM 422	SP 2015	5		5		
COM 422	SP 2016	8		7	1	
COM 422	SP 2017	10		9	1	

X = Missing

Note from Dr. Alan Hueth, 7.27.16: "These are missing because I was experimenting with assignments that would demonstrate students' media literacy skills. I settled on a term paper during the 2013-14 school year, as I recall. Also, to date, I have not had a 5-point scale. However, I could create a four-point scale based on students' paper grades. At this point, all the students had to do was to show that they could 'demonstrate their understanding of media literacy knowledge and analytical skills' based on the 'Dimensions of Media Literacy' chart (see the last page).

Conclusions Drawn from Data:

Media Program Learning Outcome (Media PLO)	Conclusions Drawn from Data
Media PLO #1: Media Literacy Analysis Skills	The outcome goal is that all students (100%) will display an understanding of media literacy knowledge and analytical skills. All ten (10) of the students submitted a 2nd or 3rd draft of the paper in the COM 422 Portfolio Construction course. Each section of every paper was reviewed to determine if the student displayed knowledge of each of the three (3) media literacy dimensions. Nine (9) out of ten (10) of the student papers displayed evidence of media literacy knowledge and analytical skills in all three of the dimensions of media literacy analysis. One (1) student displayed knowledge in all but the ethical/moral dimension of media literacy.

Changes to be Made Based on Data:

Media Program Learning Outcome (Media PLO)	Description of Changes to be Made Based on Data
Media PLO #1: Media Literacy Analysis Skills	Ninety percent (90%) of the students displayed knowledge of all three of the media literacy and analysis skills. We will continue to emphasize the importance of understanding and applying media literacy analysis skills.

Rubric Used: Please see next page for "Dimensions of Media Literacy" rubric.

Learning Outcomes:

Media Program Learning Outcome (Media PLO)	Description of Learning Outcome
Media PLO #2: Scriptwriting Skills	Media Communication majors will demonstrate scriptwriting skills for radio, TV, film, internet, church media, and/or corporate media industries.

Outcome Measures:

Media Program Learning Outcome (Media PLO)	Description of Outcome Measure
Media PLO #2: Scriptwriting Skills	MC majors create an audition "reel" of their best scripts which have been produced. These program scripts are produced and aired on the campus cable station (*Point TV-Channel 23*), or on the Point TV Vimeo or on YouTube websites. Some projects are submitted into competitive local, regional, and/or national student TV/film/media festivals. Samples of programs utilizing student's scripts are presented to working, local, San Diego media professionals, who rate them as outstanding to poor—on the basis of an "entry-level professional beginning work in the TV or film media."

Criteria for Success:

Media Program Learning Outcome (Media PLO)	Statement of Criteria for Success
Media PLO #2: Scriptwriting Skills	The outcome goal is that 2/3rds of the total number of students who submit their scriptwriting work will be rated average (3.0) or above in their chosen area of expertise.

Aligned with DQP Learning Areas (circle one or more but not all five):

4. Specialized Knowledge
5. Broad Integrative Knowledge
6. Intellectual Skills/Core Competencies
7. Applied and Collaborative Learning
8. Civic and Global Learning

Longitudinal Data:

Media PLO #2: Scriptwriting Skills							
Course	Semester	N	5 Outstanding	4.0-4.9 Above Average *Benchmark*	3.0-3.9 Average	2.0-2.9 Below Average	1.0-1.9 Poor
COM 422	SP 2012	X					
COM 422	SP 2013	X					
COM 422	SP 2014	4			1*	3*	
COM 422	SP 2015	4				4*	
COM 422	SP 2016	4		1	3		
COM 422	SP 2017	2			2		

*2.5 benchmark for SP 2015; scale of 1 to 4.
 X = Missing

Conclusions Drawn from Data:

Media Program Learning Outcome (Media PLO)	Conclusions Drawn from Data
Media PLO #2: Scriptwriting Skills	The outcome goal is that 2/3rds of the total number of students who submit their scriptwriting work will be rated average (3.0) or above in their chosen area of expertise.
	For learning outcome #2, two (2) out of seven (7) students presented their scriptwriting work on their audition reels to two (2) assessors-media professionals. They rated the student's work on the five-point scale—on the basis of *"an entry-level professional"* beginning work in the different media. Both students performed in the 3-3.9 range. This 100% success rate in the cumulative student scores exceeds the 2/3rds goal for this learning outcome.

Changes to be Made Based on Data:

Media Program Learning Outcome (Media PLO)	Changes to be Made Based on Data:
Media PLO #2: Scriptwriting Skills	The findings reveal that the 100% student success rate at or above 3.0 has exceeded the target 2/3rd of students at that mean score. We will continue to emphasize the techniques of good scriptwriting for television and film.

Rubric Used: Please see following pages; thank you.

Assessment:
TV/Film Scriptwriting
Spring, 2017

Student Name: Program Title: Judge #: _____

Please evaluate the following areas in which this student was involved in the project you are about to see. Your evaluation should be based on the following: how the work ranks for "an entry-level employee beginning work in television or film"—as per guidelines.

Creative Conceptual Approach   **Comments:**

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Creative Visualization

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Narration/Dialogue

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Story Structure

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Story Clarity

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Learning Outcomes:

Media Program Learning Outcome (Media PLO)	Description of Learning Outcome
Media PLO #3: Production Skills	Media Communication majors will demonstrate production skills in radio, TV, film, internet, church media, and/or corporate media industries.

Outcome Measures:

Media Program Learning Outcome (Media PLO)	Outcome Measure
Media PLO #3: Production Skills	MC majors create an audition reel which includes complete programs-examples of their best film and television work in which they had a substantial role in production. A substantial role in production includes directing, camera, director of photography (DP which includes camera and lighting), lighting, sound, graphics, set design, and/or editing. These projects air on the campus cable station (*Point TV-Channel 23*) or on the Point TV Vimeo or YouTube channels. Some projects are occasionally submitted to competitive local, regional, or national student TV/film/media festivals. These samples of student's production work are presented to working, local, San Diego media professionals, who rate them as outstanding to poor—on the basis of an entry-level professional beginning work in the different media.

Criteria for Success:

Media Program Learning Outcome (Media PLO)	Criteria for Success
Media PLO #3: Production Skills	The outcome goal is that 2/3^{rds} of students evaluated for production skills will be rated average (3.0) or above in their chosen area(s) of expertise.

Aligned with DQP Learning Areas (circle one or more but not all five):

9. Specialized Knowledge
10. Broad Integrative Knowledge
11. Intellectual Skills/Core Competencies
12. Applied and Collaborative Learning
13. Civic and Global Learning

Longitudinal Data:

Media PLO #3: Production Skills							
Course	Semester	N	5 Outstanding	4.0-4.9 Above Average *Benchmark*	3.0-3.9 Average	2.0-2.9 Below Average	1.0-1.9 Poor
COM 422	SP 2012	X					
COM 422	SP 2013	X					
COM 422	SP 2014	7			2	4*	
COM 422	SP 2015	5				5*	

| COM 422 | SP 2016 | 7 | | 1 | 6 | | |
| COM 422 | SP 2017 | 7 | | 3 | 5 | | |

*2.5 benchmark for SP 2015; scale of 1 to 4. 2 out of 5 met 2.5 benchmark.
Note: In 2014, one student scored 2.3, 0.2 below 2.5 benchmark.

X = Missing

Conclusions Drawn from Data:

Media Program Learning Outcome (Media PLO)	Conclusions Drawn from Data
Media PLO #3: Production Skills	The outcome goals is that 2/3rds of students evaluated for production skills will be rated average (3.0) or above in their chosen area(s) of expertise. All seven (7) students submitted work for evaluation of production skills. The data reveals that 100% of the students' work in their production roles equaled or surpassed the 3.0 goal. This data reveals that we've exceeded the learning outcome goals in production this year.

Changes to be Made Based on Data:

Media Program Learning Outcome (Media PLO)	Changes to be Made Based on Data:
Media PLO #3: Production Skills	The findings reveal that the 100% student success rate at or above 3.0 exceeds the target 2/3rds of students at that mean score. This can be attributed to this group's strong interest in their select professional roles. We will continue to emphasize the importance of mastering the fundamentals of production in all of our production courses.

Rubrics Used: Please see following pages.

Assessment:
TV/Film Production
Spring, 2017

Student Name: Program Title: Judge #: _____

Please evaluate the following areas in which this student was involved in the project you are about to see. Your evaluation should be based on the following: how the work ranks for "an entry-level employee beginning work in television or film"—as per guidelines.

Producing: **Comments:**

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Directing

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Camera Operation & Technique:

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Lighting

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Sound

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Sets & Design

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Graphics

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Editing

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Learning Outcomes:

Media Program Learning Outcome (Media PLO)	Description of Learning Outcome
Media PLO #4: Performance Skills	Media Communication majors will demonstrate performance skills in radio, TV, film, internet, church media, and/or corporate media industries.

Outcome Measures:

Media Program Learning Outcome (Media PLO)	Description of Outcome Measure
Media PLO #4: Performance Skills	MC majors create an audition reel which includes complete programs-examples of their best film and television performance work – as an actor, show host, or news reporter/anchor. This also includes serving as on-camera or voice-over talent as a narrator or actor. These projects air on the campus cable station (*Point TV-Channel 23*) or on the Point TV Vimeo or YouTube channels. Some are occasionally submitted to competitive local, regional, or national student TV/film/media festivals. Samples of student's performance work are presented to working, local, San Diego media professionals, who rate them as outstanding to poor – on the basis of an entry-level professional beginning work in the different media.

Criteria for Success:

Media Program Learning Outcome (Media PLO)	Criteria for Success
Media PLO #4: Performance Skills	The outcome goal is that 2/3rds of students evaluated for performance skills will be rated average (3.0) or above in their performance skills.

Aligned with DQP Learning Areas (circle one or more but not all five):

14. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Longitudinal Data:

Course	Semester	N	4.0-4.9	3.0-3.9	2.0-2.9 *2.5 = Benchmark*	1.0-1.9
COM 422	**SP 2012**	**X**				
COM 422	**SP 2013**	**X**				
COM 422	**SP 2014**	**3**			**3** (1 student < 2.5)	
COM 422	**SP 2015**	**4**			**4** (2 students < 2.5)	
COM 422	**SP 2016**	N/A	N/A	N/A	N/A	N/A
COM 422	**SP 2017**	N/A	N/A	N/A	N/A	N/A

X = Missing

Conclusions Drawn from Data:

Media Program Learning Outcome (Media PLO)	Conclusions Drawn from Data
Media PLO #4: Performance Skills	The outcome goals is that 2/3rds of students evaluated for performance skills will be rated average (3.0) or above in their performance skills. No student projects this year were submitted for rating performance.

Changes to be Made Based on Data:

Media Program Learning Outcome (Media PLO)	Changes to be Made Based on Data:
Media PLO #4: Performance Skills	No ratings this year.

Rubrics Used: Please see following pages; thank you.

Assessment:
TV/Film Performance
Spring, 2017

Student Name: Program Title: Judge #: _____

Please evaluate the following areas in which this student was involved in the project you are about to see. Your evaluation should be based on a comparison to **entry-level professional standards** of quality in TV/film performance.

Appropriate Appearance

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Comments:

Energy/Animation

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Comments:

Movement

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Comments:

Articulation

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Comments:

Pacing & Rhythm

_____ 1 Poor

_____ 2 Below-Average

_____ 3 Average

_____ 4 Above-Average

_____ 5 Outstanding

Comments:

Communication & Theatre
Media Communication Assessment
2016-2017

Learning Outcomes:

Media Program Learning Outcome (Media PLO)	Description of Learning Outcome
Media PLO #5: Professional Socialization Skills	Media Communication majors will demonstrate professional socialization skills in a radio, TV, film, internet, church media, and/or corporate media industry internship.

Outcome Measures:

Media Program Learning Outcome (Media PLO)	Description of Outcome Measure
Media PLO #5: Professional Socialization Skills	All MC majors are required to complete an internship with a cable, commercial, or public broadcast television or radio station, or film, or other media production company. Follow-up surveys with student's internship supervisors are accomplished to determine overall preparation and competence in the following areas: attendance, patterns of behaviors, appearance, relationships with fellow workers, communication skills, and more specific job-related skills related to the student's internship assignment.

Criteria for Success:

Media Program Learning Outcome (Media PLO)	Statement of Criteria for Success
Media PLO #5: Professional Socialization Skills	The average of all interns in a given year will be 4.0 or better on a 5.0 scale of attitude, ability to learn, quality of work, interpersonal relations, maturity/poise, quantity of work and judgment. The average of all interns will be 3.0 or better on the 4.0 scale on dependability and initiative.

Aligned with DQP Learning Areas (circle one or more but not all five):

15. Specialized Knowledge
16. Broad Integrative Knowledge
17. Intellectual Skills/Core Competencies
18. Applied and Collaborative Learning
19. Civic and Global Learning

Longitudinal Data:

Media PLO #5: Professional Socialization Skills							
Course	Semester	N	5 Outstanding	4.0-4.9 Above Average *Benchmark*	3.0-3.9 Average	2.0-2.9 Below Average	1.0-1.9 Poor
COM 421	SP 2012	9		9			
COM 421	SP 2013	X					
COM 421	SP 2014	5		5			
COM 421	SP 2015	5		5			
COM 421	SP 2016	7		5	2		
COM 421	SP 2017	10		8			

X = Missing
Conclusions Drawn from Data:

Media Program Learning Outcome (Media PLO)	Conclusions Drawn from Data
Media PLO #5: Professional Socialization Skills	The average of all interns in a given year will be 4.0 or better on a 5.0 scale of attitude, ability to learn, quality of work, interpersonal relations, maturity/poise, quantity of work and judgment. The average of all interns will be 3.0 or better on the 4.0 scale on dependability and initiative. The data for this outcome was provided through internship supervisor evaluations. Eight (8) of the ten (10) students did their internship while at the university. Two (2) students did not do their internship while at PLNU (they did it at the Los Angeles Film Studies Center—LAFSC). Therefore, no data was available. The students consistently had above-average to outstanding scores on most categories.

Changes to be Made Based on Data:

Media Program Learning Outcome (Media PLO)	Changes to be Made Based on Data:
Media PLO #5: Professional Socialization Skills	We are going to continue to emphasis the importance of "soft skills/aptitudes" (initiative, relations, and work-ethic) this coming year.

Rubric Used: Please see following pages.

POINT LOMA NAZARENE UNIVERSITY DEPARTMENT OF COMMUNICATION & THEATRE SUPERVISOR'S FINAL-SEMESTER EVALUATION OF INTERN

Student's Name:
Faculty Sponsor:
Supervisor's Name:
Location:

INSTRUCTIONS: Evaluate the intern with other students of comparable academic level, with other personnel assigned the same or similarly classified duties, or with individual standards.

Remarks are particularly helpful. Check one item in each section that best describes the intern.

ATTITUDE
__Outstanding in enthusiasm
__Very interested and industrious
__Average in diligence and interest
__Somewhat indifferent
__Definitely not interested

DEPENDABILITY
__Completely dependable
__Above average in dependability
__Usually dependable
__Sometimes neglectful and careless

QUALITY OF WORK
__Excellent
__Very Good
__Average
__Below average
__Very poor

MATURITY/POISE
__Quite poised and confident
__Has self-assurance
__Average maturity and poised
__Seldom asserts himself/herself
__Timid Brash

JUDGMENT
__Exceptionally mature in judgment
__Above average in making decisions
__Usually makes the right decision
__Often uses poor judgment
__Consistently uses bad judgment

ABILITY TO LEARN
__Learned work exceptionally well
__Learned work readily
__Average in understanding work
__Rather slow in learning
__Very slow to learn

INITIATIVE
__Proceeds well on his/her own
__Goes ahead independently at times
__Does all assigned work
__Must be pushed frequently

RELATIONS/OTHERS
__Exceptionally well accepted

__Works well with others
__Gets along satisfactorily
__Has difficulty working with others
__Works poorly with others

QUANTITY OF WORK
__Unusually high output
__More than average
__Normal amount
__Below average
__Low out-put, slow

ATTENDANCE   __Regular   __Irregular

PUNCTUALITY   __Regular   __Irregular

OVER-ALL PERFORMANCE (Circle One)
Outstanding   Very Good   Average   Marginal   Unsatisfactory

The student's outstanding personal qualities are: _____
_____

The personal qualities which the student should strive most to improve are:
_____
_____

The student's outstanding professional qualities are: _____
_____

The professional qualities which the student should strive most to improve are:
_____
_____
_____

Additional Remarks:
_____
_____
_____
_____

This report has been discussed with the student: Yes   No

Mailing address to return form: Dr. Melissa Newman, Department of Communication & Theatre Point Loma Nazarene University 3900 Lomaland Drive San Diego, CA 92106.

If Intern is turning in this form please turn in to the Communication and Theatre Department Internship Paperwork Mailbox located in Cabrillo room 206.

DIMENSIONS OF MEDIA LITERACY

COGNITIVE DIMENSION	AESTHETIC DIMENSION	EMOTIONAL DIMENSION	MORAL/ETHICAL DIMENSION
BACKGROUND INFORMATION **The medium** (tv show, movie, book, song, internet site, etc.) **The genre** (eg. action adventure movie, music video, hip-hop vs. rock music, sit-com, etc.) **Who made it and/or is in it? ETHOS** For film: who was the writer, producer, director, actor, etc. For tv show (of any type—sit com, drama, commercial, etc.): same For music: writer and performer **Intended purpose of the message**…why made? (to inform, entertain, persuade, and any other purposes—financial, political, social, etc.?) **When was it made (month or year)?** **When shown and what source?** (eg. shown on TV on MSNBC at 5-6pm on 1/26/16) **Budget**—how much did it cost to make? **How much money made, ratings, etc.?** (box office, music-downloads, Nielsen ratings-TV or radio, online: # hits, purchases, etc.) **Principle/target audience?**	**CONTENT & ARTISTRY** **TV/film:** story/scriptwriting and structure of the message, directing techniques, camera techniques, performance, editing techniques, graphics, production design/art direction (lighting), sound (music, sound FX, NAT sound), settings, special FX (visual), tone, etc. Music: lyrics, rhythm, pace, instrumentals, performance, tone, etc. **Novel/Short Story:** the plot/story, character(s), writing style, imagery, tone, etc. Internet site: color, imagery, fonts, language, etc.	**TECHNIQUES TO ELICIT EMOTIONAL RESPONSES IN AUDIENCE** What type of conflict is evident in the message? How is the conflict made evident/shown in the message? AESTHETIC Person vs. Person Person vs. Group Person vs. Nature Person vs. Self How is **PATHOS** elicited? Pity—how does the message cause you to have a sympathetic, empathetic, and/or antipathetic response to the message? Through the characters, story/plot, diction, etc. (AESTHETICS), or through propaganda techniques (transfer, bandwagon, slogan, music, etc.)? Who is/are the protagonist(s) – the "good guys" and who is/are the "antagonist(s)?" Fear—how does the message cause you to and wonder "what's going to happen next?!"	**MESSAGE'S MORALITY & ETHICS** What is the underlying message(s)—based on the premise(s) and evident conclusion? Logic/LOGOS What values are evident and celebrated/glorified AND/OR demeaned in the message? What loyalties are evident and celebrated/glorified AND/OR demeaned in the message? What ethical principles are relevant to and support OR oppose-contradict the moral-ethical conclusions of the message? Virtue Ethics (Aristotle & Buddhism) Categorical Imperative Ethics (Kant) Utilitarian Ethics (Bentham & Mill) Egalitarian Ethics (Rawls) Persons as Ends & Agape Love Ethic (Jesus Christ)