

## **Multimedia Journalism ASSESSMENT Plan**

**Version Date: FALL 2025 - SPRING 2026**

### **Program Learning Outcomes:**

1. Conduct thorough research, fact-check information effectively, and craft compelling stories tailored to the intended purpose, medium, and audience.
2. Write correctly and clearly in forms and styles that meet journalism industry standards.
3. Apply tools and technologies appropriate for the production and editing of visual, aural, textual, and social media.
4. Identify and apply appropriate ethical and legal standards in their service to their communities and cultures.
5. Create an effective and accurate visualization of numerical/statistical data in service of a story.
6. Orally present information confidently, using clear and engaging language, appropriate body language, and effective voice modulation.

### Assessment Map

PROGRAM LEARNING OUTCOME	COURSE	ASSIGNMENT	WASC CORE COMPETENCY	MEASURE/ RUBRIC	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
(1) Conduct thorough research, fact-check information effectively, and craft compelling stories tailored to the intended purpose, medium, and audience.	JRN4095	Senior Seminar in Multimedia Journalism Final Project	Information Literacy	<p>Senior Seminar: Long-Form Rubric</p> <p>Senior Seminar: Audio Rubric</p> <p>Senior Seminar: Video Rubric</p>	<p>Senior Seminar: Long-Form Rubric: 80% of students will reach a <b>Satisfactory</b> or more in the following categories:</p> <ul style="list-style-type: none"> <li>• Research Depth &amp; Availability</li> <li>• Narrative Structure</li> <li>• News Judgment</li> <li>• Source Attribution and Diversity</li> </ul> <p>Senior Seminar: Audio Rubric: 80% of students will reach a <b>Proficient</b> or more in the following category:</p> <ul style="list-style-type: none"> <li>• Research and Storytelling</li> </ul> <p>Senior Seminar: Video Rubric: 80% of students will reach <b>Satisfactory or more</b> in the following category:</p> <ul style="list-style-type: none"> <li>• Research and Storytelling</li> </ul>	Senior Seminar Professor	Spring Semester

PROGRAM LEARNING OUTCOME	COURSE	ASSIGNMENT	WASC CORE COMPETENCY	MEASURE/ RUBRIC	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
(2) Write correctly and clearly in forms and styles that meet journalism industry standards.	JRN4095	Senior Seminar in Multimedia Journalism Final Project	Written Communication	<p>Senior Seminar: Long-Form Rubric</p> <p>Senior Seminar: Data Visualization Rubric</p>	<p>Senior Seminar: Long-Form Rubric: 80% of students will reach a <b>Satisfactory</b> or more in the following categories:</p> <ul style="list-style-type: none"> <li>• Writing Accuracy &amp; Clarity</li> <li>• Organization &amp; Presentation</li> </ul> <p>Senior Seminar: Data Visualization Rubric: 80% of students will reach a <b>Satisfactory</b> or more in the following categories:</p> <ul style="list-style-type: none"> <li>• Explanatory Note</li> </ul>	Senior Seminar Professor	Spring Semester
(3) Apply tools and technologies appropriate for the production and editing of visual, aural, textual, and social media.	JRN4095	Senior Seminar in Multimedia Journalism Final Project	Production/Technology Literacy	<p>Senior Seminar: Audio Rubric</p> <p>Senior Seminar: Video Rubric</p>	<p>Senior Seminar: Audio Rubric: 80% of students will reach a <b>Proficient</b> or more in the following categories:</p> <ul style="list-style-type: none"> <li>• Use of Audio Elements</li> <li>• Application of Technologies</li> </ul> <p>Senior Seminar: Video Rubric: 80% of students will</p>	Senior Seminar Professor	Spring Semester

PROGRAM LEARNING OUTCOME	COURSE	ASSIGNMENT	WASC CORE COMPETENCY	MEASURE/ RUBRIC	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
					reach a <b>Satisfactory</b> or more in all categories except for Research & Storytelling.		
<b>(4)</b> Identify and apply appropriate ethical and legal standards in their service to their communities and cultures.	JRN3040	Legal & Ethical Guide	Critical Thinking	Media Law & Ethical Guide Rubric	80% of students will reach an <b>overall grade of 85% or more for the assignment.</b>	Media Law & Ethics Professor	Fall Semester
<b>(5)</b> Create an effective and accurate visualization of numerical/statistical data in service of a story. and technologies appropriately	JRN4095	Senior Seminar in Multimedia Journalism Final Project	Information Literacy	Senior Seminar: Data Visualization Rubric	80% of students will reach an <b>overall grade of 85% or more for the assignment.</b>	Senior Seminar Professor	Spring Semester

PROGRAM LEARNING OUTCOME	COURSE	ASSIGNMENT	WASC CORE COMPETENCY	MEASURE/ RUBRIC	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
for the communications professions in which they work.							
(6) Orally present information confidently, using clear and engaging language, appropriate body language, and effective voice modulation.	JRN4095	Senior Seminar in Multimedia Journalism Final Project	Oral Communication	Senior Seminar: Presentation Rubric  Senior Seminar: Audio Rubric	Senior Seminar: Presentation Rubric: 80% of students will reach an <b>overall grade of 85% or more for the assignment.</b>  Senior Seminar: Audio Rubric: 80% of students will reach a <b>Satisfactory</b> or more in the following category: <ul style="list-style-type: none"> <li>Oral Presentation &amp; Voice Modulation</li> </ul>	Senior Seminar Professor	Spring Semester