

**Creative Digital Media Assessment Plan (2025-2026)**

**Department of Art+Design**

**UNDERGRADUATE**

Assessment Area	Assessment	Courses	Signature Assignment	Notes
<b>GELO's</b>				
GE (ART)	GELO 2b. Students will understand and appreciate diverse forms of artistic expression.	CDM 1000	Feldman's Model for Art Criticism as applied to Digital Media Companies websites: The assignment follows a review of a Digital Media company's website and is assessed based on the student's ability to integrate four types of writing to critique the website: Description, Analysis, Interpretation, and Evaluation.	Annual FA & SP
<b>PLO's</b>				
* Creative Digital Media, B.A. (Online) Major	PLO 1: Generate design that exhibits highly developed compositions, based on design principles.	CDM 4050	Capstone: Creative Digital Media Professional Application	Annual SP
	PLO 2: Apply a strong personal commitment to the process of developing creative digital content.			
	PLO 3: Write and speak intelligently about their design strategies, problem solving, aesthetic choices, and contemporary design trends.			
	PLO 4: Demonstrate a high level of craftsmanship using current industry standard tools and technologies.			
	PLO 5: Perform technological skills and techniques in digital and interactive media using ethical and social perspectives.			
<b>Core Competencies</b>				
Critical Thinking	Students will be able to examine, critique, and synthesize information in order to arrive at reasoned conclusions.	CDM 2003	Project: "Typographic Book Cover"	Annual FA & SP
Written Communication	Students will be able to write about their design strategies, problem-solving, aesthetic choices, and contemporary designs.	CDM 4000	Project: Digital Storytelling-The Final Milestone	Annual SU
Quantitative Reasoning	Students will be able to solve problems that are quantitative in nature.	CDM 3026	Project: Apature Photo Assignment	Annual FA
Information Literacy	Students will be able to effectively access and cite information as well as evaluate the logic, validity, and relevance of information from a variety of sources.	CDM 3015	Final Assignment	Annual SP
				Annual FA
Oral Communication	Students will be able to effectively express ideas and information to others through oral communication	CDM 3000	Project: Professional Social Media Campaign	Annual SP