

January 22, 2017

Re: Cinema Studies Student Assessment proposal, AY 2017

After a discussion by the faculty members of our program's Advisory Board it was decided that we would embark on the development of assessment tools for the Cinema Studies major starting with its first learning outcome:

Cinema Studies Learning Outcome #1

Identify, define, and apply the vocabulary used to describe and analyze the aesthetics of media. This vocabulary anchors the analytical (ideological, historical, etc.) and production work of the Cinema Studies curriculum.

This material is currently primarily introduced to the students in ENG 260, "Media Aesthetics," one of the major's three "fundamental" courses. ENG 260 is a common prerequisite for advanced "core" courses in the major as well as student access to our introductory production courses. Our initial plan is to assess the success of the learning outcome through a CANVAS based quiz that will be administered to students enrolled in the course at the end of the term. The quiz will not count towards the students' grades. The questions for the short quiz will be created by an ad hoc program faculty committee in consultation with the courses' current instructors. The course is offered every term to between 30-80 students, and Cinema Studies majors overwhelmingly take the course in either their Freshman or Sophomore year. Additionally, we are considering the idea of administering the same quiz to our students at the end of their senior year. This would allow us to get some sense of both retention of the required material and, hopefully, significant gains in knowledge associated with the first outcome.

We believe this assessment model is both reasonable in scale and productive in the information it will provide us with.