

Annual Departmental Assessment Report

Department or Program: Cinema Studies

Academic Year of Report: 2018-19

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Learning Goal: Align Learning Outcomes #1 and #4 so students are conversant across media theory and media practice.

Cinema Studies Learning Outcome #1 (CINE 260M Media Aesthetics): 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.

Cinema Studies Learning Outcome #4 (Production A—CINE 270, ARTD 256, J208): Create, present, and constructively critique narrative films, documentaries, or video art pieces. Students will learn the basics of pre-production, production, and post-production to gain an overview of the film and art making process. Using critical thinking skills, students will practice and refine their creative and technical choices while navigating workflow standards.

Assessment Activities

After departmentalizing in 2017, Cinema Studies (CINE) used the Departmental Assessment Report to initiate an important departmental objective: providing a cohesive and integrated education across the creative production and critical study of media. Given that all the “Fundamental” courses in CINE were previously taught in other units until AY 18, this objective is especially crucial to department-building.

As the first step of this effort, the CINE Curriculum Committee decided to assess Learning Outcome #1 and #4, which correlate to CINE 260M Media Aesthetics and the major’s introductory “Production A” courses (including CINE 270 Intro to Narrative Fiction Filmmaking, ARTD256 Intro to (Video Art) Production, and J208 Intro to Documentary Production). CINE 260M (recently multi-listed with ENG 260M, where the course originated) is offered every term for 40 -80 students (totaling 200/year). Cinema Studies majors overwhelmingly take the course in their Freshman or Sophomore years; Production A courses, usually taken in the Sophomore or Junior year, are taught every term, with CINE 270 taught twice a year and J208/ARTD 256 taught once a year each. In the sense that CINE 260 prepares students for advanced ‘Core’ courses in the major and is a prerequisite for Production A courses, the two Learning Outcomes associated with these classes anchor the CINE major in terms of critical analysis and creative production.

In Spring 2018, seven instructors who have taught both courses in recent years attended the first planning meeting for assessment. At the meeting, syllabi from both courses were reviewed and instructors collectively analyzed learning outcomes, vocabularies, and key concepts that these courses aim to teach. Faculty then discussed consistent learning outcomes within Media Aesthetics and Production A courses so they could then develop cohesion across the two types of courses. Based on the close review of syllabi and discussion, the instructors concluded that language must be refined and standardized in both types of courses so that students can be conversant and literate across theory and practice. In our field, this is a unique curricular goal that CINE is pursuing.

Action Taken Based on Assessment Analysis

Based on the analysis from the first planning meeting, an ad-hoc committee will be formed in Winter 2019 to plan assessment measures, which may include multiple forms: a shared vocabulary/concept list, intro

and exit course quizzes, and a student survey. This assessment will be completed in AY 2019 and courses will be recalibrated according to the results of this assessment.

Other Efforts to Improve the Student Educational Experience

In addition to the assessment of the two learning outcomes noted above, the CINE Curriculum Committee comprehensively reviewed current CINE prefix courses to standardize its curriculum. One action taken is to regularize the schedule of course offerings to better help students plan and envision their learning path. The second curricular revision will implement a Production Course Sequence to streamline existing CINE prefix production courses into a new sequence of CINE 270: Narrative Filmmaking I and CINE 271: Narrative Filmmaking II. This Production Course Sequence was proposed at the Spring 2018 CINE faculty meeting and the CINE Curriculum Committee continues to calibrate this detailed action plan. In addition, CINE implemented a new advising system to improve the student educational experience this year, with CINE’s Student Service Assistant Director (SSAD) taking a proactive advising role in the course registration process. Reaching out to students via various channels, including a weekly newsletter, and mandatory advisory sessions turned out to be a great success (though labor-intensive). Lastly, CINE’s goal of building a more inclusive academic environment continued with the development of CINE’s “Creative Practice Award,” which aims to encourage students’ creative production with a specific focus on social justice issue. CINE’s Diversity Committee is currently in the process of implementing this award, planned for Spring 2019.

Plans for Next Year

Building from the planning efforts of 2018, CINE will complete its student assessment in 2019, with a specific goal set per term: finalization of assessment measures (Fall 2019), execution of assessment (Winter 2020), and an evaluation of data and student survey (Spring 2020). This assessment model—aligning learning outcomes across theory and practice courses—provides the basic framework for our long-term assessment of the remaining learning outcomes, as noted below.

Learning objective		AY 19-20	AY 20-21	AY 21-22	AY 22-23	AY 23-24
Stage 1	LO 1: Media Aesthetics	x			revisit	
	LO 4: Production A	x			revisit	
Stage 2	LO 2: Cinema History		x			revisit
	LO 6: Core A—Industries		x			revisit
	LO 7: Core B—Theory		x			revisit
	LO 8: Core C— Global		x			
Stage 3	LO 5: Production B			x		
	LO 9: Electives			x		