

Assessment Plan for Student Outcome: The Video Production Program in the Department of Arts, Culture and Media

Program Outcomes

To develop videomakers with a high level of technical as well as esthetic knowledge and experience which will enable them to produce and direct video programming of any particular nature, dramatic, non fiction, experimental as an independent producer or within a corporate entity.

Student Learning Outcomes

A basic knowledge of the history of film and video on technical, historical and sociopolitical aspects.

Thorough and complete technical knowledge of all aspects of video production: Producing, Directing, Camerawork, Audio, Lighting and Editing.

A knowledge and awareness of the moral and ethical impact of media making in contemporary culture.

A developed sense of esthetics reflected in the students' videos, which shows their work has found a personal "voice" and is no longer simply generic video programming. This singular voice can make a big difference when our students leave school and must face the challenge of hundred, if not thousands of graduating video students from schools all over the country.

Interfacing with "real world" production situations while still at school will teach students many issues which never crop up within an academic setting and could catch them unawares upon graduation. Every semester we try to identify and develop projects and organizations with which the students can interact in order to create a heightened sense of professionalism among them.

Measuring Outcomes

Advanced students in both the Documentary and Dramatic concentrations produce a final project which could be called Capstone which will be a video for which they have complete individual responsibility. They produce and direct a final video, and work with a supporting crew of fellow students which they choose. The projects tend to deal with aspects of the surrounding Newark community and/or the university. They work an entire semester on this project. It is designed to act as a "calling card film" a video that they will be able to screen to prospective employers upon graduation which shows the full extent of their capabilities. These projects are intensely critiqued both in private by the professor and by classmates. The classmate critiques are in two parts. One component is an open class critique. The second component is written critiques which the students submit to the professor and which are confidential between the prof. and the submitting student. The professor reads all the critiques and has a private meeting with the Student director in which they are given a more extensive analysis of their ongoing work.

Evaluation of classroom work

At the Introductory and Intermediate level there are a great number of class exercises that the students produce. The Intro class includes approximately five exercises per semester which are done individually.

These exercises are again critiqued verbally in the open classroom as well as the submission of written critiques the classmates submitted anonymously to each individual student.

The intermediate classes work as crews but the system of critiques remains basically the same.