

INTERACTIVE MULTIMEDIA ASSESSMENT PLAN MATRIX (DRAFT)

Learning Goals <i>Upon Graduation Students Will:</i>	Assessment Strategy <i>or</i> <i>Method or</i> <i>Measure</i>	Cycle <i>or</i> <i>Timeframe</i>	Findings (Analysis and Interpretation)	Action Taken
Articulate and put into practice the fundamental principles of media design	Review of graduating class capstone projects using a formal rubric of articulated principles	Every year while major remains small, then every other year		
Articulate and put into practice the concept of convergence of the core disciplines	Exit survey and round table discussion Alumni phone interview	Every two years (odd year) Every two years reaching 6 years past graduation (even year)		
Demonstrate collaborative skills in an interdisciplinary group, contributing appropriate expertise in chosen role	Exit survey and round table Review of all senior “projects” portfolio work using a formal rubric of identified skills	Every two years (odd year) Every other year (even year)		
Demonstrate highly developed leadership skills in collaborative settings	Observation of capstone level students using a formal observation tool Alumni phone interview	Every second year (odd year) Every two years reaching 6 years past graduation (even year)		

Understand, design, create and enhance digital media	Capstone project review of all seniors using a formal rubric of identified concepts and skills	Every third year (first year in cycle)		
Understand, design, create and adapt computational structures	Capstone project review of all seniors using a formal rubric of identified concepts and skills	Every third year (second year in cycle)		
Understand, design, create and edit interactive stories	Capstone project review of all seniors using a formal rubric of identified concepts and skills	Every third year (third year in cycle)		
Demonstrate a breadth of knowledge of the three areas	Portfolio review of all “out of area” work.	Every two years (even year)		
Demonstrate advanced proficiency in the are of their choice	Portfolio review of all “in are work” at intermediate or advanced level	Every two years (odd year)		