

Contact Person 2005-06

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Program(s) Assessed

Interactive Multimedia

Learning Goal/Outcome

Upon graduation students will articulate and put into practice the fundamental principles of media design.

Question

How will students demonstrate ability to articulate and put into practice the fundamental principles of media design?

Expected Answer (hypothesis)

We expect that students enrolled in the capstone "Masters Level Project" will be able to propose, articulate and execute a plan for a project of their own design with a level of technical and conceptual development that reaches or exceeds entry-level standards in the media industry or graduate school. We expect them to successfully present their project artifact in a formal venue upon completion and demonstrate the ability to articulate and defend their work in public.

Hoped for Answer (alternate hypothesis)

Given the perspectives of the contributing fields to the Interactive Multimedia major, we may find that we have too heavy an emphasis in a particular area, at the expense of balance. Alternatively we may find that despite our best intentions we do not have the resources to adequately support instruction and student practice in constituent disciplines within media design.

Plan (methods)

Methodology: Data collection will be completed within two weeks of the end of the Spring 06 semester, with a report prepared by June 30th, 2005. Primary

Focus: Review of graduating class capstone projects using a formal rubric of articulated principles. We are in the process of defining this rubric based on the

1. process of development within the "Projects" course at the masters level,
2. quality of the final project,
3. presentation of that product to the public,
4. placement of graduating seniors in industry and graduate school.

Secondary Focus: Practically speaking we cannot collect sufficient data from the small cohort of students expected to graduate this year (less than 15). However we are supporting a large cohort of students engaged in "intermediate" or "artisan" projects. We will apply the evaluation criteria (with the exception of point 4) to this cohort adjusted to the requirements for the "Artisan" level to address the predictability of their performance leading to success at the "master" level in the following year.