

Digital Media MA

Media Production Emphasis: Producing digital media content

Goal Description:

Students will demonstrate an ability to conceive, plan, and produce digital media projects.

Providing Department: Digital Media MA

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Digital production knowledge and skills

Learning Objective Description:

Students will demonstrate that they possess proper knowledge and skills to produce digital media content.

RELATED ITEM LEVEL 2

Assessment of digital production knowledge and skills

Indicator Description:

Students' proposal defense of thesis project provide evidence to assess whether students have acquired proper knowledge and skills to produce digital content effectively and efficiently. The evaluation criteria for thesis project proposal were developed in accordance with the university's criteria as well as department faculty's expectations of what constitutes well-executed thesis projects for the discipline. Assessment of students' thesis project proposal for proper production knowledge and creativity occurs during the proposal defense processes by a committee of at least three graduate faculty.

Criterion Description:

Thesis project proposals successfully defended should indicate the students' production knowledge and creativity in such areas of content creation, video production, photography, editing, sound design, graphic design, animation, or website building. In addition, students should demonstrate breadth of knowledge by explaining advanced terms, concepts, and skills in related fields. Finally, students should clearly and precisely present their production ability and knowledge by maintaining good oral communication. A rubric with a 5-point scale (1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent) has been implemented to measure these categories of (1) knowledge of field, (2) critical thinking or creativity, (3) breadth of knowledge, and (4) oral communication. The average score of the assessment categories should be above the midpoint of three for the learning objective to be met.

Findings Description:

Two master's students in Digital Media Production have completed their proposal defense of thesis project during this assessment cycle. Based on the rubric, one student received an average score of 4.92 out of 5. The other student received an average score of 2.58 out of 5. Therefore, the findings are mixed to support the objective. Two evaluation reports from the thesis project committees are attached.

Attached Files

 [Prospectus Evaluation - MA Production student 1.pdf](#)

 [Prospectus Evaluation - MA Production student 2.pdf](#)

RELATED ITEM LEVEL 3

Assessment of digital production knowledge and skills

Action Description:

Whereas one student received excellent ratings on the assessment criteria, the other student did not. There is always discrepancy in students’ achievements, but the findings from the two students are somewhat extreme, 4.92 versus 2.58. To increase the ratings to an acceptable level, the committee chair and graduate advisor will work closely for students to be better prepared and educated for their thesis project proposal.

Media Studies Emphasis: Academic research and writing on digital media

Goal Description:

Students will demonstrate an ability to plan and write an academic research project related to digital media.

Providing Department: Digital Media MA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Academic writing of theoretical concepts in digital media

Learning Objective Description:

Students will demonstrate that understanding of academic theory and research, plan own research project, and submit a formal report of the plan.

RELATED ITEM LEVEL 2

Assessment of academic writing of theoretical concepts in thesis proposals

Indicator Description:

Students’ thesis proposal defense provides evidence to assess whether students have developed the ability to articulate theoretical accounts in digital media and to conduct a formal research project. The evaluation criteria for thesis proposal were developed in accordance with the university’s criteria as well as department faculty’s expectations of what constitutes an appropriate thesis proposal for the discipline. Assessment of students’ thesis proposal for theoretical and methodological soundness in academic writing occurs during the proposal defense processes by a committee of at least three graduate faculty.

Criterion Description:

Thesis proposal papers successfully defended should indicate the students’ ability to clearly understand academic research reports, effectively plan own research project related to digital media, and submit a formal report of the research plan. A rubric that measures theoretical content of thesis proposal papers has been implemented using a 5-point scale (1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent) for the following categories: (1) knowledge of field, (2) critical thinking or creativity, (3) breadth of knowledge, and (4) oral communication. The average score of the assessment categories should be above the midpoint of three in order for the learning objective to be met.

Findings Description:

There is one thesis proposal paper defended within this assessment cycle. Three thesis committee members rated this paper according to the rubric, resulting in an average score of 4.25 out of 5. The objective was met by the thesis proposal paper provided as evidence. The thesis committee’s evaluations are attached.

Attached Files

 [Prospectus Evaluation - MA Studies student 1.pdf](#)

RELATED ITEM LEVEL 3

Assessment of academic writing of theoretical concepts in thesis proposals

Action Description:

The graduate committee in Department of Mass Communication has long discussed various ways of increasing student enrollment in the MA program and concluded a program change. One part of the change includes a unification of MA tracks by removing Digital Media Studies. Since the launch of the MA program, less students have been enrolled in Digital Media Studies than Digital Media Production, which caused an issue of curriculum maintenance. Because low enrollment, the Department was not able to offer proper courses in the degree plan, and students in Digital Media Studies had to take courses in Digital Media Production. The graduate committee concluded that the solution is to unify the current two tracks into one MA program. The Department has submitted related documents to the College and University. Upon approval, the new program is expected to start from Spring 2023, and this assessment of academic research will be discontinued.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

The graduate committee, department chair, college associate dean, and college dean will continue to discuss various ways of improving the program and increasing enrollment.

Update of Progress to the Previous Cycle's PCI:

The Department of Mass Communication has submitted a proposal for the MA program to change to Digital Media to Emerging & Social Media. The change includes, not only the program name, but the mode of delivery (from a mixture of in-person and online to entirely online), required credits (from 36 to 30 credits), new courses, and unification of the tracks. This change is under the University review but is expected to be approved and implemented for the Spring 2023 semester. With the launch of this new program, the graduate coordinator and graduate committee will develop new ways of improving the program quality and criteria for assessment.

New Plan for Continuous Improvement Item

Closing Summary:

The graduate committee, department chair, college associate dean, and college dean will continue to discuss various ways of improving the program quality and increasing enrollment in the MA program.