

Digital Media Production MFA

Executing and presenting a digital media project

Goal Description:

Students execute an advanced digital media project and present the result for evaluation.

Providing Department: Digital Media Production MFA

Progress: Draft

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Digital media project execution and presentation

Learning Objective Description:

Students will present their advanced digital media project as executed with their project proposal.

RELATED ITEM LEVEL 2

Assessment of digital media project execution and presentation

Indicator Description:

Students' capstone project defense provides evidence to assess whether students have properly executed and completed their advanced digital media project, based on their capstone project proposal. The evaluation criteria for capstone project were developed in accordance with the university's criteria as well as department faculty's expectations of what constitutes an appropriate capstone project for the discipline. Assessment of students' capstone project occurs during the defense processes by a committee of at least three graduate faculty.

Criterion Description:

Capstone projects successfully defended should indicate the students' ability to properly execute an advanced digital media project, and to clearly present the result to the committee. A rubric that measures production knowledge, skills, and creativity of the project 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 (3) in order for the learning objective to be met.

Findings Description:

One MFA capstone project was defended within this assessment cycle. As shown in the attachments, the average score of the four categories was 3.42 out of 5. The objective was met by the capstone project defense provided as evidence.

Attached Files

 [Defense Evaluation - MFA student 1.pdf](#)

RELATED ITEM LEVEL 3

Assessment of digital media project execution and presentation

Action Description:

The evaluation rubric used for this assessment was found to be effective and efficient to evaluate students' capstone projects. The coordinator will discuss suggestions for improvement of it with the graduate committee and make needed changes.

Planning and designing advanced digital media content creation

Goal Description:

Students will demonstrate an ability to plan and design digital media content creation.

Providing Department: Digital Media Production MFA

Progress: Draft

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Digital production plan and design

Learning Objective Description:

Students will demonstrate competence in planning, designing, and producing advanced digital media projects.

RELATED ITEM LEVEL 2

Assessment of digital production plan and design

Indicator Description:

Students’ proposal defense of capstone project provide evidence to assess whether students have acquired the ability to plan, design, and produce advanced digital media projects. The evaluation criteria for capstone project proposal were developed in accordance with the university’s criteria as well as department faculty’s expectations of what constitutes an appropriate capstone project for the discipline. Assessment of students’ capstone project proposal occurs during the proposal defense processes by a committee of at least three graduate faculty.

Criterion Description:

Capstone project proposals successfully defended should indicate the students’ ability to clearly understand advanced digital production skills, effectively plan and design a digital media project, and submit a written proposal of the project. A rubric that measures production knowledge, skills, and creativity of the project 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 (3) in order for the learning objective to be met.

Findings Description:

There were two capstone project proposals, defended within this assessment cycle. As shown in the attachments, the average scores of the four categories for one student is 3.92 out of 5, and the other student is 5 out of 5. The objective was met by the capstone project proposals provided as evidence.

Attached Files

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

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

RELATED ITEM LEVEL 3

Assessment of digital production plan and design

Action Description:

The evaluation rubric used for this assessment was found to be effective and efficient to evaluate students’ capstone project proposals. The coordinator will discuss suggestions for improvement of it with the graduate committee.

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:

1. The graduate committee, department chair, college associate dean, and college dean have discussed various ways of improving the program and increasing enrollment.
2. At least five virtual meetings were held during this academic year of Fall 2021 ~ Spring 2022.
3. One conclusion from the discussion is to change the MA program, which will also affect the MFA program.
4. Upon approval of the MA program change, the MFA curriculum, course offerings, and mode of delivery will be changed as well.

New Plan for Continuous Improvement Item

Closing Summary:

1. The two graduate programs in Digital Media, MA and MFA, are closely related, because of the course offerings.
2. The graduate committee has requested to change the MA program from Digital Media to Emerging & Social Media.
3. The change of MA program is expected to be implemented from Spring 2023, and it will affect the MFA program.
4. All courses in MA will be offered entirely online, and, accordingly, some required curriculum in MFA will be changed too.
5. The graduate committee and coordinator will continue to evaluate the impacts of this change to the MFA program.