

# Digital Media Production MFA

## 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

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 provides 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 in order for the learning objective to be met.

**Findings Description:**

There were five capstone project proposals defended within this assessment cycle. As shown in the attachments, the average scores of the four categories for those students are 4.92, 4, 3.75, 4, and 4.75 out of 5. The objective was met by the capstone project proposals provided as evidence.

Attached Files

-  [Assessment-MFA Goal 1 Data 3.pdf](#)
-  [Assessment-MFA Goal 1 Data 2.pdf](#)
-  [Assessment-MFA Goal 1 Data 1.pdf](#)
-  [Assessment-MFA Goal 1 Data 5.pdf](#)
-  [Assessment-MFA Goal 1 Data 4.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 any suggestions for improvement of it with the graduate committee.

**Producing and presenting a digital media project**

**Goal Description:**

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

**Providing Department:** Digital Media Production MFA

**RELATED ITEMS/ELEMENTS** -----

**RELATED ITEM LEVEL 1**

**Digital media project production and presentation**

**Learning Objective Description:**

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

**RELATED ITEM LEVEL 2**

**Assessment of digital media project production and presentation**

**Indicator Description:**

Students' capstone project defense provide evidence to assess whether students have properly produced 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 in order for the learning objective to be met.

**Findings Description:**

Three MFA capstone projects were defended within this assessment cycle. As shown in the attachments, the average scores of the four categories were 4.58, 3.75, and 4.08 out of 5. The objective was met by the capstone project defenses provided as evidence.

Attached Files

-  [Assessment-MFA Goal 2 Data 3.pdf](#)
-  [Assessment-MFA Goal 2 Data 2.pdf](#)
-  [Assessment-MFA Goal 2 Data 1.pdf](#)

**RELATED ITEM LEVEL 3**

**Assessment of digital media project production 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 any 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**

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.

#### **Update of Progress to the Previous Cycle's PCI:**

The new MA program of Emerging and Social Media started from Spring 2023, which is 100% online with 7-and-half-week courses. The MFA students also take the new MA courses. Because it is only for one semester, it is too early to conclude the impact of the new MA program to the MFA, but overall, the MFA students are satisfied with the new curriculum and online mode of delivery.

## **New Plan for Continuous Improvement Item**

#### **Closing Summary:**

The graduate coordinator had several meetings with the college dean and associate dean to discuss the methods to improve the quality and enrollment of the MFA program. Since the MA program was changed to focus more on practical and detailed areas of emerging and social media, it was suggested to reorganize the MFA program and distinguish it from the MA to emphasize and enhance advanced, professional digital media production. To do so, the department will hire new faculty, whose production specialties are advanced production, including virtual reality, augmented reality, video game, application development, and so forth. In addition, the department will purchase equipment for advanced production to provide MFA students with hands-on practices. The graduate coordinator and graduate committee will monitor the impact of the new changes and discuss other ways to improve the program quality and enrollment.