

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

Progress: Ongoing

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 two capstone project proposals defended within this assessment cycle. As shown in the attachments, the average scores of the four categories for those students are 4.33 and 4 out of 5. The objective was met by the capstone project proposals provided as evidence.

Attached Files

 [Capstone Proposal 1.pdf](#)

 [Capstone Proposal 2.pdf](#)

RELATED ITEM LEVEL 3

Enhancing evaluation rubric for project proposals

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

Progress: Ongoing

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 4.25, 4.33, and 4.5 out of 5. The objective was met by the capstone project defenses provided as evidence.

Attached Files

 [Capstone Defense 2.pdf](#)

 [Capstone Defense 1.pdf](#)

 [Capstone Defense 3.pdf](#)

RELATED ITEM LEVEL 3

Supporting students' capstone project

Action Description:

Several students have sought for financial supports for their capstone project production, to cover costs for casting, location, equipment, staff, and so forth. The department has tried to find out resources, but all requests were not supported. The graduate committee will work with the

department to find out ways to support students' capstone project.

Update to Previous Cycle's Plan for Continuous Improvement Item

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

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.

Update of Progress to the Previous Cycle's PCI:

Two faculty members whose specialties are advanced media production, such as VR, AR, animation, video games, new media tech, advanced production, were hired to teach MFA courses from Fall 2023. In addition, new equipment, such as VR devices and 360 cameras, was also purchased. In spring 2024, two external evaluations were undertaken regarding MA and MFA programs through self-study. The collective findings indicate that both programs are thriving, with beneficial synergies between them. Additionally, the online courses offered by the MA program have expanded opportunities for MFA students.

New Plan for Continuous Improvement Item

Closing Summary:

The self-study review on MFA highlighted various recommendations aimed at enhancing its quality. These include:

- 1) Redesigning the MFA webpage,
- 2) Refining the curriculum,
- 3) Bolstering faculty support,
- 4) Intensifying efforts in recruiting international students,
- 5) Fostering alumni connections, and
- 6) Updating equipment, among others.

These identified priorities will be the focus areas for the graduate coordinator and the graduate committee to address. The advancement of these initiatives will be closely supervised and tracked.