

Computer Animation BFA  
Assessment Plan Summary

Computer Animation BFA

Development Of Core Animation Concepts And Techniques

Goal Description:

Students will develop skills and learn principles necessary to produce professional animated films and videos.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Students Will Demonstrate An Understanding Of The Post Production Process

Learning Objective Description:

Students in the Computer Animation program will demonstrate their ability to produce a completed short animated film that includes an editing process, titles, credits, and sound.

RELATED ITEM LEVEL 2

Annual Faculty Review Of Computer Animation Program Student Work From ARTS 2343 (Post Production Process)

Indicator Description:

At the end of each academic year, faculty in the Computer Animation program meet to review and assess student work produced in the Computer Animation Program. During this meeting, a minimum of 2 faculty members from the Computer Animation Program will evaluate students who have completed ARTS 2343 Animation Concepts and Techniques in this assessment.

A rubric that includes the effective use of: titles and credits, editing, use of sound to enhance action, and use of soundtracks will be used with possible scores of 0-100. The attached rubric will be used for the evaluation

Criterion Description:

Computer Animation students will score an average of at least 70% in the combined areas of evaluation.

Findings Description:

Findings: Goal Met – Moderate Improvement Made

In the previous cycle, 93% of the students evaluated received scores above 70. The weakest area was Effective Editing of Multiple Animations.

For this cycle, 100% of students evaluated scored above 70, and 90% received scores above 80.

An improvement was also noted in the weakest area from the previous cycle. For Effective Editing of Multiple Animations, 100% of students evaluated this cycle received average scores above 70, and 60% received scores above 80.

For the remaining three areas, 100% of students evaluated in this cycle received average scores above 70.

For Effective Use of Titles and Credits, 80% received scores above 80, and 50% scored above 85.

For Effective Use of Sound To Enhance Action, 70% received scores above 80, and 50% scored above 85.

For Effective Use of Soundtracks, 80% received scores above 80, and 40% scored above 85.

The attached document includes scores from both faculty reviewers, averages of faculty scores in each evaluated category, and final combined averages.

Attached Files

[SACS\\_CA\\_Goal1\\_Obj2\\_FINAL](#)

RELATED ITEM LEVEL 3

Action - Students Will Demonstrate An Understanding Of The Post Production Process

Action Description:

**Action: Continue To Emphasize The Post Production Process Within Animation**

The faculty in the Computer Animation Program will continue to administer lectures and coursework that focus on post production process. Faculty teaching ARTS 2343 Animation Concepts and Techniques will place additional emphasis on the editing process to improve student performance in this aspect of the post production process.

The Findings Section for this cycle includes specific averages for each of the areas that students are evaluated. This data will be shared with Faculty teaching ARTS 2343 so they can use the information when developing coursework in the next cycle. Faculty reviewers will also be able to use this data in a comparative analysis of the results in next year’s cycle.

Since this is the first cycle that the goal for this objective has been meet, in the next cycle, we will continue with an expectation that students will score an average of at least 70% in the combined areas of evaluation.

RELATED ITEM LEVEL 1

**Students Will Demonstrate An Understanding Of The Principles Of Animation**

**Learning Objective Description:**

Students in the Computer Animation Program will demonstrate their ability to apply the Principles of Animation to create animations with character and believable movement.

RELATED ITEM LEVEL 2

**Annual Faculty Review Of Computer Animation Program Student Work From ARTS 2343 (Principles of Animation)**

**Indicator Description:**

At the end of each academic year, faculty in the Computer Animation Program meet to review and assess the work produced in the Computer Animation Program. During the meeting, a minimum of 2 faculty members from the Computer Animation Program will evaluate students who have completed ARTS 2343 Animation Concepts and Techniques in this assessment.

A rubric that includes the ability to use Squash and Stretch, Timing and Motion, Anticipation, Staging, Follow Through and Overlapping Action and Secondary Action will be used with possible scores of 0-100. The attached rubric will be used for the evaluation.

**Criterion Description:**

Computer Animation students will score an average of at least 70% in the combined areas of evaluation.

**Findings Description:**

**Findings: Met Goal – Significant Improvement Made**

In the previous cycle, only 68% of the students evaluated received an average score of at least 70. The results of the previous cycle also demonstrated needed improvements the use of the animation principle Anticipation.

For this cycle, 100% of students evaluated scored above 70, and 50% received scores above 85. For the animation principle Anticipation, only 50% scored below 70, the remaining 50% scored above 85. Though the results of this cycle continue to demonstrate needed improvement for the animation principle Anticipation, the faculty reviewers considered the improvements made in the overall averages to be significant.

For Squash and Stretch, 100% received scores above 70, 60% received scores about 80, and 30% received scores above 90.

For Timing and Motion, 100% received scores above 70, 60% received scores about 80, and 20% received scores above 90.

For Staging, 100% received scores above 70, 90% received scores about 80, and 40% received scores above 90.

For Secondary/Overlapping Action, 90% received scores above 70, 50% received scores about 80, and 30% received scores above 90.

The attached document includes scores from both faculty reviewers, averages of faculty scores in each evaluated category, and final combined averages.

Attached Files

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RELATED ITEM LEVEL 3

**Action - Students Will Demonstrate An Understanding Of The Principles Of Animation**

**Action Description:**

The faculty in the Computer Animation Program will continue to administer lectures and coursework that focus on proficiencies in the Principles of Animation. Faculty teaching ARTS 2343 Animation Concepts and Techniques will continue to place more emphasis on using the principle of Anticipation to enhance animated storytelling, and movement. Students in this course will also be required to submit revisions of projects after critiques, which will serve to improve their overall performance in each of the Animation Principles.

The Findings section for this cycle includes specific averages for each of the areas that students are evaluated. This data will be shared with Faculty teaching ARTS 2343 so they can use the information when developing coursework in the next cycle. Faculty reviewers will also be able to use this data in a comparative analysis of the results in next year’s cycle.

Since this is the first cycle that the goal for this objective has been meet, in the next cycle, we will continue with an expectation that students will score an average of at least 70% in the combined areas of evaluation.

Professional Practices In Animation

Goal Description:

At the completion of the BFA program, Computer Animation students will be prepared for employment in the Animation industry and graduate programs in Animation.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Students Will Produce An Effective Professional Portfolio Of Their Work

Learning Objective Description:

Computer Animation students will produce a portfolio of professional-quality work in the form of a demo-reel that is suitable for presentation at interviews for employment in the Animation industry and to graduate programs in Animation.

RELATED ITEM LEVEL 2

Annual Faculty Review Of Computer Animation Program Student Work From ARTS 4358

Indicator Description:

At the end of each academic year, faculty in the Computer Animation program meet to review and assess student work produced in the Computer Animation Program. During this meeting, a minimum of 2 faculty members from the Computer Animation Program will evaluate student demo-reels completed in ARTS 4358 Animation Portfolio.

- The demo-reels will be evaluated using a rubric to assess the students'
- ability to edit effectively
  - ability create effective titles
  - effective demonstration of skills
  - use of soundtracks
  - overall quality of work

Criterion Description:

Computer Animation students will score an average of at least 70% in the combined areas of evaluation.

Findings Description:

Findings: Goal Met - Significant Improvements Made From Previous Cycle

In the previous cycle, only half of the students evaluated scored above 70. The results of the previous cycle also demonstrated needed improvements in Effective Use of Titles and Credits, Effective Editing, and Effective Demonstration of Skills.

For this cycle, 100% of students evaluated scored above 70, 90% received scores above 80, and 80% received scores above 85.

It was noted that there was a marked improvement in the three areas that needed the most improvement from the last cycle.

For Effective Use of Titles and Credits, 100% of students evaluated this cycle received average scores above 80, and 80% received scores above 85.

For Effective Editing, 100% of student evaluated this cycle received average scores above 70, 90% scored above 80, and 80% scored above 85.

For Effective Demonstration of Skills, 100% of student evaluated this cycle received average scores above 70, 80% scored above 80, and 50% scored above 85.

The attached document includes scores from both faculty reviewers, averages of faculty scores in each evaluated category, and final combined averages.

Attached Files

[SACS\\_CA\\_Goal2\\_ARTS4358\\_FINAL](#)

RELATED ITEM LEVEL 3

Action - Professional Practices In Animation

Action Description:

Computer Animation faculty that teach ARTS 4358 will continue to set specific benchmarks, along with a review process, to evaluate progress of the demo-reel throughout the semester. This will allow for more opportunities for revisions prior to the end of the semester review.

The Findings Section for this cycle includes specific averages for each of the areas that students are evaluated. This data will be shared with Faculty teaching ARTS 4358 so they can use the information when developing coursework in the next cycle. Faculty reviewers will also be able to use this data in a comparative analysis of the results in next year’s cycle.

Since this is the first cycle that the goal for this objective has been meet, in the next cycle, we will continue with an expectation that students will score an average of at least 70% in the combined areas of evaluation.

## Update to Previous Cycle's Plan for Continuous Improvement

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

The faculty that teach in ARTS 2343 Animation Concepts and Techniques will continue to administer lectures and coursework that focus on proficiencies in the Principles of Animation and the post production process. Prior to the beginning of the 2016-2017 academic year, faculty in the Computer Animation Program will meet to discuss strategies to modify existing exercises and projects to ensure that all of the 12 Principles of Animation are explored. Instructors in the course will continue a process of project checkpoints to discuss progress and needed improvements. In order to place more emphasis on the post production editing process in ARTS 2343, students will be required to submit an end-of-the semester reel of projects which will be evaluated by the course instructor. In order to improve the demo reels produced in ARTS 4358 Animation Portfolio, we will continue with our plans from the pervious cycle to ensure that faculty teaching this course will schedule a more rigorous review process throughout the semester. Students will begin working on their demo reels earlier in the semester to facilitate this plan. Faculty that teach ARTS 4358 will also place more emphasis on having students create new work that can be included in their demo reels.

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

Closing Update

At the beginning of the academic year of this cycle (2016-17), faculty from the Computer Animation Program met to discuss how to improve in all three of our program’s goals. Faculty teaching in ARTS 2343 and ARTS 4358 successfully modified coursework and objectives to address areas that needed improvement. The results from this year’s assessment, reflected an improvement in all objectives and goals. In moving forward into the next cycle, faculty in the Computer Animation Program will continue to meet to discuss ways to seek continued improvement in the next cycle.

## Plan for Continuous Improvement (2017-18)

### Closing Summary:

At the beginning of the academic year of this cycle (2016-17), faculty from the Computer Animation Program met to discuss how to improve in all three of our program’s goals. Faculty teaching in ARTS 2343 and ARTS 4358 successfully modified coursework and objectives to address areas that needed improvement. The results from this year’s assessment, reflected an improvement in all objectives and goals. In moving forward into the next cycle, faculty in the Computer Animation Program will continue to meet to discuss ways to seek continued improvement in the next cycle.

Specific measures to be implemented for the 2017-18 academic year are as follows:

### Goal 1 - Development of Core Animation Concepts and Techniques

#### Objective 1 - Students Will Demonstrate An Understanding Of The Principles Of Animation

The faculty in the Computer Animation Program will continue to administer lectures and coursework that focus on proficiencies in the Principles of Animation. Faculty teaching ARTS 2343 Animation Concepts and Techniques will continue to place more emphasis on using the principle of Anticipation to enhance animated storytelling, and movement. Students in this course will also be required to submit revisions of projects after critiques, which will serve to improve their overall performance in each of the Animation Principles.

### Goal 1 - Development of Core Animation Concepts and Techniques

#### Objective 2 - Students Will Demonstrate An Understanding Of The Post Production Process

The faculty in the Computer Animation Program will continue to administer lectures and coursework that focus on post production process. Faculty teaching ARTS 2343 Animation Concepts and Techniques will place additional emphasis on the editing process to improve student performance in this aspect of the post production process.

### Goal 2 - Professional Practices In Animation

#### Objective 1 - Students Will Produce An Effective Professional Portfolio Of Their Work

Computer Animation faculty that teach ARTS 4358 will continue to set specific benchmarks, along with a review process, to evaluate progress of the demo-reel throughout the semester. This will allow for more opportunities for revisions prior to the end of the semester review.