

# Assessment: Course Four Column



## Outcomes - Multimedia

**SLO Coordinator Mtg Date:** 10/01/2019

**SLO Coordinator Comments:** Connected with Svetlana to make a plan for updating CLOs this week and inputting more up to date assessment information. She plans to continue to add information each semester, including Action items.

### MM M10:Introduction to Digital Media

CLOs	Assessment Methods	Results & Use of Results	Actions
<p><b>C01 Digital Media</b> - Upon successful completion of this course, students will be able to demonstrate an ability to conceptualize and complete various multimedia forms utilizing digital media arts workflows, including the design process (previsualization techniques, project iteration, message (the definition of a design brief, visual storytelling, etc.), form (gestalt, visual hierarchy, etc.), technical execution ( using industry standard software applications, proper resolutions, deployment techniques, etc.), and resonance (audience response). <b>CLO Status:</b> Active</p>	<p><b>Portfolio Review</b> - Program specific rubric. <b>Target:</b> 80% students will earn C or higher.</p>	<p><b>Semester Reported:</b> 201607 - Fall 2016 <b>Target Met:</b> No Out of 46 students enrolled to two sections of this course, 35 completed the cumulative portfolio project. Of those 35 students, 80% received a C or higher. Out of 28 students enrolled to the online section, 21 completed the final project. Of those 21 students, 71% received a C or higher. (04/30/2017) <b># Enrolled:</b> 46 <b># Assessed:</b> 46 <b># Successful:</b> 35</p>	<p><b>Action:</b> In the online class, aside from asynchronous instruction and feedback, students are required to complete their work on their own time. In order to aid in this process, mandated instructor visits may be required. This won't be possible for every student in the class, but it might help many who struggled with the content. (04/30/2017) <b>Follow-Up:</b> Out of 26 students from the online section of the class, 3 came to MC for the consultations with the instructor, and 5 engaged into interactive online consulting. (01/17/2019)</p>
	<p><b>Portfolio Review</b> - Assessment of the cumulative final project will be based on the GRMM rubric. <b>Target:</b> 80% of students and higher will earn a B or higher.</p>	<p><b>Semester Reported:</b> 201807 - Fall 2018 <b>Target Met:</b> No 85% (01/17/2019) <b># Enrolled:</b> 26 <b># Assessed:</b> 26 <b># Successful:</b> 22</p>	<p><b>Action:</b> Target has been exceeded for the online section of the class. However, the on-site class did not follow the COR, and it hasn't been included in this assessment. We need to make sure that the COR</p>

CLOs	Assessment Methods	Results & Use of Results	Actions
			<p>has been followed consistently in all sections. (01/17/2019)</p> <p><b>Follow-Up:</b> Results from the cumulative portfolio project for the Spring 2019 are:</p> <p>On site section of the class had 95% students earn B or higher.</p> <p>Online section of the class had 73% students earn B or higher.</p> <p>Out of 41 students who completed these two sections, 34 students earned B or higher. To be precise - 24/41 students (59%) earned As.</p> <p>Total percentage of students who achieved the target is 83%.</p> <p>Since MM M10 is due for an update, more specific CLOs will be written and observed. (10/02/2019)</p>

**INACTIVE: Digital Technologies -**  
 Students will successfully utilize digital technologies such as sampling, tracing, synthesis, and time based design to create a multimedia project.  
**CLO Status:** Inactive  
**Start Date:** 08/19/2013

**Portfolio Review -** Each one of the projects will be assessed using the program rubric that evaluates the concept, message, composition, technical execution and resonance. Each column will be assessed and the results will be presented by column.  
**Target:** 80% of all students will earn a B or higher.

# MM M20:Web Design

CLOs	Assessment Methods	Results & Use of Results	Actions
<p><b>C01 Web Design</b> - Upon successful completion of this course, students will be able to demonstrate an ability to conceptualize and complete a professional-level website utilizing current web design workflows, including the design process (client and technical research, previsualization techniques, project iteration, etc.), message (the definition of a design brief, subject matter research, etc.), form (gestalt, visual hierarchy, etc.), technical execution (using industry standard software applications, high-fidelity design, using HTML, CSS, and FTP, etc.), and resonance (client and audience response).</p> <p><b>CLO Status:</b> Active</p>	<p><b>Capstone Assignment</b> - Program rubric based assessment.</p> <p><b>Target:</b> 80% students will earn C or higher.</p>	<p><b>Semester Reported:</b> 201607 - Fall 2016</p> <p><b>Target Met:</b> No</p> <p>Out of 19 enrolled students, 16 completed a professional-level website. Of those 16 students, 10 (63%) received a C or higher. (04/30/2017)</p> <p><b># Enrolled:</b> 19</p> <p><b># Assessed:</b> 16</p> <p><b># Successful:</b> 10</p>	<p><b>Action:</b> This project currently spans four weeks of time and a higher success rate might be achieved by allowing additional four weeks of time. Number and scope of projects will be revised. From four (3 weeks each) + one (4 weeks) projects, only two projects (8 weeks each) will be offered next semester. (04/30/2017)</p> <p><b>Follow-Up:</b> This project completion time has been extended to eight weeks of time and this brought a higher success rate was achieved. MM M20 class had a single online section in the Spring 2019. Out of 17 students who completed the professional level website 16 students (94%) earned C or higher, and 13 students earned B or higher (76%) Even that target was achieved and exceeded, this course requires much more work to be considered successful. This includes the course update, possibly breaking it into two courses: UX/UI Design and Web Development, and instead if recommended preparation asking for MM M10 to be the pre requisite. (10/02/2019)</p>
<p><b>INACTIVE: Website based</b> - Students will complete a professional-level website based on mission statement, research, as well as the design and build of the site.</p>	<p><b>Quiz/Exam/Test</b> - Students' Web Design project will reflect their initial mission statement, and demonstrate their understanding of site structure and content, HTML, CSS, and FTP.</p>	<p><b>Semester Reported:</b> 201303 - Spring 2013</p> <p><b>Target Met:</b> No</p> <p>54% of students achieved an 80% or higher. (08/10/2013)</p>	<p><b>Action:</b> We will use the program rubric that evaluates the concept, message, composition, technical execution and resonance. Each column will be assessed and the</p>

CLOs	Assessment Methods	Results & Use of Results	Actions
<p><b>CLO Status:</b> Inactive</p>	<p><b>Target:</b> 80% of students completing MM M20 will receive a 80% or above as measured by a departmental rubric</p>	<p><b>Semester Reported:</b> 200803 - Spring 2008  <b>Target Met:</b> Yes  89% of students enrolled in MM M20 successfully completed this final project, applying the technical skills requested. (10/18/2012)</p>	<p>results will be presented by column. This will give us a precise idea how to improve student success. (08/10/2013)</p>
<p><b>INACTIVE: Web Design Process -</b> Students' Web Design projects will reflect their research, mission statement, design process, and demonstrate their understanding of site structure and content, HTML, CSS, and FTP.  <b>CLO Status:</b> Inactive  <b>Start Date:</b> 08/19/2013</p>	<p><b>Portfolio Review -</b> Each one of the projects will be assessed using the program rubric that evaluates the concept, message, composition, technical execution and resonance. Each column will be assessed and the results will be presented by column.  <b>Target:</b> 80% of all students will earn a B or higher.</p>		

# MM M30:Motion Graphics

CLOs	Assessment Methods	Results & Use of Results	Actions
<p><b>C01 Motion Graphics</b> - Upon successful completion of this course, students will be able to demonstrate an ability to conceptualize and complete a professional-level motion graphics project utilizing motion graphics workflows, including the design process (subject matter research, preproduction, previsualization techniques, asset creation and acquisition, project iteration, etc.), message (visual storytelling, etc.), form (gestalt, visual hierarchy, etc.), technical execution (using industry standard software applications, proper media formats, the combination of video, animation, still images, and audio, postproduction, and rendering for specific output formats), and resonance (audience response).  <b>CLO Status:</b> Active</p>	<p><b>Capstone Assignment</b> - Program rubric  <b>Target:</b> 80% will earn B and higher</p>	<p><b>Semester Reported:</b> 201607 - Fall 2016  <b>Target Met:</b> No            Out of 7 enrolled students, 6 completed the final project. Of those 6 students, 83% received a C or higher. (04/30/2017)  <b># Enrolled:</b> 7  <b># Assessed:</b> 6  <b># Successful:</b> 4</p>	<p><b>Action:</b> This project was setup to be a three-week long "crunch" style project in which students conceptualized and designed their idea over two weeks and then executed the piece in a single, 5-hour class session. The outcome was acceptable, although allowing an extra week for production time might make for higher-level professional results.            (04/30/2017)</p>
<p><b>INACTIVE: Video projects</b> - Students will successfully create original motion graphics video projects for use in multimedia end-formats.  <b>CLO Status:</b> Inactive</p>	<p><b>Quiz/Exam/Test</b> - Students will demonstrate their understanding of story boarding, visual storytelling, aesthetic principles of motion design in video, the use of typography in motion, and techniques for outputting video for a variety of multimedia formats.  <b>Target:</b> 80% of students will receive a 80% or above, as measured by a departmental rubric</p>	<p><b>Semester Reported:</b> 201007 - Fall 2010  <b>Target Met:</b> No            While 79% of the Fall 2010 students received a passing grade on the final project, only 53% of the students received a 75% or higher based on the conditions set forth by the rubric. (10/18/2012)</p>	<p><b>Action:</b> Will concentrate more on the technical aspects of the motion design process (using Title/Action Safe, incorporating fade-ins and -outs, etc.). Will more adequately stress the conditions of the rubric and how they affect the grading process. (08/29/2011)</p>

# MM M40:3D Fundamentals

CLOs	Assessment Methods	Results & Use of Results	Actions
<p><b>C01 3D Fundamental</b> - Upon successful completion of this course, students will be able to demonstrate an ability to conceptualize and complete a professional-level 3D project utilizing 3D modeling, texturing, and animation workflows, the design process (subject matter research, preproduction, previsualization techniques, asset creation and acquisition, project iteration, etc.), message (visual storytelling, etc.), form (gestalt, visual hierarchy, etc.), technical execution (using industry standard software applications, proper media formats, modeling, texturing, and animation proficiency, and rendering for specific output formats), and resonance (audience response).</p> <p><b>CLO Status:</b> Active</p>	<p><b>Quiz/Exam/Test</b> - Students will demonstrate through the final project, the ability to plan, model, texture, and animate a 3D scene.</p> <p><b>Target:</b> 80% of students will receive 80% or higher, as measured by a departmental rubric</p>	<p><b>Semester Reported:</b> 201303 - Spring 2013</p> <p><b>Target Met:</b> Yes</p> <p>Based on the use of the program rubric, an average of 129.72 out of 150 points was achieved, which translates to 86% success. (08/10/2013)</p> <hr/> <p><b>Semester Reported:</b> 201203 - Spring 2012</p> <p><b>Target Met:</b> No</p> <p>79% (10/18/2012)</p>	<p><b>Action:</b> Numeric target was reached. We will focus on the content and evaluation of each column of the rubric to determine areas suitable for improvement. (08/10/2013)</p>

# MM M50:Interactive Design

CLOs	Assessment Methods	Results & Use of Results	Actions
<p><b>C01 Interactive Design</b> - Upon successful completion of this course, students will be able to demonstrate an ability to conceptualize and complete a professional-level interactive project utilizing current interactive media workflows, including the design process (technical research, previsualization techniques, project iteration, etc.), message (the definition of a design brief, user flow and user interface design, wayfinding concepts, etc.), form (gestalt, visual hierarchy, etc.), technical execution (using industry standard software applications, application scripting, and deployment to various delivery platforms), and resonance (audience response).</p> <p><b>CLO Status:</b> Active</p>			
<p><b>INACTIVE: Multi - media content</b> - Students will successfully produce an interactive application, utilizing dynamic, object-oriented programming to create multimedia content.</p> <p><b>CLO Status:</b> Inactive</p>	<p><b>Quiz/Exam/Test</b> - 80% of students completing MM M50 will receive a 80% or above for completion of the final Interactive Design project, demonstrating their understanding of project planning, best practices in object-oriented programming, and an ability to publish and prepare the project for deployment.</p> <p><b>Target:</b> 80% of students</p>		

# MM M90:Interactive Portfolio

CLOs	Assessment Methods	Results & Use of Results	Actions
<p><b>C01 Portfolio</b> - Upon successful completion of this course, students will be able to demonstrate an ability to conceptualize and complete a professional-level portfolio including the design process (previsualization techniques, project iteration, etc.) message (the definition of a design brief, visual storytelling, etc.), form (gestalt, visual hierarchy, etc.), technical execution ( using industry standard software applications, proper resolutions, deployment techniques, etc.), and resonance (audience response).</p> <p><b>CLO Status:</b> Active</p>	<p><b>Portfolio Review</b> - GRMM program rubric.</p> <p><b>Target:</b> 90% of the class will earn B and higher.</p>	<p><b>Semester Reported:</b> 201607 - Fall 2016</p> <p><b>Target Met:</b> No</p> <p>Out of 8 enrolled students, 5 completed the portfolio project. Of those 5 students, 3 (60%) received a C or higher. (04/30/2017)</p> <p><b># Enrolled:</b> 8</p> <p><b># Assessed:</b> 5</p> <p><b># Successful:</b> 3</p>	<p><b>Action:</b> This class is focused on five projects refinement. During the last 8 years, it became evident that Multimedia portfolio section has much lower success rate than Design portfolio section. The number of required portfolio pieces went from seven down to five, however, this did not improve the overall success. Changing the focus of this class from design refinements to design business is currently under consideration. Also, through the Proficiency Award in Design Fundamentals, students are prompted to take classes sequentially to build the solid knowledge base before taking specialized courses. (04/30/2017)</p>
<p><b>INACTIVE: Professional portfolio</b> - Students will successfully create a professional-level portfolio, including work completed in the Moorpark College Graphics program, as well as new works created during the course.</p> <p><b>CLO Status:</b> Inactive</p>	<p><b>Portfolio Review</b> - Each one of the projects will be assessed using the program rubric that evaluates the concept, message, composition, technical execution and resonance. Each column will be assessed and the results will be presented by column.</p> <p><b>Target:</b> 80% of all students will earn a B or higher.</p>		