UNIVERSITY OF CENTRAL ARKANSAS
ACADEMIC ASSESSMENT PLAN
Requirements, Template, and Example

Requirements

1. *Submit with New Program Proposal*
    a. *Programs are encouraged to consult with the Office of University Assessment.*
    b. *Contact information assessment@uca.edu*
2. *Send copy of Assessment Plan to the Office of University Assessment, Wingo 215.*
3. *Update the Program Assessment Plan based upon EAPR or Accreditation Cycles.*

Basic Information

Program Name: Film

College: CAHSS

Department: Film, Theatre, and Creative Writing

Program Level (check all that apply)

- ❏ Associate's
- ✓ Bachelor's
- ❏ Undergraduate Certificate
- ❏ Master's
- ❏ Doctoral
- ❏ Graduate Certificate

Date Plan Submitted:

College Dean & email: Tom Williams
College Curriculum Committee Chairperson & Email:
Department Chairperson & email: Shauna Meador
Department Curriculum Committee Chairperson & email: Keith Corson

1. **Introduction** (identify college, unit, and degree programs)

Mission

To develop creators, innovators and leaders in the production and exhibition of original films, through the combination of storytelling, technology, and critical knowledge.

Vision

The Film Program of the Department of Film, Theatre and Creative Writing will be preeminent nationally in filmmaking education. As a leader, the Film Program will be recognized for its excellence by:

1. Developing a high-quality comprehensive curriculum that balances storytelling and technical competence;
2. Developing a comprehensive artistic experience that emphasizes creativity, confidence, innovation, and experimentation;
3. Developing a comprehensive approach to professional practices and career strategies in the motion picture industry;
4. Drawing positive attention in the University, the region and nation-wide, to the program, faculty, and students;
5. Recruiting, enhancing, and retaining an internationally recognized faculty and staff;
6. Maintaining an infrastructure, including facilities, equipment, and computers, that supports the program's vision.

Core Values

- Fostering an environment of creativity, collaboration, experimentation, and innovation for students and faculty.
- Developing artists and creators with a clear identity, an entrepreneurial mindset, and the confidence to engage the professional world.
- Focusing on storytelling and encouraging students to craft personal and unique stories.
- Developing students' ability to create aesthetically, emotionally engaging and challenging images and soundtracks.
- Applying accessible and cutting edge technologies to the solution of creative challenges.
- Providing students with a theoretical and historical foundation of knowledge in critical film studies.
- Supporting a faculty that engages in scholarly and creative activities that provide educational opportunities for students.
- Providing an environment that values equity, inclusiveness, and diversity.

2. **Student Outcomes**
    ● BA/BS Student Learning Outcomes

1. Students will demonstrate knowledge of film theory and history.

2. Students will demonstrate a basic understanding of film aesthetics, technology and the procedures of the motion picture industry.

3. Upon graduation, students will be satisfied with their education.

4. Upon graduation, students will demonstrate adequate preparation for entry into the professional market or graduate school.

3. **Assessment Cycle**
    ● Bi-Annual between programs with BA/BS and MFA alternating each year.

4. **Curriculum Map**
    ● BA/BS Student Learning Outcomes

Course	SLO #1	SLO #2	SLO #3	SLO #4
FILM 1305	I	I		
FILM 1310		I		
FILM 2310		I		
FILM 2466		I/R/A		X
FILM 3456		I/R/A		
FILM 4356		R/A		A
FILM 4357		R/A		A
FILM 3315	R			
FILM 3350	R			
FILM 3351	R			
FILM 3321		R/A		
FILM 3322	R	R/A		
FILM 4305		I/R/A		

FILM 4311		I/R/A		
FILM 4320		I/R/A		
FILM 4354		I/R/A		
FILM 4355		I/R/A		
FILM 4363		I/R/A		
FILM 4373		I/R/A		
FILM 4380	R/A			
FILM 4392		I/R/A		

5. Assessment Methods and Measures (Formative and Summative recommended)
   ● BA/BS

Intended Outcomes / Objectives:	Assessment Procedures and Criteria:
1. Students will demonstrate knowledge of film theory and history.	1. Students will complete a program-generated exam to be taken during Film Production 4 (highest level) to demonstrate sufficient understanding of film history and theory. At least 75% should receive a "C" or better.

2. Students will demonstrate a basic understanding of film aesthetics, technology and the procedures of the motion picture industry.	2.
	   A. Students will complete a program-generated exam to be taken during Film Production 1 (sophomore level) to demonstrate sufficient understanding of basic production aesthetics, technology, and procedures. At least 75% should receive a "C" or better.
	   B. Student capstone films will be submitted for instructor review, with at least 75% of films receiving a satisfactory or superior rating.

3. Upon graduation, students will be satisfied with their education.	3. Students will complete a "Satisfaction Survey" upon completion of the program, and at least eighty percent of students will either agree or strongly agree with the following statements:
	   ● Overall, I am very satisfied with the education I received in the Film Program.
	   ● I would recommend the Film Program to others.

4. Upon graduation, students will demonstrate adequate preparation for entry into the	4. Students will complete a filmmaking portfolio to be assessed by the filmmaking faculty in their final

professional market or graduate school.	semester. At least 70% will receive a grade of "satisfactory" or above.

6. Data Collection and Review

BA/BS

- When will data be collected for each outcome?
  - o Annually each April
- How will data be collected for each outcome?
  - o See Chart Below
- What will be the benchmark/target for each outcome?
  - o See Chart in #5 Above
- What individuals/groups will be responsible for data collection?
  - o See Chart Below

Intended Outcomes / Objectives:	How Data Collected	Responsible Group
1. Students will demonstrate knowledge of film theory and history.	Exam given in FILM 4357 Film Production 4	Film 4357 Instructor, Film Program Coordinator, and FIlm Studies faculty member
2. Students will demonstrate a basic understanding of film aesthetics, technology and the procedures of the motion picture industry.	A. Exam given in FILM 2466 Film Production 1 B. Films will be turned in as final project in FILM 4357 Film Production 4. Film faculty will review and rate on an online film screening platform	A. Film 2466 Instructorand Film Program Coordinator Film 4357 Instructor, Film Program Coordinator, full-time film faculty
3. Upon graduation, students will be satisfied with their education.	Survey administered through Google Forms in FILM 4357 Film Production 4	Film 4357 Instructor
4. Upon graduation, students will demonstrate adequate preparation for entry into the professional market or graduate school.	Portfolio will be submitted in FILM 4357 Film Production 4	Film 4357 Instructor

7. **Participation in Assessment Process**
   - The Film Program Coordinator will oversee the carrying out of the assessment for both the BA/BS and MFA programs. The coordinator will work with faculty members to assure assessment measures are completed, data is collected and analyzed, and results are shared with appropriate parties.

8. **Data Analysis**
   - The Film Program has both short and long term approaches to analyzing the data. The faculty holds a day long retreat in early May each year to discuss assessment, strategic plan achievements, and other issues. The BA/BS and MFA are focused on in alternate years. Film faculty discuss and compare collected data and make adjustments as necessary. In addition, the faculty creates a new strategic plan every five years. Results and trends in assessment help shape the plan.

9. **Plan for Using Assessment Results to Improve Program**
   - Generally, assessment results inform program improvement through targeted course revisions and/or new course proposals. These might result in new or revised course SLO's, new or revised assignments, changes in faculty assignments, or new courses to address significant issues as needed.

10. **What are the plans to evaluate students' post-graduate success?**
    - The BA/BS program focuses primarily on evaluating on how well students are positioned for success after graduation specifically through SLO's #3 and #4. With approximately 250 majors and minors in the BA/BS program, currently there is no efficient way for measuring post-graduate success.

11. **What are the plans to evaluate teaching effectiveness?**
    - The department chair reviews student evaluations on a regular basis. In addition, tenure-track professors complete a third-year evaluation and a tenure evaluation.

12. **Appendices-Required….Curriculum Maps by Program, Assessment Tools (examples: Rubrics, Surveys, Tests, etc.), any other important materials/documentation**

    See Below

13. **Submit Assessment Plan**
    - Send completed form electronically to assessment@uca.edu

For questions or concerns please contact:
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<u>Appendix</u>
- History/Theory Exam
- Film Production Exam
- Capstone Film Rubric
- Satisfaction Survey Link
- Filmmaking Portfolio Rubric

History/Theory Exam

https://forms.gle/B2yKQf8ckRUCfXbd8

Film Production Exam

https://docs.google.com/forms/d/e/1FAIpQLSeWbaXjAHMKsMjlzSQ-ZukO0quEe5pbttxOgH8AYnvrj5yL3Q/viewform?usp=sf_link

Capstone Film Rubric

Student "capstone" films, generally completed during the senior year as a part of the Film Production 4 courses, will be reviewed by instructors, with at least 75% of the films receiving a satisfactory or superior rating.

Assessment: Films will be graded on a 1-10 scale Superior (8-10), Satisfactory (4-7), or Unsatisfactory (1-3), based on the following criteria:

Writing
    <u>Superior</u>:   Film shows a clear ability to tell a structured story with interesting, complex characters in original situations.
    <u>Satisfactory</u>:   Film is understandable, with believable characters in compelling situations.
    <u>Unsatisfactory</u>: Film shows a muddled, confused structure and unbelievable or two-dimensional characters.

Directing
    <u>Superior</u>:   Film shows acting with subtlety and sub-text, and scenes and shots are staged in ways that enhance the narrative.
    <u>Satisfactory</u>:   Most of the acting is believable and uncomplicated, and scenes and shots are staged simply and unremarkably.
    <u>Unsatisfactory</u>: Most of the acting is unbelievable, and the staging does not support the narrative.

Cinematography
    <u>Superior</u>:   The shots and lighting enhance the narrative intention of the film..
    <u>Satisfactory</u>:   The shots and lighting are clear, and do not distract from the narrative intention of the film.
    <u>Unsatisfactory</u>: The shots and lighting impede or are unsupportive narrative intention of the scene or the film.

Sound
    <u>Superior</u>:   The sound recording is clear and the design brings emotional depth to the film.
    <u>Satisfactory</u>:   The sound recording is mostly clear, and the design sounds natural to the film.

Unsatisfactory: The sound recording is muddied and unclear, or distracts from the overall narrative design of the film..

Editing

Superior: Film shows a clear ability to tell a structured, well-paced story. Editing enhances the narrative intention of the scene.

Satisfactory: Film is understandable, with generally good pacing. Editing does not impede the narrative intention of the scene.

Unsatisfactory: Film is poorly paced, and not clearly structured. Editing impedes the narrative intention of the scene.

Satisfaction Survey Link

https://forms.gle/ipFNTiLCn4kEx66eA

Filmmaking Portfolio Rubric

Student portfolios will be assessed (typically) in the final semester as a part of the Film Production 4 course. The portfolio will consist of a "Demo Reel" with examples of their work and a resume, and will be reviewed by instructors, with at least 75% of the portfolios receiving a satisfactory or superior rating.

Portfolio films will be assessed as Superior, Satisfactory, or Unsatisfactory, based on the quality and breadth of work, with the same criteria as their understanding of Aesthetics, Technology, and Motion Picture Industry procedures in item 2, but looking across multiple films, instead of a single "capstone" film.

Portfolios will be judged on the following criteria:

Superior: The portfolio demonstrates a clear understanding of film as a storytelling medium and the student details a clear and achievable direction with a distinctive voice for future filmmaking.

Satisfactory: The portfolio demonstrates a basic understanding of film as a storytelling medium and the student shows a generally achievable direction in future filmmaking.

Unsatisfactory: The portfolio demonstrates a lack of understanding of film as a storytelling medium and the student shows a lack of achievable direction for future filmmaking.