

**California State University, Dominguez Hills**  
**Comprehensive Assessment Plan for Bachelor of Arts in Film, Television and Media**

<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>	<i>j</i>	<i>k</i>
<i>ILOs</i>	<i>PLOs</i>	<i>SLOs</i>	<i>Course where each SLO is assessed</i>	<i>Assessment activity/ assignment used to measure each SLO</i>	<i>Assessment tool used to measure outcome success</i>	<i>Assessment schedule – how often SLOs will be assessed</i>	<i>How data/ findings will be quantitatively or qualitatively reported</i>	<i>Designated personnel to collect, analyze, and interpret student learning outcome data</i>	<i>Program data/ findings dissemination schedule</i>	<i>Closing the loop strategies</i>
1	1	1	COM 105	Final Exam	Score	Every 5 years	b	RE, SS, ASC	Fall 2019	b, c, e
1	1	1	COM 375	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2019	b, c
1	1	1	COM 490	Final Project	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2019	a, b, c
1	1	2	COM 105	Final Exam	Score	Every 5 years	b	RE, SS, ASC	Fall 2019	b, c, e
1	1	2	COM 375	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2019	b, c
1	1	2	COM 490	Final Project	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2019	a, b, c
1	1	3	COM 105	Final Exam	Score	Every 5 years	b	RE, SS, MW	Fall 2019	b, c, e
1	1	3	COM 375	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2019	b, c
1	1	3	COM 490	Final Project	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2019	a, b, c
2	2	4	COM 200	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2020	b, c
2	2	4	COM 375	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2020	b, c
2	2	4	COM 490	Final Project	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2020	a, b, c
2	2	5	COM 200	Analytical Paper	Score	Every 5 years	c	RE, SS, ASC	Fall 2020	b, c
2	2	5	COM 375	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2020	b, c
2	2	5	COM 490	Final Project	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2020	a, b, c
2	2	6	COM 200	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2020	b, c
2	2	6	COM	Analytical	Rubric	Every 5	c	RE, SS,	Fall 2020	b, c

			375	Paper		years		ASC		
2	2	6	COM 490	Final Project	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2020	a, b, c
3	3	7	COM 200	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2021	b, c
3	3	7	COM 375	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2021	b, c
3	3	7	COM 490	Final Project	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2021	a, b, c
3	3	8	COM 200	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2021	b, c
3	3	8	COM 375	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2021	b, c
3	3	8	COM 490	Final Project	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2021	b, c
4	4	9	COM 105	Final Exam	Rubric	Every 5 years	b	RE, SS, ASC	Fall 2022	b, c, e
4	4	9	COM 375	Analytical Paper	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2022	b, c
4	4	9	COM 490	Final Project	Rubric	Every 5 years	c	RE, SS, MW	Fall 2022	a, b, c
5	5	10	COM 105	Final Exam	Score	Every 5 years	b	RE, SS, ASC	Fall 2023	b, c, e
5	5	10	COM 375	Analytical Paper	Rubric	Every 5 years	c	RE, SS, MW	Fall 2023	b, c
5	5	10	COM 490	Final Project	Rubric	Every 5 years	c	RE, SS, ASC	Fall 2023	a, b, c

### **Institutional Learning Outcomes**

- 1) Think critically and creatively and apply qualitative and quantitative reasoning to address complex challenges and everyday problems locally and globally. (Critical Thinking)
- 2) Communicate clearly and collaborate effectively in a range of social, academic, and professional contexts, both orally and in writing. (Communication)
- 3) Locate, evaluate, and effectively use information in pursuit of discovery as preparation for continuous lifelong learning. (Information Literacy)
- 4) Demonstrate expertise in a specialized discipline of study and the ability to integrate its ideas, methods, theory and practice. (Disciplinary Proficiency)
- 5) Develop knowledge of diversity and multicultural competencies and ways to use that knowledge to promote equity and justice at local and global levels. (Engaged Citizenry)

## **Program Learning Outcomes**

- 1) Demonstrate media literacy via the ability to critically analyze the cultural significance and social role of media, making substantive connections between media production, content, and audiences.
- 2) Demonstrate the ability to communicate clearly and in a critically informed manner in a variety of analytical and/or creative contexts.
- 3) Demonstrate the ability to locate, evaluate and effectively use information in pursuit of creative and/or scholarly projects.
- 4) Demonstrate an understanding of key theories, concepts, methods and practices from the academic and/or practical fields of screen media.
- 5) Demonstrate an understanding of the complex forces shaping media portrayals of identities and cultures through critical analysis and/or creative expression that reflect students' communities and experiences.

## **Student Learning Outcomes**

- 1) Describe how media texts are constructed through the use of creative stylistic techniques.
- 2) Discuss how different people can experience the same texts differently based on their interpretive frameworks.
- 3) Analyze how media texts are developed and shaped by cultural contexts of production, distribution and exhibition.
- 4) Assess ways in which media texts draw upon and diverge from established histories, movements, and modes.
- 5) Make an argument for a critical interpretation of media texts that is grounded in evidence.
- 6) Design an original creative or analytical project in a critically and/or historically informed manner.
- 7) Locate relevant information in production of creative and/or scholarly projects.
- 8) Use information appropriately in production of creative and/or scholarly projects.
- 9) Apply key theories, concepts, methods and/or practices from the film, television and media field to production of creative and/or scholarly projects.
- 10) Explain the complex forces shaping media portrayals of identities and cultures through critical analysis and/or creative expression that reflect students' communities and experiences.

## **How Findings Will be Reported**

- a) Percent who got exam items correct
- b) Number who received 80% or higher correct on exam or exam question
- c) Percentage of those scoring at or above 80% (4/5) on scale that measures mastery of SLO

## **Designated Personnel**

RE=Dr. Ryan Eagle

SS=Dr. Sharon Sharp

ASC= Department's Administrative Support Coordinator

**Closing the Loop Strategies**

- a) Curriculum revisions/redesign
- b) Syllabus revision
- c) Instructor training
- d) Adjustment of course standards
- e) Change method of assessing outcome