

# PROGRAM REVIEW – CURRICULUM PACKET

2018-2019

## DIGITAL MEDIA

This report includes course student learning outcome (cSLO) assessment summaries from 2015-16 to 2017-18.

Table 1. Course offerings per academic year from 2015-16 to 2018-19

Table 2. Course assessment status between 2015-16 and 2017-18

Table 3. cSLOs that were not assessed between 2015-16 and 2017-18

Table 4. cSLOs assessed and corresponding Data Evaluation

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### COURSE OFFERINGS

Table 1. Course offerings per academic year from 2015-16 to 2018-19

Course Name	2015-2016	2016-2017	2017-2018	2018-2019
DM G100	x	x	x	x
DM G102	x	x	x	x
DM G103N				x
DM G110	x	x	x	x
DM G111	x	x	x	x
DM G112	x	x	x	x
DM G113				x
DM G115	x	x	x	x
DM G118	x	x	x	x
DM G130	x	x	x	x
DM G140	x	x	x	x
DM G140N				x
DM G141	x	x	x	x
DM G160	x	x	x	x
DM G163	x	x	x	x
DM G170	x	x	x	x
DM G200	x	x	x	x
DM G260	x	x	x	x

### COURSE ASSESSMENT STATUS

Fully Assessed



Partially Assessed



No Assessment



Table 2. Course Assessment Status between 2015-16 and 2017-18

\*No enrollment data between 2013-14 and 2018-19

Course Name	Total cSLOs	No. cSLOs Assessed	Assessment Status	Last Term Offered	
DM G100	6	1 out of 6	Partially Assessed	↔	Spring 2019
DM G100E	3	0 out of 3	No Assessment	↓	*
DM G102	5	1 out of 5	Partially Assessed	↔	Spring 2019
DM G103E	3	0 out of 3	No Assessment	↓	*
DM G110	5	1 out of 5	Partially Assessed	↔	Spring 2019
DM G110N	5	0 out of 5	No Assessment	↓	*
DM G111	3	1 out of 3	Partially Assessed	↔	Fall 2017
DM G112	6	1 out of 6	Partially Assessed	↔	Fall 2018
DM G113	7	0 out of 7	No Assessment	↓	*
DM G113N	7	0 out of 7	No Assessment	↓	*

Course Name	Total cSLOs	No. cSLOs Assessed	Assessment Status	Last Term Offered
DM G115	5	0 out of 5	No Assessment ↓	Spring 2019
DM G118	6	1 out of 6	Partially Assessed ↔	Spring 2019
DM G130	9	1 out of 9	Partially Assessed ↔	Spring 2019
DM G140	5	1 out of 5	Partially Assessed ↔	Spring 2018
DM G141	5	0 out of 5	No Assessment ↓	Spring 2019
DM G160	5	1 out of 5	Partially Assessed ↔	Spring 2019
DM G160N	5	0 out of 5	No Assessment ↓	*
DM G163	4	0 out of 4	No Assessment ↓	Spring 2018
DM G170	5	0 out of 5	No Assessment ↓	Fall 2018
DM G191	3	0 out of 3	No Assessment ↓	*
DM G200	5	0 out of 5	No Assessment ↓	Spring 2019
DM G260	5	0 out of 5	No Assessment ↓	Spring 2019

Table 3. cSLOs that were not assessed between 2015-16 and 2017-18

Course Name	cSLO Name	cSLO to Assessed
DM G100	cSLO 1	Demonstrate and discuss acoustic waveform properties.
DM G100	cSLO 2	Identify and select microphones for recording instruments or vocals.
DM G100	cSLO 3	Perform basic mixing techniques using digital recording software.
DM G100	cSLO 5	Demonstrate and discuss acoustic waveform properties.
DM G100	cSLO 6	Demonstrate basic design techniques.
DM G100E	cSLO 1	Demonstrate the ability to correctly identify appropriate tools and processes to create various forms of multimedia communication pieces.
DM G100E	cSLO 2	Acquire design concepts that can be applied to all forms of digital media arts.
DM G100E	cSLO 3	Demonstrate technical skills necessary for an occupation in the multimedia field.
DM G102	cSLO 1	Apply mechanics of clear and concise writing in a variety of script formats.
DM G102	cSLO 3	Apply fundamental principles of narrative fiction screenwriting through analysis of produced scripts.
DM G102	cSLO 4	Identify, plan, and prepare a variety of script formats including radio, two-column video, basic film screenwriting, training, information, entertainment, and multimedia scripts.
DM G102	cSLO 5	Plan and prepare a complete, short fictional narrative, and writing it as a 20-30-page film script.
DM G103E	cSLO 1	Produce, and publish content (text, photos, graphics and video), which demonstrates an understanding of basic digital media design and production techniques, intended for display on social media.
DM G103E	cSLO 2	Produce and post a blog, setup and maintain a YouTube channel based on a social media strategy developed by a marketing professional.
DM G103E	cSLO 3	Write, produce and direct a live stream event using both traditional and augmented reality set design production techniques.
DM G110	cSLO 2	Demonstrate mixing in digital audio software environment.
DM G110	cSLO 3	Perform proper steps for mastering digital audio recordings.
DM G110	cSLO 4	Demonstrate proper use of digital signal processing.
DM G110	cSLO 5	Identify and demonstrate proper mixes and masters in several musical styles.
DM G110N	cSLO 1	Demonstrate multi-track mixing techniques.
DM G110N	cSLO 2	Demonstrate mixing in digital audio software environment.
DM G110N	cSLO 3	Perform proper steps for mastering digital audio recordings.
DM G110N	cSLO 4	Demonstrate proper use of digital signal processing.
DM G110N	cSLO 5	Identify and demonstrate proper mixes and masters in several musical styles.
DM G111	cSLO 1	Demonstrate ability to sync sound and music to video.
DM G111	cSLO 3	Perform digital editing in audio and video software.
DM G112	cSLO 2	Demonstrate basic mixing techniques using the software mixer.
DM G112	cSLO 3	Demonstrate use of digital signal processing in the mixing environment.

Course Name	cSLO Name	cSLO to Assessed
DM G112	cSLO 4	Perform proper steps to produce a final product on CD and DVD.
DM G112	cSLO 5	Create a podcast using audio and photo content.
DM G112	cSLO 6	Create a movie using video and audio content.
DM G113	cSLO 1	Analyze the dynamic spectrum of a multitrack recording
DM G113	cSLO 2	Explain the Pro Tools file system.
DM G113	cSLO 3	Evaluate and apply selection techniques for audio regions.
DM G113	cSLO 4	Create a stereo mix from a multitrack master using AudioSuite (file-based) plug-ins.
DM G113	cSLO 5	Create fade files from audio tracks.
DM G113	cSLO 6	Identify common file types and formats used in audio production.
DM G113	cSLO 7	Demonstrate basic understanding and operation of the Pro Tools environment.
DM G113N	cSLO 1	Analyze the dynamic spectrum of a multitrack recording
DM G113N	cSLO 2	Explain the Pro Tools file system.
DM G113N	cSLO 3	Evaluate and apply selection techniques for audio regions.
DM G113N	cSLO 4	Create a stereo mix from a multitrack master using AudioSuite (file-based) plug-ins.
DM G113N	cSLO 5	Create fade files from audio tracks.
DM G113N	cSLO 6	Identify common file types and formats used in audio production.
DM G113N	cSLO 7	Demonstrate basic understanding and operation of the Pro Tools environment.
DM G115	cSLO 1	Set up a complex microphone array (24 tracks) for a band and record digital signals in a tracking session.
DM G115	cSLO 2	Set up a digital and software mixer for tracking , recording, and monitoring to acquire sound at the correct recording levels.
DM G115	cSLO 3	Use Advanced Digital Signal Processing to alter the recorded sound.
DM G115	cSLO 4	Create a master recording to CD with proper mix levels.
DM G115	cSLO 5	Create multiple audio delivery for CD, DVD, and internet in stereo and 5.1 surround.
DM G118	cSLO 1	Demonstrate proper mix of radio-ready audio masters.
DM G118	cSLO 2	Demonstrate professional workplace behavior in a studio setting.
DM G118	cSLO 4	Perform evaluation of talent and song writers.
DM G118	cSLO 5	Produce a digital portfolio comprised of class projects.
DM G118	cSLO 6	Identify correct methods for music licensing, publishing, promotion and merchandising.
DM G130	cSLO 1	Track, measure, and analyze their own personal media use and identify received gratifications.
DM G130	cSLO 2	Outline the history, development, and technological revolutions in mass communication.
DM G130	cSLO 3	Evaluate criticism and controversy surrounding media.
DM G130	cSLO 4	Analyze the economics of electronic media.
DM G130	cSLO 5	Examine media content in light of electronic media's influence on society.
DM G130	cSLO 6	Provide examples of influential relationships among media, government, and business.
DM G130	cSLO 7	Identify basic media theories and their application to contemporary media use and behavior.
DM G130	cSLO 9	Explain and analyze the legal and ethical rights, regulations and responsibilities of the media in America.
DM G140	cSLO 1	Conceive and execute standard pre-production skills including planning, scripting, budgeting, and crew and equipment selection
DM G140	cSLO 3	Describe essential post production equipment for audio and video editing
DM G140	cSLO 4	Analyze interpret, and exercise critical judgment in the evaluation of media productions
DM G140	cSLO 5	Demonstrate a hands-on ability to perform appropriate critical thinking needed for successful teamwork in television, film or other media employment.
DM G141	cSLO 1	Explain notable historic and contemporary examples of documentary films.
DM G141	cSLO 2	Identify storytelling techniques common to both film and other forms of art such as literary works.
DM G141	cSLO 3	Create a five minute documentary that involve social conscious artistic choices.
DM G141	cSLO 4	Describe and explain the elements of film making process.
DM G141	cSLO 5	Identify the central idea of a film and develop interpretation into a ten minute short form documentary.

Course Name	cSLO Name	cSLO to Assessed
DM G160	cSLO 1	Apply principles and practices of non linear editing in the editing of a video sequence.
DM G160	cSLO 3	Output sequences to various platforms.
DM G160	cSLO 4	Apply principles of storytelling in a completed video sequence.
DM G160	cSLO 5	Manage data files throughout the post-production process.
DM G160N	cSLO 1	Apply principles and practices of non linear editing in the editing of a video sequence.
DM G160N	cSLO 2	Create and apply multi-layered effects into a sequence.
DM G160N	cSLO 3	Output sequences to various platforms.
DM G160N	cSLO 4	Apply principles of storytelling in a completed video sequence.
DM G160N	cSLO 5	Manage data files throughout the post-production process.
DM G163	cSLO 1	Develop and apply advanced animation techniques using After Effects and Motion.
DM G163	cSLO 2	Integrate graphic, 3D programs, non-linear software, and Web tools using After Effects and Motion.
DM G163	cSLO 3	Develop and apply color keying and motion tracking techniques within a variety of projects.
DM G163	cSLO 4	Analyze a script to determine the use of appropriate special effects and develop appropriate strategies for the implementation of special effects using After Effects and Motion.
DM G170	cSLO 1	Discuss the technology of electronically generated sounds.
DM G170	cSLO 2	Develop a working method for use of software and hardware for sound production.
DM G170	cSLO 3	Understand/discuss a sense of aesthetics for composing electronically.
DM G170	cSLO 4	Discuss the general historical elements in the development of electronic synthesis.
DM G170	cSLO 5	Develop a method of dealing with the constant stream of sound using new hardware and software applications.
DM G191	cSLO 1	Demonstrate competent and appropriate employment skills showing improved understanding of human relations, increased self- confidence, and application of classroom theory to real life experience.
DM G191	cSLO 2	Write one learning objective based on work-related duties.
DM G191	cSLO 3	Demonstrate competent and appropriate completion of each objective, showing increased performance, improved efficiency, and enhanced skills in the workplace.
DM G200	cSLO 1	Discuss an understanding of digital media applications for a business.
DM G200	cSLO 2	Collaborate with video media developers n digital media projects.
DM G200	cSLO 3	Demonstrate digital media applications used in marketing and social networking.
DM G200	cSLO 4	Demonstrate documentary production techniques.
DM G200	cSLO 5	Demonstrate preproduction planning from idea to script.
DM G260	cSLO 1	Discuss an understanding of digital media applications for a business.
DM G260	cSLO 2	Collaborate with video media developers in digital media projects.
DM G260	cSLO 3	Demonstrate digital media applications used in marketing and social networking.
DM G260	cSLO 4	Demonstrate documentary production techniques.
DM G260	cSLO 5	Demonstrate preproduction planning from idea to script.

#### DATA EVALUATION

Table 4. cSLOs assessed and corresponding Data Evaluation.

\*Denotes historical cSLOs.

Course Name	cSLO	Semester Assessed	cSLO Data Evaluation
DM G100	cSLO 4	Fall 2016	100% of students successfully achieved the SLO.This rate was obtained through using multiple teaching strategies including; lecture, demonstrations, custom designed online video tutorials, written exam and hands on lab exercise
DM G102	cSLO 2	Fall 2016	100% of students successfully achieved the SLO.This rate was obtained through using multiple teaching strategies including; on lecture, demonstrations, custom designed online video tutorials, written exam.
DM G110	cSLO 1	Fall 2016	Students used Logic Pro X software on an Apple iMac computer to complete a mix-down of prerecorded pieces of music. - Yes, the student's

Course Name	cSLO	Semester Assessed	cSLO Data Evaluation
			achieved/demonstrated the skills of the SLO outlined above satisfactorily. - This is an acceptable percentage. Students that attended class more frequently scored higher than those that did not. - The main influence in student results is lecture and lab attendance. Although the material matches the well-written textbook, the one-on-one time with the instructor during lab is a major factor in mastery of the material presented.
DM G111	cSLO 2	Fall 2016	Check off sheet with requirements for project mix. Instructor made evaluated whether project requirements were met, and graded students during in class presentations.
DM G112	cSLO 1	Fall 2016	Students used the technology in GWC Audio Recording Studio A. This included, SSL AWS 916 Mixer, Logic Pro X or Pro Tools software on an Apple Mac Pro computer to record, mix-down, and deliver audio. - Yes, the student's achieved/demonstrated the skills of the SLO outlined above satisfactorily. - This is an acceptable percentage. Students that attended class frequently scored higher than those that did not. - The main influence in student results is lecture and lab attendance. Topics being assessed were instructed multiple ways on multiple occasions.
DM G118	cSLO 3	Spring 2016	With a 40 out of 50 minimum passing test score (80% or better), and a single retake allowed, all students were able to demonstrate sufficient knowledge and ability.
DM G130	cSLO 8	Fall 2016	78% of students successfully achieved the SLO. This rate was obtained through using multiple teaching strategies including, lecture, question and answer, in class discussion and reading chapter in textbook. The seven students who did not achieve SLO had erratic attendance patterns, did not complete essay assignment and did not participate in class discussions.
DM G140	cSLO 2	Fall 2016	A slim majority of students successfully achieved the SLO. 54 percent of students successfully completed the SLO. This is an unacceptable percentage. Not having regular access to the television production studio was a major factor in low achievement rate of the SLO. Students were limited in the time available to use the facility which had been converted to a paper storage area for graphic services. Students were forced to use converted classrooms to complete lab exercises. Two hours of each lab session was used to prepare and setup equipment for students to use, which left less than 1 hour for actual hands on experiences for students. Video production truck was unable to be used as it was ungerrenovations.
DM G160	cSLO 2	Fall 2016	Students are demonstrating and achieving the SLO. 89 percent of students successfully completed the SLO. This is an acceptable percentage. The two students who did not successfully achieve the SLO had erratic attendance and one student had difficulty with language. Factors that influenced the successful achievement of the SLO included multi-level of instruction, classroom lecture, directed exercises, tests and custom made tutorials where students could review steps and process at their pace.

## DATA PLANNING

Table 5. cSLOs assessed and corresponding Data Planning.

\*Denotes historical cSLOs.

Course Name	cSLO	Semester Assessed	cSLO Data Planning
DM G100	cSLO 4	Fall 2016	No changes must occur. SLO has been successfully been achieved by all students. Will move on to assess another SLO for Spring 2017.
DM G102	cSLO 2	Fall 2016	No changes must occur. SLO has been successfully been achieved by all students. Will move on to assess another SLO for Spring 2017.
DM G110	cSLO 1	Fall 2016	The multiple project-based assessments utilized this semester continue to be a successful gauge of student learning. The pace of the course this semester was limited by the software computer-proficiency of a few students. All students were still able to make it through the entirety of the coursework above average. Most of the course improvements will involve modernizing to match the ever-changing updates to the software with all the advancements with the evolving industry technology. A small lab for the students to work together, practice and utilize all the new information as they grow with the program. In addition this could help new and/or prospective students that do not own any equipment yet.
DM G111	cSLO 2	Fall 2016	I have developed comprehensive instructions for project requirements and oriented instruction to cover all required materials. I plan to move to Canvas and incorporate learning materials including online resources into my new course shell.
DM G112	cSLO 1	Fall 2016	The lab-based assessments utilized this semester are both a successful gauge of student learning as well as a terrific opportunity for one-on-one coaching with the instructor. The students grow and enjoy this the most because they are able to learn in private and unembarrassed. A small lab for the students to work together, practice and utilize all the new information as they grow with the program. In addition this could help new and/or prospective students that do not own any equipment yet.
DM G118	cSLO 3	Spring 2016	We will continue to utilize the same pedagogy and methodology in instruction and evaluation.
DM G130	cSLO 8	Fall 2016	No changes must occur. SLO has been successfully been achieved by majority of students. Will move on to assess another SLO for Spring 2017.
DM G140	cSLO 2	Fall 2016	Changes that will have to occur to improve student learning is for students to have full access to the studio space and removal of cases of paper which limit space for instruction. Completion of installation of equipment in video production truck. These changes will enable students to have real world lab experience in an instructional space which was designed for video production and not as a storage facility for paper.
DM G160	cSLO 2	Fall 2016	I will apply the techniques and teaching strategies to other SLO's in the course. Make greater use of custom designed online tutorials which enable students to access lessons and to review and practice concepts in and outside of class. Will assess a different SLO as success has been achieved with this SLO.