ASSESSMENT REPORT
2014-2015

<u>Media Arts Undergraduate</u>   **<u>BA</u>**
(Instructional Degree Program   (Degree Level)

Program Mission:
The general mission of the Department of Media Arts & Technology is to educate students in the technical skills, theoretical underpinnings, and the sociocultural context for the disciplines represented by the academic programs. MA&T seeks to inspire students to work creatively and collaboratively towards the goal of contributing to our own communities. Collaboration, experimentation and a willingness to push the boundaries of where art and technology intersect are the hallmarks of MA&T.
In its collaborative enterprises, MA&T provides opportunities for students to work closely with faculty and staff in its academic courses. Community organizations and cultural institutions join the department for many projects and activities. MA&T aims to incorporate elements from northern New Mexico's history of arts and innovation, and the rich heritage of Hispanic and Native American cultures that are distinctive to the state of New Mexico. Ultimately, MA&T aims to prepare its students for an active professional life in each discipline through the knowledge, creativity, teaching skills, and dedication of its faculty and staff, showing excellence in teaching, experimentation, scholarship, and professional applications.

<u>Student Learning Outcome 1:</u>

Students will demonstrate the ability to work with bitmapped images.

<u>NMHU Traits Specifically Linked to Student Learning Outcome 1</u>

- Effective Use of Technology

First Means of Assessment for Outcome 1:
MART 233 Digital Imaging. 80% of students should be able to attain a grade of C or better on the midterm project covering manipulation of bitmapped images. (introduced)

Summary of Data:

Number of Students Meeting Criterion:	37	Number of Students Not Meeting Criterion:	2
Total Number of Students Assessed:	39	Percent of Students Meeting Criterion:	94.9%

Second Means of Assessment for Outcome 1:
MART 233 Digital Imaging. 80% of students should be able to attain a grade of C or better on the final project covering manipulation of vector images. (introduced)

Summary of Data:

Number of Students Meeting Criterion:	37	Number of Students Not Meeting Criterion:	2
Total Number of Students Assessed:	39	Percent of Students Meeting Criterion:	94.9%

Interpretation of Results for Outcome 1:

Data shows two years of significant improvement in the program due to the program's mentorship of adjunct professors.

Student Learning Outcome 2:

Students will demonstrate effective essay writing.

NMHU Traits Specifically Linked to Student Learning Outcome 2

- Effective Communication Skills

First Means of Assessment for Outcome 2:

MART 350 Media Arts Seminar. Students will write an essay on the differences between documentary and narrative filmmaking.   80% of students should be able to attain a grade of C or better. (practiced)

Summary of Data

Number of Students Meeting Criterion:	14	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	15	Percent of Students Meeting Criterion:	93.3%

Interpretation of Results for Outcome 2:

Writing continues to be a challenge for many of our students, but the results show we continue to exeed our objectives.

Student Learning Outcome 3:

Students will demonstrate mastery in their area of emphasis.

NMHU Traits Specifically Linked to Student Learning Outcome 3

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills

First Means of Assessment for Outcome 3:

MART 465 Advanced Media Projects. Students will create a capstone exhibition and/or portfolio demonstrating mastery of their emphasis area. 80% of students should be able to attain a grade of B or better. (mastery/applied)

Summary of Data

Number of Students Meeting Criterion:	7	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	8	Percent of Students Meeting Criterion:	87.5%

Interpretation of Results for Outcome 3:

One student earned a C instead of a B on their final portfolio so they did not meet our expected minimum, but overall we achieved our goals.