ASSESSMENT REPORT
2020-2021

Media Arts Undergraduate   **BFA**

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.

Student Learning Outcome 1:

Students will demonstrate the ability to create, edit, and differentiate between different digital image formats

NMHU Traits Specifically Linked to Student Learning Outcome 1

- Effective Use of Technology
- Effective Communication Skills
- Mastery of Content Knowledge and Skills

First Means of Assessment for Outcome 1:

FDMA 2533 Imaging, History & Production. 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:	8	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	8	Percent of Students Meeting Criterion:	100%

Second Means of Assessment for Outcome 1:

FDMA 2533 Imaging, History & Production. 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:	7	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	8	Percent of Students Meeting Criterion:	87%

Interpretation of Results for Outcome 1:

We continue to exceed our goals for Outcome 1. This is a beginning course and means most of the students are ready to pursue the next level of courses in Media Arts in the coming academic year.

It should be pointed out that the low enrollment can be attributed to circumstances of a COVID year. However, the individualized focus of the online course, and ability of students to review recordings of class for reinforcement of skills allowed students to achieve the same or better success rates as in face to face classes reported in prior years.

Fall 2020

Student Learning Outcome 2:

Students will demonstrate effective essay writing.

NMHU Traits Specifically Linked to Student Learning Outcome 2

- Effective Communication Skills
- Mastery of Content Knowledge and Skills

First Means of Assessment for Outcome 2:

MART 3500 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:	7	Number of Students Not Meeting Criterion:	2
Total Number of Students Assessed:	9	Percent of Students Meeting Criterion:	77%

Interpretation of Results for Outcome 2:

Nine students were enrolled in the class. Out of the 9 students 7, or 77%, met the criteria.

We had two students who could not complete all the writing assignments due to increased family obligations during COVID. However, the students who did turn in their assignment averaged 89% on this assignment.

Our continued success with this goal demonstrates that students who make it into their junior or senior year as Media Arts majors have the ability to write at a college level.

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
- Effective Use of Technology

First Means of Assessment for Outcome 3:

MART 4650 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:	4	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	4	Percent of Students Meeting Criterion:	100%

Interpretation of Results for Outcome 3:

BFA students who make it to their final year of Media Arts are well prepared to create complex work that is conceptually sound.

Utilization of Results:

We will continue to use these criteria to assess the skills of Media Arts majors. The department will continue to raise the bar on critical thinking, writing skills, time management and professional output.

Changes to Program Based on Results:

Based on these results we have decided to make several changes.

1) Based on changes to our curriculum, in 2019 we changed Outcome 1 to read "Students will demonstrate the ability to create, edit, and differentiate between different digital image formats". This has proven to be a more accurate way to assess technical

proficiency. In 2019 we evaluated this way, and found it effective. We will continue to evaluate this outcome.

3) During the 2020-2021 AY, many options for student engagement were not available. Students continued to hold study/work sessions via Zoom and encourage learning together. In the 2021-22 AY students have returned to our former practice of holding work nights in the building. This will encourage learning in a less formal setting. Students help each other, faculty are occasionally present to assist in assignments, and students are encouraged to develop outside projects and portfolio pieces. These nights are slowly gaining traction and foster a supportive academic and social environment.

As this was found to be an effective practice in 2019, students have taken the initiative to incorporate them again. Attendance has been in the area of 8-10 students, an increase over the past.

Retention Strategies:

By the time students are juniors or seniors in Media Arts, we rarely have major retention issues. Retention concerns usually emerge after the students first or second semester, as they have not fully found their place in the department. Our retention strategies include: encouraging students to attend "work nights" sponsored by the department to encourage group work time, encourage students to join the very active Media Arts Club, which has a strong sense of community and support, and to take at least one Media Arts or SSD class per semester in order to stay engaged. Advisor meetings are required each semester, and we will continue to employ that strategy as well.