

Mission

The Cinematic Multimedia Arts degree program prepares students to work and produce in the audio-visual, mass media, information and entertainment industries. The major focuses on developing multiple media literacy competencies, analytic abilities and narrative skills. In this program, students can choose a capstone project focusing on a creative Cinematic Narrative Production, a Documentary Production, an Animation project, Graphic Design, Web Design, or Publication project. The applied audio-visual, graphical, and online skills that students learn are informed by a foundation in communication and critical analysis, and an emphasis on writing and narrative design.

Academic Year 2024

Bachelor of Arts in Cinematic Multimedia Arts Learning Outcomes

PLO5 Influence of Media and Legal and Ethical Responsibilities **MET**

Develop an understanding of the local and global influence of electronic media and the ethical and legal responsibilities of media practitioners.

| MEASURES | RESULTS | ACTIONS |
|--|---|---|
| <p>MULT 3780 CRITICAL AND ETHICAL ANALYSIS OF PROJECT</p> <p>Critical and ethical analysis OF A DOCUMENTARY PROJECT to include: presentation of an ethical dilemma, explanation of underlying principles or ethical system that can be applied, evaluation and analysis of competing viewpoints and perspectives, and finally, presentation of the filmmaker’s own stance or position</p> <p>Direct <input type="checkbox"/> Assignment</p> <p><i>Global Documentary: MULT 3780</i></p> <p>Target</p> <p>80% of students score as meeting or exceeding expectations</p> <p>MULT 3780 CRITICAL AND ETHICAL ANALYSIS OF PROJECT Description and Rubric <input type="checkbox"/> Copy .docx</p> | <p>MET</p> <p>Analysis</p> <p>We used data from the MULT 3780 Critical and Ethical Analysis Project from students from the 2023-2024 academic year: 5 portfolios in total. Portfolios contain written artifacts that address media, legal, and ethical issues in documentary films.</p> <p>Every portfolio artifact was reviewed by 3 faculty members who negotiated any disagreements. Each outcome was rated as follows:</p> <p>3 = Exceeds expectations 2 = Meets expectations 1 = Approaches expectations 0 = Fails to demonstrate</p> <p>Faculty considered the following guidelines: Development of ideas, identification of underlying ethical systems and concerns, as well as different perspectives.</p> | <p><i>No actions have been added.</i></p> |

Findings:

Overall: 100% of students met or exceeded expectations. 100% (5 students) were rated in the 3.00 range.

Students were largely exceeding expectations. Students wrote well-constructed analyses that were eloquent and thoughtful.

Overall, the assessment indicates that students are consistently performing at or above expectations.

Recommendations: Continue collecting artifacts and reassess in the next 5-year cycle.

Reflections: MULT 3780 is a Global Documentary class that addresses a myriad of perspectives, issues, and ethical concerns. Students create their own documentary projects while engaging in a survey of films in the same genre. This course helps upper-level students develop their own voice as documentary filmmakers and engage with challenging subject matter including ethical concerns and application.