



Annual Program Review 2011-2012 - INSTRUCTIONAL

Division - Program

VISUAL & PERFORMING ARTS MEDIA ARTS

Authorization

After the document is complete, it must be reviewed and submitted to the Program Review Committee by the Division Chair.

Author: MICHAEL PETROS

Division Chair: DR. PETER GREEN

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Overview of the Program

All degrees and certificates are considered programs. In addition, divisions may further delineate and define programs based on their assessment needs (developmental sequences, career track, etc).

Statement of Purpose – briefly describe in 1-3 sentences.

The Media Arts curriculum is designed to prepare students for a career in various aspects of the media and entertainment industry. Typical entry-level positions would be Production Assistant, Audio-Video Technician, or Assistant Editor. The program is also well suited for those desiring to become independent video producer/directors.

Please list the **most significant achievement** accomplished since your last program review.

Two courses have been added to the Media Arts curriculum. Media Arts 110 (Aesthetics of Cinema) will be added to both the A.A. degree requirements and the Videography certificate. This course should articulate with a lower division requirement within the Cinema and Television Arts B.A. program at California State University, Northridge. Media Arts 213 (Cinematography II) will be added to our Videography certificate program and will result in a significant improvement in the skill levels attained by our students completing this certificate. It is also expected that more students will attempt the completion of this certificate due to the addition of these courses.

List the current major strengths of your program

1. Continuous improvement/updating of the software applications taught.
2. Continuous improvement in the facilities available to students due to CTE funding.
3. Continuous improvement in faculty knowledge and skills due to CTE funding.
4. Strong ties with local media industry.

List the current weaknesses of your program

1. Too few course offerings.
2. Inadequate marketing of program.
3. Only one FT faculty member.

1.0. Trend Analysis

For each program within the division, use the data provided to indicate trends (e.g., steady, increasing, decreasing, etc.) for each of the following measures.

Program	Academic Year	FTES Trend	FTEF Trend	WSCH / FTEF Trend	Full-Time % Trend	Fill Rate Trend	Success Rate Trend	Awards Trend
MEDIA	2007-2008	45	2.9	498	80.0%	57.7%	64.5%	4
	2008-2009	55	3.1	558	72.7%	75.6%	72.8%	4
	2009-2010	58	2.9	641	80.0%	91.2%	72.0%	2
	2010-2011	54	3.1	547	81.8%	93.8%	70.5%	2
	% Change	+20.4%	+9.6%	+9.8%	+2.3%	+62.5%	+9.4%	-50.0%
	4-Yr. Trend	increasing	stable	stable	stable	increasing	stable	Decreasing
VISUAL & PERFORMING ARTS DIVISION TOTAL	2007-2008	1,281	74.5	547	56.0%	86.5%	69.2%	36
	2008-2009	1,338	72.4	588	53.1%	97.5%	70.5%	40
	2009-2010	1,328	76.4	553	50.0%	96.6%	72.1%	22
	2010-2011	1,228	79.3	493	50.6%	94.4%	70.0%	28
	% Change	-4.1%	+6.3%	-9.8%	-9.7%	+9.2%	+1.3%	-22.2%
	4-Yr. Trend	stable	stable	stable	stable	stable	stable	decreasing

1.1. Describe how these trends have affected student achievement and student learning:

The Media Arts program is experiencing an increased demand for its courses as evidenced by the increased FTES, WSCH/FTEF and Fill Rate percentages. This impacts the facilities such as the availability of camera equipment, recording rooms and editing stations and can impede student achievement by making facilities proportionately less available to the individual student.

1.2. Is there other relevant quantitative/qualitative information that affects the evaluation of your program?

An increase in FTEF will be implemented in Fall 2011, increasing the offerings of the program and make it stronger for students wishing to transfer to CSUN with seamless articulation. This will result in an increase in all numbers.

2.0. Student Learning and Curriculum

Provide the following information on each department and program within the division.

List each Department within the Division as well each degree, certificate, or other program* within the Department	Active Courses with Identified SLOs		Active Courses Assessed		Course Sections Assessed		If this area has program outcomes have they been assessed? Yes or No
	n/n	%	n/n	%	n/n	%	
MEDIA ARTS	8	100%	3	37.5%	0	0	No

2.1. Please comment on the percentages above.

The SLO's for all Media Arts courses need to progress to 100% assessment.
Program SLO's need to be written along with a timeline for implementation.

- 2.2. a) Please provide a **link*** to all program assessment timelines here. This link could be to your division /department website, eLumen, etc.
 b) Briefly summarize any pedagogical or curricular elements of courses/programs that have been changed or will be changed as a result of developing assessment timelines and course/program alignment matrixes.
 c) Based on the program assessment timelines you have developed and the evidence you have gathered, please comment briefly on how far along your division/program is in the assessment process.

The Media Arts program is behind in the assessment of SLO's. We do not have a current link for timelines.

- 2.3 a) Please provide a **link** to any program and/or relevant course assessment reports. Does the evidence from assessment reports show that students are achieving the desired learning outcomes?
 b) Please briefly summarize any pedagogical or curricular elements of courses and/or programs that have been changed or will be changed as a result of the assessments conducted.

Though the technical components in the Media program lend themselves well to SLO measurement and assessment, the creative components do not. There is no formula or rubric by which the subtleties of cinematic expression may be adequately assessed for excellence. Competency, perhaps, but not excellence. The assessment of a final project is too subjective to be conducive to standardized measurement techniques.

2.4 Please list all courses which have been reviewed in the last academic year.

Note: Curriculum Review is required by the Chancellors Office every 6 years.

Media Arts 101, Media Arts 110, Media Arts 213

2.5 Please list all degree/certificate programs within the division that were reviewed in the last academic year.

Media Arts A.A. degree program, Television Production certificates (all options)

2.6 For each program that was reviewed, please list any changes that were made.

Changes are in proposal stage, about to be reviewed by Curriculum and Instruction committee. See attachment for detailed changes.

3.0. Reflection and Action Plans

3.1 What recent activities, dialogues, discussions, etc. have occurred to promote student learning or improved program/division processes?

The primary activities engaged toward the improvement of the Media Arts program this year are the course additions and re-alignments in the degree and certificate requirements as detailed in the attachment. The Media Arts department chair (M. Petros) has attended the division retreat on the creation of SLO's as well as the Institute Day workshop for SLO creation. Petros has also attended the recent southern California conference for the Course Identification Numbering System and Associate Transfer Model Curriculum process.

3.2 Using the weaknesses, trends and assessment outcomes listed on the previous pages as a basis for your comments, please briefly describe your plans and/or modifications for program/division improvements

Plans or Modifications	Anticipated Improvements
Please see attachment on next page.	By revising and realigning our A.A. degree and certificate requirements, we will be able to better coordinate our marketing efforts as well as to more clearly describe and illustrate the Media Arts degree and certificate to currently enrolled students. I believe these improvements will result in more Media Arts degrees and certificates being awarded.

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ACTION ITEMS for MEDIA ARTS:

1. Change certificate name from "Television Production" to "Media Production".

Rationale: Program is listed as Television Production in AS Degree/Certificate section yet department name is Media Arts. "Television" is an old term that has decreasing relevance to incoming students.

2. Drop all listings of Corporate Television certificate option in catalog, website and counseling materials.

Rationale: Corporate Television certificate option has little relevance or demand.

3. Drop all listings of Mass Media certificate option in catalog, website and counseling materials.

Rationale: Mass Media certificate option has little demand.

4. All listings of Journalism 102 as a Media Arts degree or certificate requirement should be changed to English 112 (Screenwriting).

Rationale: Journalism 102 (Reporting the News) is still listed in Media Arts A.A. and degree certificate requirements.

The Journalism 102 requirement was initially listed in substitution for English 112 (Screenwriting) when the latter course was only sporadically offered by the English department. English 112 is now in the schedule on a much more regular basis and is the proper writing requirement for the Media Arts degree and certificate offerings.

5. Videography certificate requirement changes:

a. Replace Art 125 with Media 110.

b. Replace Journ 102 with Engl 112.

c. Add Media Arts 103 to requirements.

d. Add Media 213 to requirements.

e. Move Art 130 to electives.

f. Change name/number of Media Arts 104 – Video Production Practicum to Media Arts 244 – Media Portfolio Production.

g. Change name of Media Arts 101 – Introduction to Video Production to Media Arts 101 – Media Production Fundamentals.

h. Change name of Media Arts 103 – Introduction to Digital Cinematography to Media Arts 103 – Cinematography I.

i. Move Photo 101 to electives.

6. Videography certificate elective changes:

a. Delete Art 131.

b. Delete Co Ed 102.

c. Delete Media 111.

d. Delete Photo 103.

e. Replace Media 050 – Internship with Media 049 – Independent Study

f. Replace T Art 134 with T Art 133.

g. Add Art 130.

h. Add Art 220.

i. Add Media 117.

j. Add Media 202.

k. Add Media 205.

- l. Add Photo 101.*
- m. Add Photo 121.*

7. Media Arts Associate of Arts Degree program changes:

- 1. Delete Journ 102 as option.*
- 2. Delete Media 104.*
- 3. Add Media 103.*