

SAC: Multimedia

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Assessment: Critical Thinking

1. We would like to know if our students are applying their critical thinking skills to their assignments in each term, as they accumulate more skills.

Indirect Evidence:

Students gain employment from production companies.

Students participate in competitions and are involved with media production events in the industry.

Direct Evidence:

We have been using and will continue to use our collaboratively (student and professional) staffed productions as a standard to assess the student's critical thinking skills and abilities.

Plan is to continue our course evaluation process, and add an alumni web survey to help keep track of where our students are using their training.

We have asked students to evaluate each other's work using a rubric that describes the *quality* of their work. [see below for rubric]

Student complete a demo-reel in MM250- Instructors, students and industry professionals will use the attached rubric for evaluation purposes.

Name of Presenter:

1 being "Incomplete"

5 being "Exemplary"

Project:

Presentation

Was the presenter clean, professional, and organized? 1 2 3 4 5

Did the presenter speak clearly, professionally, and with confidence? 1 2 3 4 5

Technical

Project runs perfectly with no technical problems.

For example, there are no error messages, all sound, video, or other files are found. 1 2 3 4 5

Navigation

Users can progress intuitively throughout entire project in a logical path to find information. All buttons and navigational tools work. 1 2 3 4 5

Spelling & Grammar

Project honors all rules of spelling and/or grammar. 1 2 3 4 5

Completion

Project is completely finished. 1 2 3 4 5

Does this project stand-alone and meet it's communication goal. 1 2 3 4 5

Screen Design

Clear attention given to balance, proportion, harmony, and restraint. The synergy reaches the intended audience with style and pizzazz. 1 2 3 4 5

The project is easy to read with appropriate use of fonts, point size, bullets, italics, bold, and indentations for headings and sub-headings. 1 2 3 4 5

The layout uses horizontal and vertical white space appropriately. 1 2 3 4 5

The background and colors enhance the readability of the text. 1 2 3 4 5

Work samples are accompanied by a caption that articulately explains the importance of that particular work this could include, title, date, and description of the importance, software and other tools used. 1 2 3 4 5

Use of Enhancements

All graphics, video, audio, 3-D, or other enhancements are used effectively to enrich the experience. Enhancements contribute significantly to convey the intended meaning. 1 2 3 4 5

All audio and/or video files are edited with proper voice projection, appropriate language, and clear delivery. 1 2 3 4 5

Organization

The sequence of information is logical and intuitive. Menus and paths to all information are clear and direct. 1 2 3 4 5

Branching

Project is truly multimedia, rather than linear and contains a significant number of well-designed and age-appropriate 1 2 3 4 5

choices.

Permissions Obtained for Resources

All permissions to use text, graphics, audio, video, etc. are available/noted 1 2 3 4 5

Originality

The project shows significant evidence of originality and inventiveness. The majority of the content and many of the ideas are fresh, original, and inventive 1 2 3 4 5

Creativity and original ideas enhance the content of the project in an innovative way 1 2 3 4 5

Depth & Breadth of Project Content

Clear evidence that higher level thinking skills were used in the creation of this project. 1 2 3 4 5

Subject Knowledge

Subject knowledge is evident throughout the project. All information is clear, appropriate, and correct. 1 2 3 4 5

Comments