

SLO Statement

MULTIMD 210 - Demonstrate knowledge of motion graphics fundamentals and intermediate techniques to produce vector and raster motion graphics presentations that reflect current industry trends.

Assessments

Prepared By	Year/Semester	Section	Instructor	Status				
ramirecc	Spring 2014	3372	Ramirez, C Ramirez, C	Assessed	Modify Assessment	Complete Follow-Up	View Report	Delete

Previous Assessments

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Yr/Sm: Select

Section:

Description

No File(s) have been uploaded for this assessment.

Planned Modifications & Improvements for MULTIMD 210 . See full assessment below

A section on research about the project concept and a small report will be requested to be added into the project treatments.

Have the recommended modifications/improvements above been implemented? How have the findings led to improved student learning?

Note: If you skip for now, you will be prompted again in the future.

MULTIMD 210 - Digital Editing Assessment

Student Learning Outcome & Related ILOs

Demonstrate knowledge of motion graphics fundamentals and intermediate techniques to produce vector and raster motion graphics presentations that reflect current industry trends.

3) Problem Solving

Students will demonstrate the ability to solve problems by examining, selecting, using and evaluating various approaches to developing solutions. Evidence will be the ability to observe and draw reasonable inferences from observations, distinguish between relevant and irrelevant data, define problems, analyze the structure of discipline or profession-based problem solving frameworks and to use such frameworks and strategies to develop solutions.

Assessment Details

<u>Year/Semester</u>	<u>Section</u>	<u>Instructor</u>	<u>Class Size</u>	<u>Sample Size</u>	<u>Assessment Method</u>	<u>Evaluation Instrument</u>
Spring 2014	3372	Ramirez, C	21	10	Demonstration (practical skill)	Rubric

Assessment Description - Details of the assessment method. (e.g. length, Time in semester, Type, etc.)

This assessment is used to grade one of two semester-long motion graphics projects in this course.

Related Institutional Learning Outcomes

Assessment Results

Exemplary (3 pts.)	Acceptable (2 pts.)	Unacceptable (1 pts.)
<div style="display: flex; justify-content: space-between; align-items: center;"> ☰ Creativity and Innovation 2.2 (74 %) </div>		
<p style="text-align: center;">Exemplary</p> <p>The approach to the project is original. most of the content and the concepts are innovative and contemporary. Given creative leeway, the project demonstrates creative initiative</p>	<p style="text-align: center;">Acceptable</p> <p>The project is a grouping of commonly known ideas, products and images. but demonstrates some evidence of new thought and creativity in the way the ideas are presented</p>	<p style="text-align: center;">Unacceptable</p> <p>The project contains minimal original content and/or is a rehashing of other's ideas with no evidence of new thought.</p>
<div style="display: flex; justify-content: space-between; align-items: center;"> ☰ Depth and Breadth of Content 2.2 (74 %) </div>		

Exemplary	Acceptable	Unacceptable
Clear evidence that higher level thinking skills were used in the creation of this project.	Little evidence that higher level thinking skills were used in the creation of this project.	No evidence that higher level thinking skills were used in the creation of this project.
<div style="display: flex; justify-content: space-between; align-items: center;"> Screen Design 2.4 (81 %) </div>		
Exemplary	Acceptable	Unacceptable
Clear attention has been given to the screen space usage. The frames show balance, proportion, and follow the basic principles of design. With little work, this project is portfolio ready	There is little attention given to visual design. The frames look random and almost disconnected, creating problems with the message delivery. Overall the project is a collection of pieces that do not convey a complete message	The project demonstrates no regard for screen design. Basic principles of design are not demonstrated and the presentation looks empty, stark, or confusing. Poor use of graphics or special effects weakens the message.

Rubric Score: 77 %

Assessment Analysis

Students seem to be responsive to the class format, but their motivation for project timelines, production and delivery is lukewarm. Creative and innovative ideas seem to be a problem among the students. On the other hand, technical skills and proper application of technology seem to be strong. On looking at problem solving, the breath and depth of the content presented reflected very low regard for concept development and elegant solutions on the presentations. There seems to be a lack of idea organization and in-depth analysis of the concepts being presented. While limited on the strength of concept development, the choice and inclusion of multimedia solutions seems to be fertile among the students. The strongest trait seems to be design. Most students seem to have a clear understanding of the basic design principles, and their application to the field of motion graphics.

Modifications & Improvements

Do you plan to make any modifications and/or improvements based on this assessment? YES

A section on research about the project concept and a small report will be requested to be added into the project treatments.

Follow-up Response:

Resource Requests

Any Resource Requests? NO

Supplemental Documents

No File(s) have been uploaded for this assessment.

Assessed By

Ramirez, Claudio C. 6/24/2014