Assessment Activity Report Due May 2019

Department – School of Cinema  College - LCA

Degree Program – BA Cinema

Resources about writing measureable program learning objectives/goal/outcomes can be found on: http://air.sfsu.edu/assessment/resources

Program Learning Goals Rubric - developed and used by the University Academic Assessment Advisory Committee (UAAAC) to provide feedback to programs about their program learning goals.

Learning objectives should reflect the program’s distinct mission in connection with the university's broader educational goals, as well as aligning with the individual courses in which they are addressed. They should allow faculty to communicate their expectations, students to reflect on their own growth, and programs to measure and improve their educational results.

<table>
<thead>
<tr>
<th>DEVELOPED</th>
<th>DEVELOPING</th>
<th>NEEDS DEVELOPMENT</th>
<th>ABSENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning goals are clear and can be accurately assessed</td>
<td>Learning goals are mostly clear; some can be assessed</td>
<td>Learning goals are present but vague; unclear how an evaluator could determine whether goals were met</td>
<td>Program learning goals are absent or incomplete</td>
</tr>
</tbody>
</table>

Every degree program offered by a department (minor, BA, BS, MA, MS) should have its own program learning goals. This report can focus on the learning goals for one program or present learning goals for multiple programs.

1. List your most recent program learning goals prior to any revisions.

The B.A. in Cinema’s learning objectives strive to enable students to:

- Acquire basic skills in the critical analysis of films, focused by the analysis of representative film texts from a range of periods and cultures.
- Relate cinema to the production, distribution and exhibition industries, the other arts and to society.
- Identify contemporary technological, artistic and industrial trends in the cinematic arts.
- Acquire the basic technical skills necessary for cinematic expression (animation, filmmaking and screenwriting).
- Locate personal voice in the creation of the cinematic arts.
- Produce competent and sustained research papers evidencing knowledge of major topics, theories and methods.

2. Please describe the process of revising your program learning goals this semester. How were department faculty members involved? Were the revised learning goals developed in department meetings or other gatherings?

- Research of general practices and curriculum within the BA program
- Online research on the SFSU website and related Cinema pages
- Faculty surveys

Evidence considered:
- Course Bulletin descriptions
- Surveys

3. What informed your decision to revise your learning goals (e.g., changes in the profession, new focus of the department, outcome of assessment)?

No changes - NA

4. What are your new program learning goals?

NA

Give that this year you have revised your program learning goals, the next step would be to either plan how you would assess program learning goals by completing a curriculum map or to assess one of your program learning goals in the 2019-20 academic year.