

Course Assessment Report
Washtenaw Community College

Discipline	Course Number	Title
Video Production	105	VID 105 02/19/2015-Foundations in Digital Video I
Division	Department	Faculty Preparer
Business and Computer Technologies	Digital Media Arts	Dan Kier
Date of Last Filed Assessment Report		

I. Assessment Results per Student Learning Outcome

Outcome 1: Recognize and apply basic video pre-production, production, and post-production techniques.

- Assessment Plan
 - Assessment Tool: Comprehensive exam.
 - Assessment Date: Winter 2014
 - Course section(s)/other population: All
 - Number students to be assessed: All
 - How the assessment will be scored: Answer Key.
 - Standard of success to be used for this assessment: 70% of students will score 70% or above.
 - Who will score and analyze the data: Faculty who teach video classes will score and analyze data.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2016	2016	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
95	91

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

The number difference is due to students dropping or not completing the course.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

Day students, face to face is the only kind currently offered.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

Questions pertained to preproduction, production and post production.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

At the beginning of the course students had no understanding of preproduction. We had great progress. Preproduction question averages were 82%, which exceeded the standard of success..

Production question averages were 84%, which exceeded the standard of success.

Overall scores on the exam, as an aside, indicated that 74 out of 91 students scored above the 70% threshold.

All 91 scores were evaluated, including a handful of students who did not take the exam and received zeroes. Without these included the numbers would have been even better.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

The current assessment plan is not granular enough. Master syllabus should be updated to parse out these branches of production as separate entities.

1. Students have a basic understanding of the preproduction, or planning process involved with video production but greater emphasis is needed to bring their process together with newer technology.
2. Students have a basic understanding of the process of shooting projects. This would include shot composition and framing, lighting and camera movement. The test indicated that their knowledge and recall of terminology was good.
3. Students have a basic understanding of the editing process, most notably the importation of video files and their manipulation.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

1. Most students understood the preproduction process although improvements can be made to blend their work with more current technologies.
2. While most students understood the production process, greater emphasis is needed regarding camera operation and use.
3. Most students have a basic understanding of the editing process although improvements can be made regarding file management, color correction and specific kinds of edits, i.e. ripple and roll edits.

II. Course Summary and Action Plans Based on Assessment Results

1. Describe your overall impression of how this course is meeting the needs of students. Did the assessment process bring to light anything about student achievement of learning outcomes that surprised you?

Generally most of our students leave this course with a basic understanding of the production process, though there are areas where there is room for improvement. Most notably the integration of more recent software programs could be used to improve the understanding and comprehension of preproduction. Test results indicate that students would benefit from a greater emphasis on the operation of our cameras. In addition, tests indicate that a greater emphasis on specific aspects of post production, or editing would benefit the students' comprehension of the editing process.

I also would like to note that it's very tough to assess post-production meaningfully with a test question. I believe that would be better done with a hands-on assessment.

- Describe when and how this information, including the action plan, was or will be shared with Departmental Faculty.

This information will be shared with a DMA faculty member during the Fall 2017 semester. Ways to improve the curriculum will also involve a greater emphasis on; preproduction integration with newer, improved software, more thorough, and greater detail regarding specific cameras used, and a more in-depth coverage of the areas of post-production software, where necessary.

- Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Other: Specific areas for improving test scores	Ways to improve the curriculum will also involve a greater emphasis on; preproduction integration with newer, improved software, more thorough, and greater detail regarding the specific cameras used, and a more in depth coverage of the areas of post production software where necessary.	To improve test scores in areas where they show a need for improvement.	2016

- Is there anything that you would like to mention that was not already captured?

5.

III. Attached Files

Faculty/Preparer: Dan Kier **Date:** 04/20/2017
Department Chair: Ingrid Ankerson **Date:** 04/27/2017
Dean: Kristin Good **Date:** 04/28/2017
Assessment Committee Chair: Michelle Garey **Date:** 09/29/2017