

Multimedia Outcome Assessment Rubric

OUTCOME	Assessment	4 Exceeds	3 Meets Proficiency	2 Approaching Proficiency	1 Does n't Meet
<p>Equity.</p> <p>Evaluate technologies, media, conventions of communication, creative output, and personal actions in relation to anti-racism, inclusivity, and social justice.</p>	<p>Reflection on the themes in their portfolio, application materials, and collaborations.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Self-Examination <input type="checkbox"/> Attention to Accessibility <input type="checkbox"/> Intersectional Awareness <input type="checkbox"/> Accepts/offers feedback 	<ul style="list-style-type: none"> <input type="checkbox"/> Self-Examination <input type="checkbox"/> Attention to Accessibility <input type="checkbox"/> Intersectional Awareness <input type="checkbox"/> Accepts/offers feedback 	<ul style="list-style-type: none"> <input type="checkbox"/> Self-Examination <input type="checkbox"/> Attention to Accessibility <input type="checkbox"/> Intersectional Awareness <input type="checkbox"/> Accepts/offers feedback 	<ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>Communication/ Storytelling</p> <p>Craft compelling, culturally relevant, and strategic designs, projects, and messaging with conventional and emerging methods and tools.</p>	<p>Evaluation through portfolio review.</p> <p>Additional Evaluation through projects from relevant classes - MM261, MM262</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Vision <input type="checkbox"/> Target audience <input type="checkbox"/> Structure <input type="checkbox"/> Engagement 	<ul style="list-style-type: none"> <input type="checkbox"/> Vision <input type="checkbox"/> Target audience <input type="checkbox"/> Structure <input type="checkbox"/> Engagement 	<ul style="list-style-type: none"> <input type="checkbox"/> Vision <input type="checkbox"/> Target audience <input type="checkbox"/> Structure <input type="checkbox"/> Engagement 	<ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>Project Management & Collaboration.</p> <p>Project Management and Collaboration. Contribute effectively to interdisciplinary projects with teams of culturally and technically diverse participants.</p>	<p>Evaluation through portfolio review.</p> <p>Additional Evaluation through projects from relevant classes - MM261, MM262</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Team Communication & Documentation <input type="checkbox"/> Role Awareness <input type="checkbox"/> Team Workflow <input type="checkbox"/> Accepts/offers feedback 	<ul style="list-style-type: none"> <input type="checkbox"/> Communication <input type="checkbox"/> Team Workflow <input type="checkbox"/> Role Awareness <input type="checkbox"/> Accepts/offers feedback 	<ul style="list-style-type: none"> <input type="checkbox"/> Communication <input type="checkbox"/> Team Workflow <input type="checkbox"/> Role Awareness <input type="checkbox"/> Accepts/offers feedback 	<ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

<p>Technical Fluency.</p> <p>Technical Fluency. Demonstrate technical fluency with contemporary industry tools for interaction, animation, motion graphics, design, and production.</p>	<p>Evaluation through portfolio review.</p> <p>Additional Evaluation through projects from relevant classes - MM261, MM262</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Previsualization <input type="checkbox"/> Asset Optimization <input type="checkbox"/> Design Fundamentals <input type="checkbox"/> Keyframing & Animation <input type="checkbox"/> Compositing/ Layering <input type="checkbox"/> Motion Graphics <input type="checkbox"/> Post Production/debugging 	<ul style="list-style-type: none"> <input type="checkbox"/> Previsualization <input type="checkbox"/> Asset Optimization <input type="checkbox"/> Design Fundamentals <input type="checkbox"/> Keyframing & Animation <input type="checkbox"/> Compositing/ Layering <input type="checkbox"/> Motion Graphics <input type="checkbox"/> Post Production/debugging 	<ul style="list-style-type: none"> <input type="checkbox"/> Previsualization <input type="checkbox"/> Asset Optimization <input type="checkbox"/> Design Fundamentals <input type="checkbox"/> Keyframing & Animation <input type="checkbox"/> Compositing/ Layering <input type="checkbox"/> Motion Graphics <input type="checkbox"/> Post Production/deb ugg ing 	<ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>Professional Fluency.</p> <p>Evaluate and work effectively with different employer structures, cultures, and expectations.</p>	<p>Evaluation through portfolio review.</p> <p>Additional Evaluation through projects from relevant classes - MM261, MM262, MM129, MM222, MM224</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Application Materials <input type="checkbox"/> Portfolio <input type="checkbox"/> Practices and Standards <input type="checkbox"/> Project Documentation (<ul style="list-style-type: none"> <input type="checkbox"/> Application Materials <input type="checkbox"/> Presentation <input type="checkbox"/> Practices and Standards 	<ul style="list-style-type: none"> <input type="checkbox"/> Application Materials <input type="checkbox"/> Presentation <input type="checkbox"/> Practices and Standards 	<ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>Overall Outcomes:</p>	<p>Evaluated by comparison of portfolio and application materials with industry partner standards</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Creative problem-solving <input type="checkbox"/> Entry-level professional design and technical skills <input type="checkbox"/> Prepared for entry-level employment 	<ul style="list-style-type: none"> <input type="checkbox"/> Creative problem-solving <input type="checkbox"/> Entry-level professional design and technical skills <input type="checkbox"/> Prepared for entry-level employment 	<ul style="list-style-type: none"> <input type="checkbox"/> Creative problem-solving <input type="checkbox"/> Entry-level professional design and technical skills <input type="checkbox"/> Prepared for entry-level employment 	<ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

ADDITIONAL FEEDBACK:

What are the student's strengths?

What areas of work does the student need to improve?

Equity

- Self-Examination** (Student exhibits critical awareness of their relationship to the technologies and media presented in a larger social context.)
- Attention to Accessibility** (Students' design choices integrate accessibility options (for example captioning, image annotations and colorblind modes) where appropriate.)
- Intersectional Awareness** (Application materials and self-evaluations exhibit awareness of their own intersections of positionality and their relationship to the positionality of others)
- Accepts/offers feedback** (Student welcomes feedback on their designs and communications that pertain to equity, and offers feedback when the opportunity arises)

Storytelling (Communication)

- Vision**(understands/implements the overarching themes and objectives of the project)
- Target audience** (considers the perspective of viewer/listener/player)
- Structure**(Goals are clearly defined and met)
- Engagement** (makes a real connection with the audience)

Collaboration (Project Management)

- Team Communication & Documentation** (respectfully engages team members in all interactions)
- Role Awareness** (accepts responsibility, empowerment focused leadership, and respects the roles of others)
- Team Workflow** (participates effectively in strong project workflow)
- Accepts/offers feedback** (maintains focus on the work product)

Technical Fluency

- Previsualization** (Creates and utilizes effective conceptualizations)
- Asset Optimization** (media elements optimized for quality and delivery)
- Design Fundamentals** (interaction, visual, and sound elements)
- Keyframing & Animation**(Makes effective use of keyframing techniques such as twining/ interpolation)
- Compositing/ Layering** (Effective layering of media elements)
- Motion Graphics** (Asset movement optimized for visual clarity)
- Post Production/debugging** (Finished product is thoroughly tested and curated)

Professional Fluency

- Application Materials** (Resume, cover letter, bio)
- Portfolio** (An enticing and curated collection of finished work, and the ability to eloquently discuss all included materials)
- Practices and Standards** (Professional familiarity with copyright law and industry regulations)
- Project Documentation** (Presents process documentation that displays their skills, workflow, and organization)

Overall Outcomes

- Creative problem -solving
- Entry-level professional design and technical skills
- Prepared for entry-level employment

Revised Outcomes	Core Outcome
<p>Equity.</p> <p>Evaluate technologies, media, conventions of communication, creative output, and personal actions in relation to anti-racism, inclusivity and social justice.</p>	<p>Communication Community and Environmental Responsibility Cultural Awareness Self-Reflection</p>
<p>Communication.</p> <p>Craft compelling, culturally relevant, and strategic/on-brand designs, projects, and messaging with conventional and emerging methods and tools.</p>	<p>Communication Community and Environmental Responsibility Cultural Awareness Professional Competence</p>
<p>Project Management and Collaboration.</p> <p>Contribute effectively to interdisciplinary projects with teams of culturally and technically diverse participants.</p>	<p>Communication Cultural Awareness Self-Reflection</p>
<p>Technical Fluency.</p> <p>Demonstrate technical fluency with contemporary industry tools for interaction, animation, motion graphics, design, and production.</p>	<p>Critical Thinking and Problem Solving Professional Competence</p>
<p>Professional Fluency.</p> <p>Evaluate and work effectively with different employer structures, cultures, and expectations.</p>	<p>Communication Community and Environmental Responsibility Critical Thinking and Problem Solving Professional Competence Self-Reflection</p>

Current MM Degree Outcomes (expected Teach Out Fall 2022/ 2023) - mapped to 'New' Outcomes of revised MM AAS (Animation and Motion Graphics)

Plan, research, design, write, create, evaluate and revise context-appropriate interactive multimedia presentations and projects using a variety of methods and industry-standard tools.

*****New Outcome*****

Communication.

Craft compelling, culturally relevant, and strategic/on-brand designs, projects, and messaging with conventional and emerging methods and tools.

Technical Fluency.

Demonstrate technical fluency with contemporary industry tools for interaction, animation, motion graphics, design, and production.

Apply basic elements and principles of design to multimedia projects.

*****New Outcome*****

Technical Fluency.

Demonstrate technical fluency with contemporary industry tools for interaction, animation, motion graphics, design, and production.

Prepare and present a multimedia portfolio containing hard copy and electronic media that demonstrates multimedia and problem-solving skills and includes designing a personal marketing plan based on analysis of employment availability and trends in the multimedia industry.

*****New Outcome*****

Technical Fluency.

Demonstrate technical fluency with contemporary industry tools for interaction, animation, motion graphics, design, and production.

Professional Fluency.

Evaluate and work effectively with different employer structures, cultures, and expectations.

Create and edit media elements using industry standard software, optimized for quality, file size, and file format for delivery over appropriate media and use programming/scripting languages, to develop, enhance, and extend the features of multimedia projects.

*****New Outcome*****

Technical Fluency.

Demonstrate technical fluency with contemporary industry tools for interaction, animation, motion graphics, design, and production.

Communication.

Craft compelling, culturally relevant, and strategic/on-brand designs, projects, and messaging with conventional and emerging methods and tools.

Work effectively in group- and team-based multimedia project environments.

*****New Outcome*****

Project Management and Collaboration.

Contribute effectively to interdisciplinary projects with teams of culturally and technically diverse participants.

Apply the essential features of project management: scheduling, estimating, marketing, prototyping, budgeting, testing and QA, determining specifications, and developing proposals.

*****New Outcome*****

Project Management and Collaboration.

Contribute effectively to interdisciplinary projects with teams of culturally and technically diverse participants.

Manage business aspects of multimedia production.

*****New Outcome*****

Professional Fluency.

Evaluate and work effectively with different employer structures, cultures, and expectations.
