

VPEM Outcome Assessment Rubric

OUTCOME	Assessment	4 Exceeds	3 Meets Proficiency	2 Approaching Proficiency	1 Doesn't Meet
<p>Equity.</p> <p>Evaluate technologies, media, conventions of storytelling, 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>Storytelling.</p> <p>Craft compelling, culturally relevant stories with conventional, emerging, and experimental technologies, techniques, and media.</p>	<p>Evaluation through portfolio review.</p> <p>Self-evaluation of their portfolio.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Target audience <input type="checkbox"/> Structure <input type="checkbox"/> Engagement <input type="checkbox"/> Vision 	<ul style="list-style-type: none"> <input type="checkbox"/> Target audience <input type="checkbox"/> Structure <input type="checkbox"/> Engagement <input type="checkbox"/> Movement <input type="checkbox"/> Vision 	<ul style="list-style-type: none"> <input type="checkbox"/> Target audience <input type="checkbox"/> Structure <input type="checkbox"/> Engagement <input type="checkbox"/> Movement <input type="checkbox"/> Vision 	<ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>Collaboration.</p> <p>Contribute effectively to projects with teams of culturally and technically diverse participants.</p>	<p>Instructor Review.</p> <p>Group project outcomes.</p> <p>Review of projects from Advanced classes.</p>	<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"/> 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>Demonstrate technical fluency with contemporary industry tools.</p>	<p>Review of Portfolio in response to preferred industry standards and practices.</p> <p>Review of projects from Advanced classes.</p> <p>Research project in Emerging Media.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Project Planning <input type="checkbox"/> Lighting <input type="checkbox"/> Camera Operation <input type="checkbox"/> Camera Aesthetic <input type="checkbox"/> Sound Recording <input type="checkbox"/> Emergent Tools <input type="checkbox"/> Post Production 	<ul style="list-style-type: none"> <input type="checkbox"/> Project Planning <input type="checkbox"/> Lighting <input type="checkbox"/> Camera Operation <input type="checkbox"/> Camera Aesthetic <input type="checkbox"/> Sound recording <input type="checkbox"/> Emergent Tools <input type="checkbox"/> Post Production 	<ul style="list-style-type: none"> <input type="checkbox"/> Project Planning <input type="checkbox"/> Lighting <input type="checkbox"/> Camera Operation <input type="checkbox"/> Camera Aesthetic <input type="checkbox"/> Sound Recording <input type="checkbox"/> Emergent Tools <input type="checkbox"/> Post Production 	<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>Review of application materials, and individual professional fluency checklist pulling from the course outcomes below:</p> <p>MM250- Advanced Projects</p> <p>MM284 Portfolio</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"/> Reel/Gallery/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"/> Professional-level skills <input type="checkbox"/> Qualifies for entry-level employment 	<ul style="list-style-type: none"> <input type="checkbox"/> Creative problem -solving <input type="checkbox"/> Professional-level skills <input type="checkbox"/> Qualifies for entry-level employment 	<ul style="list-style-type: none"> <input type="checkbox"/> Creative problem -solving <input type="checkbox"/> Professional-level skills <input type="checkbox"/> Qualifies 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

- Project Planning** (pre-production materials to support project: story mapping, shot list, pre-visualization, gear lists)
- Lighting** (3 point lighting ratios)
- Camera Operation** (Exposure, Color Temperature, Focus)
- Camera Aesthetic** (Composition, Rule of Thirds)
- Sound Recording** (Consistent audio levels, mic placement)
- Emergent Tools** (Drone, 360 video or similar)
- Post Production** (Continuity/ Montage principles, pacing, clarity)

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
- Prepared for entry-level employment

VPEM Outcome	Core Outcome
<p>Equity.</p> <p>Evaluate technologies, media, conventions of storytelling, 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>Storytelling.</p> <p>Craft compelling, culturally relevant stories with conventional, emerging, and experimental technologies, techniques, and media.</p>	<p>Communication Community and Environmental Responsibility Cultural Awareness Professional Competence</p>
<p>Collaboration.</p> <p>Contribute effectively to 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.</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>

VP AAS Degree Outcomes (in Teach Out) - mapped to 'New' Outcomes of VPEM AAS (Video Production & Emerging Media)

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

****New Outcome****

Technical Fluency - *Demonstrate technical fluency with contemporary industry tools.*

Storytelling (Communication) - *Craft compelling, culturally relevant stories with conventional, emerging, and experimental technologies, techniques, and media.*

Manage video production projects including budgets, timelines, personnel, and location variables.

****New Outcome****

Collaboration (Project Management)

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

Prepare and present a portfolio reel containing hard copy and electronic media that demonstrates preproduction, principle production, and post production skill development along with problem-solving skills and includes designing a personal marketing plan based on analysis of employment availability and trends in the video production and/or film industry.

****New Outcome****

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.

****New Outcome****

Technical Fluency - *Demonstrate technical fluency with contemporary industry tools.*

Work effectively in group- and team-based video production environments.

****New Outcome****

Collaboration (Project Management)

Contribute effectively to 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****

Professional Fluency

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

Set-up and operate studio, and field video, and audio recording equipment.

****New Outcome****

Technical Fluency - Demonstrate technical fluency with contemporary industry tools.

VP Certificate Outcomes (in Teach Out) - connected to 'New' Outcomes of VPEM AAS (Video Production & Emerging Media)

Set-up and operate studio, and field video, and audio recording equipment.

****New Outcome****

Technical Fluency - Demonstrate technical fluency with contemporary industry tools.

Set-up and operate lighting equipment.

New Outcome

Technical Fluency - Demonstrate technical fluency with contemporary industry tools.

Produce and direct video projects with specific communication goals to targeted audiences.

New Outcome

Collaboration (Project Management)

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

Manage a video production including budgets, timelines, personnel, and location variables.

New Outcome

Collaboration (Project Management)

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

Edit video and audio content for various modes of delivery.

New Outcome

Technical Fluency - Demonstrate technical fluency with contemporary industry tools.

Analyze video scripts, assemble resources, and critically and creatively advise clients to meet their communication goals.

New Outcome

Professional Fluency

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

Storytelling (Communication) - Craft compelling, culturally relevant stories with conventional, emerging, and experimental technologies, techniques, and media.

Plan, research, design, write and create video presentations using industry standard tools.

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

Technical Fluency - Demonstrate technical fluency with contemporary industry tools.

Storytelling (Communication) - Craft compelling, culturally relevant stories with conventional, emerging, and experimental technologies, techniques, and media.

Perform various roles and duties in order to gain the entry-level requirements necessary for employment in the video production industry.

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

Collaboration (Project Management)

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