COURSE ASSESSMENT IN A BOX

REPORTING FORM FOR COURSE SLO ASSESSMENT PROJECTS

Please submit this document to your Dean when completed.

Revised May 2014

Assessment Data is from what semester? ____ FA 2014 _________________

Faculty Name(s): ____ Isabel Reichert _________________________________

1. Course Name and Number:

| MM-102A-01 (060514) Introduction to Multimedia |

2. List all Course SLOs from the Course Outline of Record:

| 1. Employ industry standard software to create images, sounds, animation, and interactivity |
| 2. Apply design principles to complete multimedia projects |
| 3. Explain the techniques required to design multimedia projects |
| 4. Design a multimedia project that communicates a specific idea |
| 5. Create animations using computer software |
| 6. Describe multimedia terminology |
| 7. Demonstrate understanding for audience experience, usability and accessibility in regard to different output devices (i.e. print vs. website vs. cellphone) |

3. Specific Course SLO(s) assessed as part of this project:

The project assessed is the final animation assignment.

The following assignment description that was provided to the students:

Using Adobe Flash, create an animation that communicates a complete story, idea, or message. The length of the animation should be from 30 seconds to 1 minute. You need to have at least one main character. You may create scenes in Flash to structure your animation, or you may choose to use the main timeline and frame labels. You must prevent the animation from looping and allow the user to press a button to see the animation again, or go to another part in the timeline (use simple actions to do this; to be covered in class). Use at least one bitmap image (as background, texture, tracing image, etc.). You can also add sound and text to support your animation. You must use three or more symbols, of which at least TWO are NESTED symbols. All symbols and layers must be named appropriately and organized – use folders if necessary.

The following guidelines were provided to the students:

Please don’t recreate existing characters (no Mickey Mouse, no Bart Simpson, etc.). Use your own artwork; don’t use images that appear in magazines, books, clip art, or the web (with the exception of background images). Some exceptions may be allowed, but consult with your instructor first. You need to take the pictures yourself.

The sounds included in the piece should support your idea. Create them yourself or acquire them from the web or other sources but give credit to the source. You can also use sounds from loyalty free sound libraries.

Add a title with your name at the beginning of the animation.

The size of the stage should be a minimum of 800 x 600 pixels

The following grading criteria were provided to the students:
Did you consider all of the requirements?
The quality of the images and sound?
Aesthetic values: are some of the principles of art successfully applied?
Is your project creative and imaginative?
Documentation-- is it complete and well presented? Do all the elements support the topic successfully?
The quality of the animation, workmanship-- is the animation well crafted?

**The SLOs assessed in this assignment:**
SLO 1: Employ industry standard software to create images, sounds, animation, and interactivity
SLO 2: Apply design principles to complete multimedia projects
SLO 4: Design a multimedia project that communicates a specific idea
SLO 5: Create animations using computer software
SLO 8: Demonstrate effective problem solving, choosing site, materials, processes, form, and content to engage in substantial self-directed creative activity.

4. **Is this course on GE Plan A?**  ____Yes   __X__ No (See Catalog pages 49-51 & page 55)
   If Yes, identify what area. (All GE course assessments count as GE assessments.)
   ___Area I Natural Sciences
   ___Area II Social and Behavioral Sciences
   ___Area III Fine Arts/Humanities
   ___Area IV Language and Rationality
   ___Area V Physical Education/Wellness
   ___Area VI Intercultural/International Studies
   ___Area VII Information Competency

5. **How did you assess the SLO(s)?** (Attach any related documents at end of form.)
The following methods were used to assess the SLO’s:
1. In class critique

6. **Results and analysis of the data.** (Attach any related documents at end of form.)
Of the 19 students enrolled in the class, 18 students submitted a final assignment and were assessed.
Overall the students achieved an average score of 219 points (out of a possible 250 points for the assignment). From all the categories assessed, the lowest number was “craft” category that evaluated the complexity of the animation, the techniques used, the drawing skills, the smoothness of the animation. Even though the students achieved “only” 56% proficiency, the number is outstanding considering the short time span of 5 weeks that was dedicated to teaching the basics of animation in this class. In all the other rubric categories, the students scored high and above average.

7. **What are you going to do based on the results of the data?** (Any planned revisions?)
This class was completely redesigned a few years ago and the work produced in this class is outstanding. Based on the assessment, no improvements to the curriculum are necessary at this time.

Please save your finished document in the following format. (Date should be for the semester in which data was collected; same date should be listed at top of this form.)

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yyyysemester-sloa-courseid.doc
Example: 2014spring-sloa-engl101c.doc
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