

## **Assessment**

It is expected that you will follow this schedule, attend and participate in class, and hand in assignments on-time, all the time. Weekly assignments (whatever form they take) will be graded for timeliness and completeness, in addition to the resulting intent and form. Always make backups of ALL files, to provide your self insurance and avoid any misunderstanding or confusion. Additionally, keep your assignments safe, as part of a portfolio, to be used as part of your mid-term and final exam. Group projects are graded as part of participation. All items of assessment are about energy: put in more time and you'll walk away with impressive results; put in less time and impress no one, least yourself.

### **1. Attendance and Participation (20 pts)**

A. Outcome: Students will elaborate on their exploration in and out of class through attendance, and discussion.

B. Assessment: By end of semester, each student will amass a minimum of entries in their blog (excluding exercises and projects, as defined in course syllabus) on ideas relating to media studies. Blogs can include observations on the nature of an intended message, use and audience; it also allows students to reflect on the aesthetic, functional and/or intellectual value of their own work.

C. Connections with goals: This assignment is designed to encourage students to develop critical evaluation skills and to have the experience of articulating their views not just for themselves but for their audience. The exercise is particularly useful towards industry, and relates to the college goals of cultivation of a free and enlightened mind through the discipline of scholarly study and dialogue, and exploring ways in which academic excellence may be enhanced by state-of-the-art information and communications technology. This assignment also addresses the communication program goals requiring students to be able to speak and write effectively.

D. Connection with expected learning outcomes: This work relates to the stated learning outcomes of competency in the Critique and evaluation of new media content.

### **2. Studio projects (40 pts)**

A. Outcome: Students will learn to use digital tools to build a portfolio of digitally-based work, completing protocols that introduce and expand the use of professional media applications.

B. Assessment: Students will be graded on the following criteria: 3 points: Was the protocol completed in full and On-time; 1 point: Did it go beyond initial protocol; 1-point: Is the overall treatment of content insightful, inspiring or motivational to a specific audience.

C. Relationship to Goals: This item emphasizes individual mastery of basic skills introduced in the classroom. The student will be evaluated on his or her ability to use the knowledge and skills gained in class to create actual projects. This relates to the College-wide goal of application of theory to hands-on practice. It also relates to the program mission specifying that investigation centers on the ways in which human beings purposefully utilize symbols in interaction to create or modify a socially meaningful world.

D. Connection with expected learning outcomes: This assignment relates to the stated learning outcomes of competency in:

- Critique and evaluation of new media content
- Capture/creation and editing of raw digital media content (image, sound and animation)
- Editing and manipulation of pre-shaped media content

### **3. Mid-term (20 pts) and Final examinations (20 pts)**

A. Outcome: Students will be given take-home exams, to be handed in prior to the exam period.

B. Assessment: Each question in the take-home exam will be graded on a 5-point scale; there is a production component of the exam, in addition to research and written components.

C. Connections with goals: This item will test recall of course material and is designed to encourage students to develop critical evaluation skills and have the experience of articulating their ideas to an audience. The exam relates to the college goals of cultivation of a free and enlightened mind through the discipline of scholarly study and dialogue, and exploring ways in which academic excellence may be enhanced by state-of-the-art information and communications technology. This exam also addresses the communication program goals requiring students to be able to interpret and write effectively.

D. Connection with expected learning outcomes: This work relates to the stated learning outcomes of competency in the Critique and evaluation of new media content.

### **Grading**

**A** (90-100% of total points) Student explored, researched, experimented, learned and was fully involved in the class and with all aspects of his/her work. He/she produced excellent work that was some of the best in class.

**B** (80-89% pts) Student satisfied assignments, but lacked full involvement and inspiration. Work was good, but not among the best in class.

**C** (70-79% pts) Student satisfied assignments with some effort, but with problems in understanding of ideas, satisfactory manipulation of the material, lacked involvement. Work was adequate.

**D** (60-69% pts) Student turned in incomplete or poorly executed assignments. If completed, work was not as good as most students in the class.

**F** (0-59% pts) Student failed to turn in work or if it was turned in it was incomplete or very poorly executed. If completed, work was inadequate.

### **Attendance**

Students will be expected to attend all sessions and hand in all assignments on time. For each class missed, you lose a point. With sixteen points available in the semester, a missed class here and there can add up; three classes missed adds up to a B- as a final grade for attendance. In-class projects are worth 5 points; miss one of these and take a much larger hit. Absence or failure to hand in assignments will be excused only with acceptable documentation from a Marist College official. There will be no re-sits of the mid-term or final exams.

### **Content and Copyright**

Wherever possible, students are urged to develop original content. This includes artwork, photography, video and music. Under no circumstances will the instructor condone republishing of copyright material on the web or elsewhere, unless intention is clearly articulated through other theory and purpose. Students choosing to appropriate multimedia content from any other source must obtain written permission from the relevant copyright owner.