

# **Undergraduate Academic Assessment Plan 2012 2013**

Interdisciplinary Studies  
Concentration: Film and  
Media Studies

CLAS

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# Interdisciplinary Studies Concentration: Film and Media Studies Undergraduate Academic Assessment Plan

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## **Narrative about Film and Media Studies concentration of Interdisciplinary Studies in the College of Liberal Arts and Sciences**

The Film and Media Studies (FMS) concentration of Interdisciplinary Studies (IDS) at the University of Florida offers unique and individualized course of study for undergraduate students to major in Film and Media Studies. Students combine different courses from different existing majors in an individualized interdisciplinary curriculum, for which they chose from courses listed on the IDS website according to advising by the Director of the Center for Film and Media Studies. Students may select courses from Art History, Anthropology, English, Theatre Arts, and Languages, Literatures, and Cultures, for example. Typical interdisciplinary combinations for the FMS concentration include English and Fine Arts, but also Religion, Dance, Anthropology, Communication, and Jewish Studies, for example.

FMS in IDS is application-based and highly selective with few students applying and even fewer students gaining admittance. The Director for the Center for Film and Media Studies advises students who intend to apply to the FMS concentration in IDS. In my experience as Director the admission rate has been about 70% over the last two years, but is increasing with advising selecting courses for individualized curricula and the application process. On average, about 2-5 students apply per year and 2-3 get accepted. Instead of a set curriculum, the FMS/IDS website includes early courses recommended for applicants, in which they would gain the skills for the major (SLOs 1 and 2). Advising gears students toward necessary courses to create their individualized course of study.

Students are eligible to apply once they have accumulated 60 credits and transfer students have established a UF GPA. As the Director, I advise application during the fourth or fifth semester. The application includes a list of courses of a minimum of 20 and maximum of 23 credit hours, which constitute the individualized core curriculum, which is also assessed by the IDS committee. This individualized core curriculum is then tracked by the IDS staff in CLAS. An applicant also needs two sponsors, professors from two different departments, who are qualified to advise the student's final project and endorse it in letters of recommendations that are part of the application process. Most importantly, the student has to develop a final project, with which s/he applies to FMS to IDS. The application includes a project description of the student's intended final project. FMS IDS students most often make a film, but they can also produce an extensive research paper, an extensive screen play, a film with accompanying short research paper, or, for example, an interactive text of comparable complexity and scholarly rigor, or a choreography of a dance performance that integrates a film they have produced. The student completes his or her project under the supervision of his/her main sponsor in IDS 4906, seven credits of independent study, traditionally taken in the student's last academic year. The application is evaluated by the IDS committee, headed by the Assistant Dean of CLAS Margaret Fields and which includes five faculty members from across CLAS who oversee established concentrations in IDS.

Criteria for the assessment of students' IDS applications include: GPA (minimum: 3.0), grades in courses which constitute the IDS major, student's academic trajectory and future goals, the project's scholarly and artistic merit, quality of research, clarity of writing, and feasibility, and the level of endorsement and assessment of the student and his/her project in two letters of recommendation. The project and degree must exceed a regular existing major or double major. Possible decisions include:

one, unconditional acceptance, two, conditional acceptance, three, revise and resubmit, and four, rejection. Once a student is accepted, s/he follows his or her outlined individual core curriculum and completes 7 credits of IDS 4906, in which s/he completes the outlined final project. The acceptance letter will include a statement that students will have to submit their final project to the Director of FMS for academic program assessment. The assessment of the SLOs will be based on work completed in IDS 4906 with the final project representing the sum of the student's individual course of study.

## **Mission Statement**

The interdisciplinary studies major in film and media studies provides you with knowledge of film and/or interactive media in its diversity and through its techniques. You will learn film and/or media theory and criticism and implement these ideas in the practice of viewing and/or making films and/or interactive texts. You will also present ideas clearly and effectively in a film/video, interactive text, or well-argued essay. The interdisciplinary studies major in film and media studies allows students to explore knowledge and practice in fundamental questions in the arts, humanities, and social sciences through the medium of film and new media, thus adhering to the mission of the College of Liberal Arts and Sciences and the University of Florida.

## **Student Learning Outcomes (SLOs)**

Content

1. Identify, describe and define film in its diversity and through its techniques.

Critical Thinking

2. Identify and examine film theory and criticism, and implement these ideas in the practice of viewing and/or making films.

Communication

3. Present ideas clearly and effectively in a film, interactive text, or well-argued essay.

## Curriculum Map

See page 3 of the “Developing an Undergraduate Academic Assessment Plan” guide.

Curriculum Map for:

Program IDS Film and Media Studies College CLAS

Key: Introduced      Reinforced      Assessed

Courses SLOs	Course1	Course2	Additional Assessments
<b>Content Knowledge</b>			
#1	IDS 4906 I, R,	IDS 4906 R, A (project)	Project produced in IDS 4906: either essay, new media work, or film or video
<b>Critical Thinking</b>			
#2	IDS 4906 I, R,	IDS 4906 R, A (project)	Project produced in IDS 4906: either essay, new media work, or film or video
<b>Communication</b>			
#3	IDS 4906 I, R,	IDS 4906 R, A (project)	Project produced in IDS 4906: either essay, new media work, or film or video

## Assessment Cycle

Because of the small number of FMS IDS students, all students' work and all SLOs will be assessed each year. We have neither collected data, nor assessed SLOs in the past. We will begin collecting and assessing data with the next graduating senior in FMS IDS. Because of the small number of students, we will collect data for three years and then analyze and interpret in a three-year cycle. This coincides with the term of the Director of the Center for Film and Media Studies who also functions as advisor for the FMS IDS and allows the Director to collect data for his/her term and then analyze with a small committee at the end of his/her term. We will begin the first three-year cycle at the end of Spring Semester 2013. Our first target date is Summer 2015.

## Assessment Cycle Chart

Assessment Cycle for: Interdisciplinary Studies: Concentration: Film and Media Studies

Program IDS Film and Media Studies \_\_\_\_\_

College CLAS \_\_\_\_\_

Analysis and Interpretation:

May-June (beginning cycle: 2013)

Improvement Actions:

Completed by August (beginning cycle: 2013)

Dissemination:

Completed by September (beginning cycle: 2013)

SLOs	Year	10-11	11-12	12-13	13-14	14-15	15-16
<b>Content Knowledge</b>							
#1 Identify, describe and define film in its diversity and through its techniques.				X	X	X	X
<b>Critical Thinking</b>							
#2 Identify and examine film theory and criticism, and implement these ideas in the practice of viewing and/or making films.				X	X	X	X
<b>Communication</b>							
#3 Present ideas clearly and effectively in a film, interactive text, or well-argued essay.				x	x	x	x

## Methods and Procedures

### SLO Assessment Matrix

The SLO Assessment Matrix is new for the 2012-13 Academic Assessment Plans. We have populated the matrix to the extent possible with the information we have available. Please complete the matrix.

**Assessment Method** - For each SLO, please enter the assessment method you are using – exam (course, internal, or external), project, paper, presentation, performance, etc.

**Measurement** – list the measurement procedure you use for this outcome. It can be a faculty-developed rubric with the minimum acceptable level identified, an exam score and the minimum passing score, or other measurement. **Required for 2012-13: Include at least one example of a rubric used to assess an SLO.**

### SLO Assessment Matrix for 2012-13

2012-13 Student Learning Outcome	Assessment Method	Measurement Procedure
Identify, describe and define film in its diversity and through its techniques.	Project (either essay, new media work, or film or video)	Rubric
Identify and examine film theory and criticism, and implement these ideas in the practice of viewing and/or making films.	Project (either essay, new media work, or film or video)	Rubric
Present ideas clearly and effectively in a film, interactive text, or in a well-argued essay.	Project (either essay, new media work, or film or video)	Rubric

Assessment of portfolio of work produced in IDS 4906, where all 3 SLOs are met. The work consists of either a film, interactive text, or an extensive research essay or a film and accompanying essay, depending on the student's proposal on the basis of which s/he was accepted into IDS. Indirect measure: exit interview with students conducted by Director.

## Assessment Oversight

Name	Department Affiliation	Email Address	Phone Number
Barbara Mennel	English/LLC/Director, Center for Film and Media Studies	mennel@ufl.edu	(352) 294-2820
Margaret Fields	Dean's Office/CLAS	mfields@ufl.edu	(352) 392-2264

The Director for the Center for Film and Media Studies is responsible for assessment oversight. The Director serves a three-year term, and my term ends at the end of AY 2012-13. The work will be assessed by a committee of two, which will include the Director of FMS and one additional faculty member of FMS in IDS.

## Academic Learning Compact – Interdisciplinary Studies (IDS)

### (College of Liberal Arts and Sciences) Concentration in Film and Media Studies (FMS)

#### Evaluation of Portfolio

Name \_\_\_\_\_ Term \_\_\_\_\_

Class \_\_\_\_\_

Assessed by Committee of two Members (Director of Center for Film and Media Studies and additional member of IDS FMS faculty ) \_\_\_\_\_ and \_\_\_\_\_

SLO	Excellent	Good	Basic	Rudimentary	Insufficient	POINTS
<b>1 Content</b> Know film and/or interactive media in its diversity and through its techniques (20%)	<i>Demonstrates profound knowledge of the national and historical diversity of film and media, the technical and formal features, and the vocabulary of Film and Media Studies.</i> <b>[20-15 points]</b>	<i>Demonstrates considerable knowledge of the national and historical diversity of film and media and the technical and formal features and vocabulary of Film and Media Studies.</i> <b>[14-10 points]</b>	<i>Demonstrates some knowledge of the national and historical diversity of film and media and the technical and formal features and vocabulary of Film and Media Studies.</i> <b>[9-5 points]</b>	<i>Demonstrates only piecemeal knowledge of the national and historical diversity of film and media and the technical and formal features and vocabulary of Film and Media Studies.</i> <b>[4-1 points]</b>	<i>Unable to demonstrate coherent knowledge of the national and historical diversity of film and media and the technical and formal features and vocabulary of Film and Media Studies.</i> <b>[0 points]</b>	
<b>2 Critical Thinking</b> Know film and media theory and criticism, and implement these ideas in the practice of viewing and/or making film and/or interactive text. (20%)	<i>Excellent command of an overview of history of film and media theory and criticism. Excellent ability to apply different theoretical approaches to the analysis of film and/or making a film and/or interactive text. (see SLO 3)</i> <b>[20-15 points]</b>	<i>Good command of an overview of history of film and media theory and criticism. Good ability to apply different theoretical approaches to the analysis of film and/or making a film and/or interactive text. (see SLO 3)</i> <b>[14-10 points]</b>	<i>Only moderate command of an overview of history of film and media theory and criticism. Moderate ability to apply different theoretical approaches to the analysis of film and/or making a film and/or interactive text. (see SLO 3)</i> <b>[9-5 points]</b>	<i>Minimal command of an overview of history of film and media theory and criticism. Limited ability to apply different theoretical approaches to the analysis of film and/or making a film and/or interactive text. (see SLO 3)</i> <b>[4-1 points]</b>	<i>Shows no command of an overview of history of film and media theory and criticism. Lack of ability to apply different theoretical approaches to the analysis of film and/or making a film and/or interactive text. (see SLO 3)</i> <b>[0 points]</b>	
<b>3 Communication</b> Present ideas clearly and effectively in a film or interactive text or well-argued essay. (60%)	<i>Film or interactive text: Excellent execution based on mastery in technical, artistic, and scholarly areas. Or: Well-argued essay: Excellent scholarly argument, thorough research, well-written.</i> <b>[60-50 points]</b>	<i>Film or interactive text: Good execution reflecting minor deficiencies in technical, artistic, and scholarly areas. Or: Well-argued essay: Good scholarly argument, sufficient research evidence, and acceptable writing.</i> <b>[49-30 points]</b>	<i>Film or interactive text: Moderate execution based on deficiencies in technical, artistic, and scholarly areas. Or: Well-argued essay: Moderate argument, some research evidence, and compromised writing.</i> <b>[29-10 points]</b>	<i>Film or interactive text: Weak execution based on major deficiencies in technical, artistic, and scholarly areas. Or: Well-argued essay: Weak argument, insufficient research, problems in writing.</i> <b>[9-1 points]</b>	<i>Film or interactive text: Highly flawed as a result of extreme deficiencies in technical, artistic, and scholarly areas. Or: Well-argued essay: Incoherent argument, no research evidence, significant problems in writing.</i> <b>[0 points]</b>	
<b>TOTAL</b>						<b>____/100</b>



## Assessment Oversight

See page 7 of the “Developing an Undergraduate Academic Assessment Plan” guide.

Name	Department Affiliation	Email Address	Phone Number
Barbara Mennel	English/LLC/Director, Center for Film and Media Studies	mennel@ufl.edu	(352) 294-2820
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