

# **Course Student Learning Outcomes Assessment**

**TELV 103 History of Film to 1945**

**Created on: 09/26/2013 11:11:00 AM PST  
Last Modified: 02/25/2015 10:31:36 AM PST**

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## **General Information (Course Student Learning Outcomes Assessment)**

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# Standing Requirements

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## Course Description

A survey course exploring film as an art form and developing appreciation of historical artistic and technical advances from 1890s to 1945.

## Course Student Learning Outcomes

### TELV 103 History of Film to 1945 Outcome Set - Updated 02-2015

#### Outcome

##### Outcome

##### Outcome 1

Trace the rise of the Hollywood studios and "the studio system" from their beginnings through their peak in the early 1940s including the "star system" and vertical integration of production, distribution and exhibition.

##### Outcome 2

Trace the history, development and tropes of Hollywood film genres including but not limited to Musicals, Horror, Romantic Comedies and Westerns.

##### Mapping

**Institutional Student Learning Outcomes:** Act 3, Communicate 1, Learn 2, Think 2

**Institutional Student Learning Outcomes:** Act 2, Act 3, Communicate 1, Learn 2, Think 2

# 2014-2015 Assessment Cycle

## Measurements

### Outcomes and Measures

#### - OBSOLETE: TELV 103 History of Film to 1945 Outcome Set

#### Outcome

##### Outcome 1

Analyze and identify past and current film trends and techniques through viewing of films and research methodology.

▼ **Measure:** Studio System  
Course level; Direct - Exam

**Description of Measurement Tool:** Trace the rise of the Hollywood studios and "the studio system" from their beginnings through their peak in the early 1940s including the "star system" and vertical integration of production, distribution and exhibition.

**Criteria for Success: Individual & Collective Student Criterion:** Tests are given throughout the semester consisting of 20 short answer and multiple choice questions. In addition there are 4 papers assigned in which the students analyze podcasts on current events in the media; and the assessment is evaluated based on the following scale: 90 – 100% represents an Excellent knowledge base score;  
80- 90% Good knowledge base;  
70-79% Average knowledge base;  
60-69% = Poor knowledge base  
50 – 0%= Very Weak knowledge base.

The desired outcome would be to have more students score Excellent or Good than Average, Poor or Weak.

For the entire class 60% Excellent, Good or Average Knowledge base and no more than 40% Poor or Very weak knowledge base.

**Cycle of Assessment:** Every 3 years.

**Who is Responsible for Assessment Activity?:** Faculty Member: David Echols

##### Outcome 2

Develop creative critiques and discussion points by analyzing classic examples of film genre.

▼ **Measure:** Film Genres  
Course level; Direct - Exam

**Description of Measurement Tool:** Trace the history, development and tropes of Hollywood film genres including but not limited to Musicals, Horror, Romantic Comedies and Westerns.

**Criteria for Success: Individual & Collective Student Criterion:** Tests are given throughout the semester consisting of 20 short answer and multiple choice questions. In addition there are 4 papers assigned in which the students analyze podcasts on current events in the media; and the assessment is evaluated based on the following scale: 90 – 100% represents an Excellent knowledge base score;  
80- 90% Good knowledge base;  
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The desired outcome would be to have more students score Excellent or Good than Average, Poor or Weak.

For the class: 60% Excellent, Above Average or Average Knowledge Base and no more than 40% Poor or Very weak knowledge base.

**Cycle of Assessment:** 3 years

**Who is Responsible for Assessment Activity?:** Faculty member: David Echols

 Findings

## Finding per Measure

## - OBSOLETE: TELV 103 History of Film to 1945 Outcome Set

## Outcome

## Outcome 1

Analyze and identify past and current film trends and techniques through viewing of films and research methodology.

▼ **Measure:** Studio System  
Course level; Direct - Exam

**Description of Measurement Tool:** Trace the rise of the Hollywood studios and "the studio system" from their beginnings through their peak in the early 1940s including the "star system" and vertical integration of production, distribution and exhibition.

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The desired outcome would be to have more students score Excellent or Good than Average, Poor or Weak.

For the entire class 60% Excellent, Good or Average Knowledge base and no more than 40% Poor or Very weak knowledge base.

**Cycle of Assessment:** Every 3 years.

**Who is Responsible for Assessment Activity?:** Faculty Member: David Echols

## Findings for Studio System

**Summary of Findings:** 55 students completed the class. 20% showed Excellent knowledge base; 33% Good knowledge base; 25% Average knowledge base; 10% Poor knowledge base and 10% Very Weak knowledge base.

**Results:** Criteria for Success Achievement Status: Exceeded

**Analysis of Findings:** 78% of the students evinced Excellent, Above Average or Average knowledge base and 22% evinced Poor or Very Weak knowledge base. This represents the desired outcome.

**Recommendations:** No further plan of action since the desired outcome was achieved.

## Outcome 2

Develop creative critiques and discussion points by analyzing classic examples of film genre.

▼ **Measure:** Film Genres  
Course level; Direct - Exam

**Description of Measurement Tool:** Trace the history, development and tropes of Hollywood film genres including but not limited to Musicals, Horror, Romantic Comedies and Westerns.

**Criteria for Success: Individual & Collective Student Criterion:** Tests are given throughout the semester consisting of 20 short answer and multiple choice questions. In addition there are 4 papers assigned in which the students analyze podcasts on current events in the media; and the assessment is evaluated based on the following scale: 90 – 100% represents an Excellent knowledge base score;  
80- 90% Good knowledge base;  
70-79% Average knowledge base;  
60-69% = Poor knowledge base  
50 – 0%= Very Weak knowledge base.

The desired outcome would be to have more students score Excellent or Good than Average, Poor or Weak.

For the class: 60% Excellent, Above Average or Average Knowledge Base and no more than 40% Poor or Very weak knowledge base.

**Cycle of Assessment:** 3 years

**Who is Responsible for Assessment Activity?:** Faculty member: David Echols

### Findings for Film Genres

**Summary of Findings:** 55 students completed the class. 19% showed Excellent base; 33% Good knowledge base; 26% Average knowledge base; 12% Poor knowledge base and 10% Very Weak knowledge base.

**Results:** Criteria for Success Achievement Status: Exceeded

**Analysis of Findings:** 78% of the students evinced Excellent, Above Average or Average knowledge base and 22% evinced Poor or Very Weak knowledge base. This represents the desired outcome.

**Recommendations:** No further action is needed as expectations were exceeded.

### Overall Recommendations

*No text specified*

 **Plans of Action**

 **Status Reports**

## 2013-2014 Assessment Cycle

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 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**



## 2012-2013 Assessment Cycle

### Measurements

#### Outcomes and Measures

#### - OBSOLETE: TELV 103 History of Film to 1945 Outcome Set

##### Outcome

###### Outcome 1

Analyze and identify past and current film trends and techniques through viewing of films and research methodology.

▼ **Measure:** SLO 1 Film Trends  
Course level; Direct - Exam

**Description of Measurement Tool:** Multiple choice test on exam 3

**Criteria for Success: Individual & Collective Student Criterion:** 95% of class met the criteria.

**Criteria/Grading Rubric:**

4= strong knowledge of material, 90% of questions answered correctly.

3= good knowledge of material, 80% of questions answered correctly.

2 = fair knowledge of material, 70% of questions answered correctly

1= poor knowledge of material less than 65% of questions answered correctly.

**Cycle of Assessment:** each Fall

**Who is Responsible for Assessment Activity?:** Dave Echols

###### Outcome 2

Develop creative critiques and discussion points by analyzing classic examples of film genre.

▼ **Measure:** SLO 2 Tropes, genres  
Course level; Direct - Exam

**Description of Measurement Tool:** Multiple choice test

**Criteria for Success: Individual & Collective Student Criterion:** 95% of students met the criteria

**Criteria/Grading Rubric:**

4= strong knowledge of material, 90% of questions answered correctly.

3= good knowledge of material, 80% of questions answered correctly.

2 = fair knowledge of material, 70% of questions answered correctly

1= poor knowledge of material less than 65% of questions answered correctly.

**Cycle of Assessment:** Fall each year

**Who is Responsible for Assessment Activity?:** David Echols

### Findings

#### Finding per Measure

#### - OBSOLETE: TELV 103 History of Film to 1945 Outcome Set

##### Outcome

###### Outcome 1

Analyze and identify past and current film trends and techniques through viewing

▼ **Measure:** SLO 1 Film Trends  
Course level; Direct - Exam

of films and research methodology.

**Description of Measurement Tool:** Multiple choice test on exam 3

**Criteria for Success: Individual & Collective Student Criterion:** 95% of class met the criteria.

Criteria/Grading Rubric:

4= strong knowledge of material, 90% of questions answered correctly.

3= good knowledge of material, 80% of questions answered correctly.

2 = fair knowledge of material, 70% of questions answered correctly

1= poor knowledge of material less than 65% of questions answered correctly.

**Cycle of Assessment:** each Fall

**Who is Responsible for Assessment Activity?:** Dave Echols

### Findings for SLO 1 Film Trends

**Summary of Findings:** In the TV 103 class

47% received a 4; 36% received a 3; 12% received a 2 and 5% received a 1.

The TV 103 class scored higher than expected in 4s and 3s with 82% receiving the equivalent of an A or B.

Just 5% failed to meet the criteria and pass the class. Overall I am quite pleased with the scores especially since TV 103 concentrates on older films, 30% of which are silent and appx. 90% are in black and white both of which are known to be a "turn off" to students raised on sound, widescreen, color special effects films.

**Results:** Criteria for Success Achievement Status: Exceeded

**Analysis of Findings:** I'd like to think the high scores are due to the excellence of the instruction and the corresponding interest from the students.

**Recommendations:** No change in the course or its assessment is needed since the students exceeded our expectations.

## Outcome 2

Develop creative critiques and discussion points by analyzing classic examples of film genre.

▼ **Measure:** SLO 2 Tropes, genres  
Course level; Direct - Exam

**Description of Measurement Tool:** Multiple choice test

**Criteria for Success: Individual & Collective Student Criterion:** 95% of students met the criteria

Criteria/Grading Rubric:

4= strong knowledge of material, 90% of questions answered correctly.

3= good knowledge of material, 80% of questions answered correctly.

2 = fair knowledge of material, 70% of questions answered correctly

1= poor knowledge of material less than 65% of questions answered correctly.

**Cycle of Assessment:** Fall each year

**Who is Responsible for Assessment Activity?:** David Echols

### Findings for SLO 2 Tropes, genres

**Summary of Findings:** In the TV 103 class

47% received a 4; 36% received a 3; 12% received a 2 and 5% received a 1.

The TV 103 class scored higher than expected in 4s and 3s with 82% receiving the equivalent of an A or B.

Just 5% failed to meet the criteria and pass the class. Overall I am quite pleased with the scores especially since TV 103 concentrates on older films, 30% of which are silent and appx. 90% are in black and white both of which are known to be a "turn off" to students raised on sound, widescreen, color special effects films.

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**Results:** Criteria for Success Achievement Status: Exceeded

**Analysis of Findings:**

I'd like to think the high scores are due to the excellence of the instruction and the corresponding

interest from the students.

**Recommendations:** No change in the course or its assessment is needed since the students exceeded our expectations.

### Overall Recommendations

No change in the course or its assessment is needed since the students exceeded our expectations.

### Plans of Action

#### Actions

- OBSOLETE: TELV 103 History of Film to 1945 Outcome Set

#### Outcome

**Outcome 2**

*No actions specified*

Develop creative critiques and discussion points by analyzing classic examples of film genre.

### Status Reports

#### Action Statuses

- OBSOLETE: TELV 103 History of Film to 1945 Outcome Set

#### Outcome

**Outcome 2**

*No actions specified*

Develop creative critiques and discussion points by analyzing classic examples of film genre.

#### Status Summary

*No text specified*

#### Summary of Next Steps

*No text specified*