

MAJOR PROGRAM ASSESSMENT PLAN

Department: Television and Film Arts

Goals of the program:

The goal of the Television and Film Arts program is to prepare students to effectively work in a variety careers in the entertainment industry – inspiring the TFA student to hone his/her vision and storytelling skills, thus facilitating pursuits in dynamic fields such as screenwriting, producing, directing and network / studio management.

Student Learning Objectives	Courses Contributing to Achievement of Objectives	Assignments That Provide Evidence of Achievement of Objectives	Measures/Criteria/Rubrics of Student Achievement of Goals/Objectives	Timetable	Changes Planned/Made Based on Assessment Findings
<p>1. Understand and create a classical, three-act structure as it relates to writing scripts for television, film, and various new media</p>	<p>TFA 201, TFA 301, TFA 304, TFA 401, TFA 420, TFA 450</p>	<p>Writing 30-second commercials, Public Service Announcements, Webisodes, short scripts, and feature-length screenplays</p>	<p>For each project, students are graded on a 1 to 5 scale (maximum score = 25).</p> <p>Note that the criteria changes slightly from project to project.</p> <ol style="list-style-type: none"> 1. Originality of concept 2. Structure 3. Dialogue 4. P.O.V. / Unique Voice 5. Professionalism of submitted work <p>Excellent—Markedly Exceptional: 5 Points</p> <p>Superior—Clearly Above Average: 4 Points</p> <p>Satisfactory—Fully Competent: 3 Points</p>	<p>All TFA students should have achieved all of the listed learning outcomes upon graduation with a B.A. in Television and Film Arts.</p> <p>The next graduating class will be seniors in 2013.</p>	<p>NA</p>

			<p>Poor—Marginally Acceptable: 2 Points</p> <p>Failing—Unacceptable: 1 Point</p> <p>Total Score (Max = 25):</p> <p>22.5 - 25.0 = 90-100% equals an "A- to A"</p> <p>20.0 - 22.25 = 80-89% equals a "B- to B+"</p> <p>17.5 - 19.75 = 70-79% equals a "C- to C+"</p> <p>15.0 - 17.25 = 60-69% equals a "D- to D+"</p> <p>14.75 or below = 59% or below equals an "F"</p>		
2. Evaluate films and television programs with an understanding of structure and a historical context of media	TFA 201, TFA 301, TFA 304, TFA 401, TFA 420, TFA 450, ENG 303	Writing "coverage" (critical essays) of feature films, screenplays, Web content, and feature films	Same as above	2013	NA

<p>3. Demonstrate a knowledge of the pre-production, production, and post-production – including all of the roles and responsibilities for multi-camera and single camera productions shot on digital video</p>	<p>TFA 201, COM 329, TFA 401, TFA 420, TFA 450</p>	<p>Writing, producing, casting, directing, marketing, and editing multi-camera productions and single camera productions</p>	<p>Same as above</p>	<p>2013</p>	<p>NA</p>
---	--	--	----------------------	--------------------	-----------

<p>4. Understand the business of the television, film, and other media-related industries and be able to create a Personalized Marketing Plan to help them obtain an internship / job</p>	<p>TFA 201, TFA 301, TFA 450</p>	<p>Researching and writing a Personalized Marketing Plan, entertainment industry resumes, query letters, and interviewing / summer internship support</p>	<p>Same as above</p>	<p>2013</p>	<p>NA</p>
---	----------------------------------	---	----------------------	--------------------	-----------

TELEVISION AND FILM ARTS AT BUFFALO STATE COLLEGE

TFA Assessment Rubric / Score Sheet

Name of TFA Student _____

Name of Reviewer _____

1. Originality of Concept

Please rate Originality of Concept on a 1 to 3 scale:

Excellent—Markedly Exceptional 3 Points	Satisfactory—Fully Competent 2 Points	Poor—Marginally Acceptable 1 Points
---	---	---

Total Originality of Concept Score _____

2. Structure

Please rate Structure on a 1 to 3 scale:

Excellent—Markedly Exceptional 3 Points	Satisfactory—Fully Competent 2 Points	Poor—Marginally Acceptable 1 Points
---	---	---

Total Structure Score _____

3. Dialogue

Please rate Dialogue on a 1 to 3 scale:

Excellent—Markedly Exceptional 3 Points	Satisfactory—Fully Competent 2 Points	Poor—Marginally Acceptable 1 Points
---	---	---

Total Dialogue Score _____

4. P.O.V. / Unique Voice

Please rate P.O.V. / Unique Voice on a 1 to 3 scale:

Excellent—Markedly Exceptional 3 Points	Satisfactory—Fully Competent 2 Points	Poor—Marginally Acceptable 1 Points
---	---	---

Total P.O.V. / Unique Voice Score _____

5. Professionalism of Submitted Work

Please rate Professionalism of Submitted Work on a 1 to 3 scale:

Excellent—Markedly Exceptional 3 Points	Satisfactory—Fully Competent 2 Points	Poor—Marginally Acceptable 1 Points
---	---	---

Total Professionalism of Submitted Work Score _____

=====

TOTAL ORIGINALITY OF CONCEPT SCORE _____

+

TOTAL STRUCTURE SCORE _____

+

TOTAL DIALOGUE SCORE _____

+

TOTAL P.O.V. / UNIQUE VOICE SCORE _____

+

TOTAL PROFESSIONALISM OF SUBMITTED WORK SCORE _____

=

TOTAL TFA STUDENT ASSESSMENT SCORE _____

COMMENTS:

Television and Film Arts at Buffalo State College
Rubric / Score Sheet Definitions

	<u>Excellent—Markedly Exceptional</u>	<u>Satisfactory—Fully Competent</u>	<u>Poor—Marginally Acceptable</u>
<u>Structure</u>	<ul style="list-style-type: none"> ➤ A strong understanding and exceptional execution of classical, three-act structure as it relates to writing scripts for television, film, and various new media 	<ul style="list-style-type: none"> ➤ An adequate understanding and satisfactory execution of classical, three-act structure as it relates to writing scripts for television, film, and various new media 	<ul style="list-style-type: none"> ➤ A weak understanding and poor execution of classical, three-act structure as it relates to writing scripts for television, film, and various new media
<u>Dialogue</u>	<ul style="list-style-type: none"> ➤ A strong understanding and exceptional execution of dialogue as it relates to writing scripts for television, film, and various new media 	<ul style="list-style-type: none"> ➤ An adequate understanding and satisfactory execution of dialogue as it relates to writing scripts for television, film, and various new media 	<ul style="list-style-type: none"> ➤ A weak understanding and poor execution of dialogue as it relates to writing scripts for television, film, and various new media
<u>Originality of Concept</u>	<ul style="list-style-type: none"> ➤ A significant evidence of originality and inventiveness. ➤ The majority of the content and many of the ideas are fresh, original, and inventive. 	<ul style="list-style-type: none"> ➤ Some evidence of originality and inventiveness. ➤ While based on a collection of other people's ideas, products, images and inventions, the work extends beyond that collection to offer some new insights. 	<ul style="list-style-type: none"> ➤ A rehash of other people's ideas, products, images and inventions. ➤ There is little evidence of new thought or inventiveness.

<u>P.O.V. / Unique Voice</u>	<ul style="list-style-type: none"> ➤ Engaging and individualized voice appropriate to the audience/purpose ➤ Consistency of tone/voice ➤ Refreshing and revealing word choice / shot composition / editing / music choices ➤ Varied and interesting sentence structure 	<ul style="list-style-type: none"> ➤ Voice adequate to audience/purpose, but often is predictable ➤ May be slight inconsistencies of tone ➤ Predictable word choice / shot composition / editing / music choices; low range of synonyms employed ➤ Sentences mechanically sound but lack in variety 	<ul style="list-style-type: none"> ➤ Voice generally hard to characterize because of frequent mechanical problems ➤ Several inconsistencies of tone, with a lack of theme ➤ Phrasing problems, garbled sentence structure noticeable in several places ➤ Poor word choice / shot composition / editing / music choices
<u>Professionalism of Submitted Work</u>	<ul style="list-style-type: none"> ➤ Written and visual work consistent with professional standards in the entertainment industry 	<ul style="list-style-type: none"> ➤ Written and visual work adequate to the professional standards set forth in the entertainment industry 	<ul style="list-style-type: none"> ➤ Written and visual work below the professional standards set forth in the entertainment industry