Cinema, Television & Digital Media

University Catalog Description

Cinema/Television/Digital Media (B.F.A.)

Media is an ever-changing language. New technologies continually impact our ability to capture, express and share stories through digital media. This major focuses on preparing students to become visual storytellers, equipping them in a broad spectrum of skills such as scriptwriting, producing, directing, camera operating, lighting, sound capturing, Foley, audio mixing, video editing and effects, interactive

media, web design, and AV electronics. The media immersion junior year (Media Mastery Institute) provides and intense, hands-on experience and encourages Students to pursue projects with real world clients.

Media Mastery Institute

Application to this selective program includes (but is not limited to) the following criteria: (1) performance in previous production courses; (2) evaluation by previous Media faculty; (3) previous class attendance, participation and academic performance; (4) the student's entrance essay and interview; (5) the student's professional goals; (6) and, a willingness to commit to the discipline and rigorous schedule of the program.

Program includes (but is not limited to) the following criteria: (1) performance in previous production courses; (2) evaluation by previous Media faculty; (3) previous class attendance, participation and academic performance; (4) the student's entrance essay and interview; (5) the student's professional goals; (6) and, a willingness to commit to the discipline and rigorous schedule of the program. Students participating in the Media Mastery Institute receive intense (40 hours per week) hands-on experience for two semesters. Students develop competencies through theory and working on practical and creative projects, some for real world TVF 316 is taken three times for one credit each. clients. These projects include audio, film, video, television and digital media productions. This also comprises an essential component of the church media specialist training.

There's an application fee of $250, and a travel fee (approximately $900) to cover the cost of long-distance field trips. Students are taught by faculty as well as industry professionals. Students not selected to the Media Mastery Institute will continue their studies under the Bachelor of Science, Media Production major.

#	Program Outcomes
1	Students will demonstrate basic competency in the processes of storyline development and scriptwriting.
2	Students will demonstrate leadership abilities while creating, organizing, and executing every stage of the production process for a dramatic visual media product.
3	The student will demonstrate competency with industry standard video editing software, including concepts of importing, organizing, and assembling footage (both video and audio) onto the timeline of a to sequence and export a short film project.
4	Students will use and apply industry tools and technology in the creation, production and distribution of digital media products.
5	Students will develop the abilities to design, pitch and manage a media facility.
6	Students will demonstrate business acumen reflecting Christian worldview, emphasizing honest and ethical behavior at professional industry venues.

Cinema, Television & Digital Media

Key Program Assessment & Outcome Alignment

KEY PROGRAM ASSESSMENT			PROGRAM OUTCOME						ORU OUTCOME				
#	Course	Assignment Name	1	2	3	4	5	6	1. Spiritual Integrity	2. Personal Resilience	3. Intellectual Pursuit	4. Global Engagement	5. Bold Vision
1	TVF 314	Media Operations				M	M			M	M		M
2	TVF 499	Senior Project Script & Video	M		M	M		M		M	M		
3	TVF 499	Leadership Reflection		M						M			M
4	CAM 451	Internship Mentor Evaluation						M	M			M	M

Cinema, Television & Digital Media — Key Program Assessment #1

Course: TVF 314   **Name of Assignment:** Media Operations   **Date:** 12/6/2022

Instructions in Brightspace: Each student will design a media facility and a plan for operation and marketing. The student will write a paper and make an oral presentation on the concept development, research and pitch for their media facility. They will also submit a equipment list, floor plan and wiring diagram. See D2L for detailed instructions for this assignment.

Instructions for Scoring: The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
2,3,5	5	Paper/Presentation	Submitted materials include all required parts and documents: facility mission, major purchases, cost justifications, problems encountered and reflections. Excellent defense of the project.	Submitted materials include most required parts and documents: facility mission, major purchases, cost justifications, problems encountered and reflections. Good defense of the project.	Submitted materials include some required parts and adequate documents: facility mission, major purchases, cost justifications, problems encountered and reflections. Adequate defense of the project.	Submitted materails do not include all required parts and lack adequate justification. Inadequate defense of the project.	No paperwork submitted	25
3	5	Floor Plan	Floor plan is complete, includes all three views required and all of the guidelines were followed; all components are highly detailed and thought out	Floor plan is complete, includes all three views required and all of the guidelines were followed	Floor plan is complete and does include all three views required; all guidelines were not followed	Floor plan is not complete and does not include all three views required	No Floor plan submitted	25
2	4	Equipment List	Equipment list is built following the template and contains all of the parts, sources and prices required for a complete build	Equipment list is built following the template and contains most of the parts, sources and prices required for a complete build	Equipment list is built mostly to the template and contains minimal parts, sources and prices required for a complete build	Equipment list is not built following the template and does not contain enough of the parts, sources and prices required for a complete build	No equipment list submitted	25

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
3	4	Wiring & Block Diagram	All required components are present and are wired accurately and neatly; all labeling is clear, correct and in the proper place	Most of the required components are present and are wired accurately and neatly; most of the labeling is clear, correct and in the proper place	Most of the required components are present and wiring is close but not laid out neatly; most labeling is clear, correct but not in the proper place	Few required components are present and are wired inaccurately and not organized well; labeling is not clear, missing and/or in the proper place	No wiring diagram submitted	25

Cinema, Television & Digital Media | Key Program Assessment #2

Course: TVF 499   **Name of Assignment:** Senior Project Script & Video   **Date:** 12/6/2022

Instructions in Brightspace: See attachment "CTD-KPA 2-TVF 499 Senior Project".

Instructions for Scoring: The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
3	1	Overall Storytelling	On the whole demonstrates exemplary execution of storytelling principles, fashioning a piece that attracts attention, evokes an emotional response, and shapes perception.	On the whole demonstrates competent execution of storytelling principles.	On the whole demonstrates acceptable execution of storytelling principles.	On the whole demonstrates unacceptable execution of storytelling principles.	No project submitted	20
3	1	Creativity	Exemplary degree of artistry and originality, delivering an aesthetically pleasing experience and brings something new to the category.	Competent degree of artistry, mostly delivering an aesthetically pleasing experience.	Acceptable degree of artistry.	Lacks artistry.	No project submitted	8
3	1	Script Structure	A major conflict upsets balance; character makes a decision that leads to a clear goal; characters and conflicts exude magnitude and originality; storyline employs proper structure with creative ideas; story ties up all loose ends.	A major conflict mostly upsets balance; character makes a decision that leads to a somewhat clear goal; characters and conflicts mostly exude magnitude and originality; storyline mostly employs a proper structure; story goals are mostly resolved.	A minor conflict somewhat upsets balance; character makes a decision that leads to a vague goal; characters and conflicts exude some magnitude and originality; storyline employs some proper structure; story goals are somewhat resolved.	A conflict does not upset balance; character does not make a decision that leads to a goal; characters and conflict lack magnitude and originality; storyline does not employ proper structure; story goals are not resolved.	No project submitted	8

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
3	1	Script Format & Mechanics	The script is written in industry-standard format and has no format, grammatical, spelling, or typographical errors.	The script is written in industry-standard format and has an average of one format, grammatical, spelling, or typographical error per page.	The script is written in industry-standard format and has an average of two format, grammatical, spelling, or typographical errors per page.	The script is written in industry-standard format and has an average of three or more format, grammatical, spelling, or typographical errors per page.	No project submitted	8
3	1	Script Dialogue	Dialogue is original and propels the story forward and sounds realistic, leaving room for the audience to infer meaning; characters have distinct speaking styles.	Dialogue propels the story forward and sounds realistic.	Dialogue feels slow, and some lines are unnecessary.	Dialogue does not advance the story and is mostly cliché or "on the nose".	No project submitted	8
3	1	Script Action Lines	Action lines' content is relevant, some do not begin with a noun, and are separated into paragraphs, and describe action in the present tense. They immerse the viewer in the world of the story, describe action and reflect the story style.	Action lines are relevant, some do not begin with a noun, are separated into paragraphs, and describe action in the present tense.	Action lines mostly begin with a noun, are mostly separated into paragraphs, provide mostly relevant information, and describe action in the present tense.	Action lines mostly begin with a noun, are are not separated into paragraphs, provide mostly irrelevant information, and do not describe action in the present tense.	No project submitted	8
3	3, 4	Camera & Composition	Exemplary execution of the principles of composition, selective focus, and motivated camera movements that communicate meaning and support the story, creating an aesthetically pleasing piece, using industry tools.	Competent execution of the principles of composition, selective focus, and motivated camera movements that communicate meaning and support the story, using industry tools.	Acceptable execution of the principles of composition, selective focus, and motivated camera movements, using industry tools.	Unacceptable execution of the principles of composition.	No project submitted	8

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
3	3, 4	Lighting	Exemplary execution of the principles of lighting that provides appropriate exposure, complements the story, and adds to or conveys meaning, using industry tools.	Competent execution of the principles of lighting that provides appropriate exposure, and complements the story, using industry tools.	Acceptable execution of the principles of lighting that provides appropriate exposure, using industry tools.	Acceptable execution of the principles of lighting.	No project submitted	8
3	3, 4	Sound	Exemplary execution of the principles of sound, including voice, sound effects, and ambience that support the story and do not interrupt the viewers' suspension of disbelief, using industry tools.	Competent execution of the principles of sound, including voice, sound effects, and ambience that support the story, using industry tools.	Acceptable execution of the principles of sound, including voice, sound effects, and ambience, using industry tools.	Unacceptable execution of the principles of sound.	No project submitted	8
3	3, 4	Editing & Finish	Using industry tools, produce exemplary execution of the principles of editing, including shots, sequencing, color grading, graphics, audio composition, music and sound, and invisible editing that complement the story.	Using industry tools, produce competent execution of the principles of editing, including shots, sequencing, color grading, graphics, audio composition, music and sound, and invisible editing.	Using industry tools, produce acceptable execution of the principles of editing, including shots, sequencing, color grading, graphics, audio composition, music and sound, and invisible editing.	Unacceptable execution of the principles of editing.	No project submitted	8
2	6	Project Management	Effectively led self, following industry standards to overcome obstacles and complete high-quality work in every area on time	Effectively led self, following industry standards to complete high-quality work, but submitted after the due date	Somewhat led self to complete high-quality work in some areas, submitting it after the due date	Made excuses for marginal quality or late work that could have been addressed with personal strategies	No project submitted	8

Cinema, Television & Digital Media — Key Program Assessment #3

Course: TVF 499 **Name of Assignment:** Leadership Reflection **Date:** 12/6/2022

Instructions in Brightspace

Leadership Reflection: Write a 2,000-2,500-word paper explaining the following:
1. What leadership principles did you apply to this course? Provide examples.
2. Describe how you inspired your project team to follow your vision, speak to the project goals, roles, deliverables, and team cohesion?

Instructions for Scoring

The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
5	2	Leadership Strategies	Recognizes and effectively applies skillfull use of several common leadership principles	Recognizes and effectively applies use of several common leadership principles	Partially recognizes and applies use of several common leadership principles	Partially recognizes and applies use of a few common leadership principles	Did not complete	50
2, 5	2	Communication	Clearly articulates a bold project vision, including goals, roles, deliverables and ensures team cohesion	Somewhat articulates project goals, roles, deliverables and ensures team cohesion	Somewhat articulates project goals, roles, deliverables and achieves some team cohesion	Does not articulate project goals, roles, deliverables OR achieves very little team cohesion	Did not inspire vision	50

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Key Program Assessment #4

Course:	CAM 451		**Name of Assignment:**	Internship Mentor Evaluation			**Date:**	12/6/2022

Instructions in Brightspace: *See attachment "CTD-KPA 4-CAM 451 Internship Feedback"*

Instructions for Scoring: *The course professor will use the scoring rubric, which is a duplicate of the rubric the candidate used, to evaluate the completed assignment. Students can access: (1) professor's feedback and their individual criterion and overall rubric score in Dropbox; (2) the percentage score in Grades; and (3) their progress on the outcomes in the Progress Summary.*

ORU Outcome	Program Outcome	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description	% Gradebook Weighting
1,4,5	6	CTD-5-A-Ethical Decision Making	Supervisor reports that student continually demonstrates reliability and trustworthiness in decision-making through appropriate and continual recognition of contexts (professional language, interpersonal skills, diversity/cross-cultural sensitivity, and as part of organization)	Supervisor reports student regularly demonstrates reliability and trustworthiness in decision-making through appropriate and continual recognition of contexts (professional language, interpersonal skills, diversity/cross-cultural sensitivity, and as part of organization)	Supervisor reports student may lack reliability and trustworthiness in some decisions; may not recognize appropriate and continual contexts (professional language, interpersonal skills, diversity/cross-cultural sensitivity, and as part of organization)	Supervisor reports student often lacks reliability and trustworthiness in decisions; does not recognize appropriate and continual contexts (professional language, interpersonal skills, diversity/cross-cultural sensitivity, and as part of organization lacking)	Supervisor reports student provides no evidence of reliability and trustworthiness or its associated contexts (interpersonal, cross-cultural and organizational culture), or did not complete internship	50
1,5	6	CTD-5-B-Professional Work Ethic	Supervisor reports student shows exceptional work ethic, over and above supervisor's expectations, demonstrated through work quality, punctuality, overall performance, and attitude	Supervisor reports student shows strong work ethic, over and above supervisor's expectations, demonstrated through work quality, punctuality, overall performance, and attitude	Some concern from supervisor noted in student's work ethic; may be demonstrated through lack of total work, lack of quality work, not being punctual, poor work performance, and/or poor attitude	Great concern from supervisor noted in student's work ethic; may be demonstrated through lack of total work, lack of quality work, not being punctual, poor work performance, and/or poor attitude	Supervisor reports student provides no evidence for supporting organizational mission through professional work ethic, or did not complete internship	50