

Program SLOs

Digital Media

A.A. Degree - Digital Media

Certificate of Achievement – Digital Media

Digital Media Program Student Learning Outcomes From the 2015 PrOF (Program Review) Update

1	Program Student Learning Outcome (P-SLO)	Writing	<ul style="list-style-type: none"> Write in clear, concise English, including the ability to research critically and present messages for specific audiences, in scripts designed for specific audiences.
2	Program Student Learning Outcome (P-SLO)	Electronic Media Knowledge	<ul style="list-style-type: none"> Demonstrate knowledge of the history, processes and structure of a variety of media, including the ability to exercise critical judgment in the evaluation of media productions.
3	Program Student Learning Outcome (P-SLO)	Cultural Responsiveness	<ul style="list-style-type: none"> Using communication techniques, information and entertainment through a variety of technology to serve diverse audiences in culturally responsive ways.
4	Program Student Learning Outcome (P-SLO)	Cultural Proficiency	<ul style="list-style-type: none"> Demonstrate sensitivity to variations and processes of media and the attitudes held by races, religions, political and social groups.
5	Program Student Learning Outcome (P-SLO)	Project Design and Implementation	<ul style="list-style-type: none"> Understand how to plan, produce, write and direct and distribute media projects using a variety of technology for specific target audiences.
6	Program Student Learning Outcome (P-SLO)	Professionalism	<ul style="list-style-type: none"> Demonstrate an achievement of professional-level skills appropriate for radio, television or film production.
7	Program Student Learning Outcome (P-SLO)	Pre-production Skills	<ul style="list-style-type: none"> Resolve and execute standard pre-production skills including planning, scripting, budgeting, and crew and equipment selection.
8	Program Student Learning Outcome (P-SLO)	Production - Equipment Utilization	<ul style="list-style-type: none"> Utilize basic production equipment. For television or film: correctly and creatively use field camcorders and lights, and control room equipment such audio mixers, switchers, video editing, character generation and Teleprompters. For radio: correctly and creatively use studio and field recording equipment, microphones, editing and delivery equipment.

9	Program Student Learning Outcome (P-SLO)	Post-production	<ul style="list-style-type: none"> Operate essential post production equipment for editing and distribution in radio, television and film, including non-linear computer based audio or video editing and delivery.
10	Program Student Learning Outcome (P-SLO)	Media Ethics	<ul style="list-style-type: none"> Demonstrate through projects that with the power of a communicator comes moral and ethical responsibility.

A.A. – Digital Media Student Learning Outcomes*

SLO 1 Write in clear, concise English.

SLO 2 Create traditional media, print and digital media projects that demonstrate effective use of established design principles for typography, color, images, animation, sound and video.

SLO 3 Demonstrate a conceptual foundation in new media technology.

SLO 4 Articulate and apply the basic principles and processes used in traditional and digital graphic and multimedia design.

SLO 5 Demonstrate a conceptual foundation in the ethics of new media technology.

SLO 6 Examine and critique media products utilizing general information and concepts in new media.

Certificate of Achievement – Digital Media Student Learning Outcomes*

SLO 1 Create digital media projects that incorporate art theory, digital design and development, digital audio and non-linear digital video.

SLO 2 Examine and critique media products utilizing general information and concepts in new media.

SLO 3 Demonstrate a conceptual foundation in the ethics of new media technology.

SLO 4 Demonstrate skills required for a vast array of digital media careers including web design and development, multimedia production, digital video production and corporate communications.

* Developed through the Curriculum Committee approval process.