

BA Film & Media Program Learning Goals and Outcomes

| PROGRAM LEARNING GOAL | PROGRAM LEARNING OUTCOME |
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| <p>Learning Goal 1 Artistry & Storytelling: Students will demonstrate an understanding of aesthetics and application of artistry as a means to support and enhance storytelling through visual and aural media.</p> | <p>Learning Outcome 1.1 Understanding & application of the aesthetics of the cinematic language.</p> |
| | <p>Learning Outcome 1.2 Ability to tell a story utilizing cinematic structure and formatting.</p> |
| <p>Learning Goal 2 Production: Students will demonstrate competence in the development, production, and completion of professional media content.</p> | <p>Learning Outcome 2.1 Ability to research, develop, and plan for the production of media content.</p> |
| | <p>Learning Outcome 2.2 Ability to work creatively in groups or teams.</p> |
| <p>Learning Goal 2 Production: Students will demonstrate competence in the development, production, and completion of professional media content.</p> | <p>Learning Outcome 2.3 Competence in the technical skill necessary for media creation in the areas of camera, lighting, sound, & editing.</p> |
| <p>Learning Goal 3 Professional Competencies: was developed in order to better prepare students for the professional world. Students will develop basic skills necessary for professional presentation for employment and/or graduate studies.</p> | <p>Learning Outcome 3.1 Oral Communication competency</p> |

| PROGRAM LEARNING GOAL | PROGRAM LEARNING OUTCOME |
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| | Learning Outcome 3.2 Written Communication competency |
| | Learning Outcome 3.3 Professional Readiness |