

Program and Core Objectives Summary
Multimedia Technology
 May 2005

OBJECTIVE TYPE & No.	OBJECTIVE DESCRIPTION	FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT
Core 1	Effectively communicate electronically, verbally, and in writing	70% or higher on essay portfolio in ENGL 1113 Freshman Comp I, research paper in ENGL 1213 Freshman Comp II, or persuasive speech in SPCH 1113 Speech	70% or higher on Oral Portfolio Presentation to industry advisors/professionals in Capstone MMT 2716
Core 2	Demonstrate logical, systematic problem-solving techniques	70% or higher on complete set of coursework and exams in College Algebra MATH 1513	70% or higher on Internship assessment MMT 2806
Core 3	Develop and display a sense of personal, social and professional ethics	70% or higher on Professional Interview/Code of Ethics Analysis during PHIL 1213 Ethics	[1] 70% or higher on portfolio to industry advisors/professionals in Capstone MMT 2716 [2] 70% or higher on Internship assessment MMT 2806
Core 4	Explain the cultural heritage and primary elements of the history and government of the U.S. and its people, especially as it impacts one's industry or field of study	70% or higher on complete set of coursework and exams in US History to 1865 HIST 1483 or US History from 1865 HIST 1493 or POLS 1113 US Government	70% or higher on Internship assessment MMT 2806
Core 5	Access and use technology appropriate to one's industry or field of study	70% or higher on final skills exam in VIS 1123 Applications of Computers to Visual Communications	70% or higher on portfolio using industry-relevant hardware and software in Capstone MMT 2716
Program 1	Exemplify the ability to conceptualize, organize, plan & execute interactive projects, individually or as a team member, meeting specified deadlines	70% or higher on final project in Authoring I MMT 1303	70% or higher on final project in Multimedia Studio MMT 2503
Program 2	Participate in various roles within a multimedia production team environment	70% or higher on group project in Authoring I MMT 1303	70% or higher on Internship assessment MMT 2806
Program 3	Generate creative and unique solutions through research, interviews, team consultation and brainstorming	70% or higher on final group project in Authoring I MMT 1303	70% or higher on group project in Multimedia Studio MMT 2503
Program 4	Upload and maintain multiple web sites on a server	70% or higher on Design Final Project in Web Site Planning MMT 2543	70% or higher on Portfolio Web Site in Multimedia Capstone MMT 2502
Program 5	Produce digital video utilizing non-linear post-production techniques	70% or higher on Project #1 in Intro to Video Editing MMT 2563	70% or higher on Final Project in Intro to Video Editing MMT 2563

Note: Assessments in yellow areas are conducted in Arts & Sciences. Assessments in gray areas are conducted in Visual Communications.

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Program 6	Produce 3-D models and animation	70% or higher on Project #1 in 3-D Computer Modeling MMT 2523	70% or higher on Final Project in 3-D Computer Modeling MMT 2523
Program 7	Demonstrate programming skills in authoring interactive programs	70% or higher on Final Project in Authoring II MMT 2513	70% or higher on Final Portfolio CD in Capstone MMT 2716
Program 8	Appraise, compare and evaluate career opportunities	70% or higher on Career Research and Evaluation Project in Cornerstone GTGE 1111	70% or higher on Career Planning and Interviewing in Capstone MMT 2716
Program 9	Generate projects at a professional level with attention to fine detail	70% or higher on Internet Final Project in Multimedia for Internet MMT 2413	71% or higher on e-Portfolio and Print Samples in Capstone MMT 2716
Program 10	Identify and utilize design principles to create design solutions that meet the criteria and needs of the client/project	70% or higher on Final Project in Interface Design MMT 2403	70% or higher on Portfolio Interactive Interface Design in Capstone MMT 2716
Program 11	Develop a working vocabulary of industry specific terms	70% or higher Terminology Unit in Intro to Multimedia/Internet MMT 1213	70% or higher on verbal presentation of Portfolio in Capstone MMT 2716
Program 12	Work effectively as part of a team	70% or higher on Group Project in Multimedia Studio MMT 2503	70% or higher on Internship in MMT 2806
Program 13	Identify uses and modes for delivery of multimedia content	70% or higher PowerPoint Presentation in Intro to Multimedia/Internet MMT 1213	70% or higher on Portfolio in Capstone MMT 2716
Program 14	Apply interpersonal and leadership skills that value diversity among people and promote the achievement of personal industry goals	70% or higher on career research project in Cornerstone GTGE 1111	70% or higher in Internship in MMT 2806
Program 15	Solve visual problems and organize thoughts utilizing thumbnail, storyboard and flowchart techniques	70% or higher on Personal Web Site Navigation Map in Intro to Multimedia/Internet MMT 1213	7-% or higher on Portfolio Site Documentation in Capstone MMT 2716