

Assessment of Program Competencies

Department: Communication Arts Journalism

Academic Program: Program:

Program Mission Academic Goals

		Program Competencies	Course(s) in which Program Competency is covered	Place(s) in which Program Competency is assessed	Assessment Tool
<p>Communication Arts department mission: The mission of the communication arts department is to develop graduates who are thoughtful scholars and professionals capable of adapting to change and creating change in the profession and in communities, open-minded, committed to truth and the empowerment of all citizens. The graduates recognize excellence and strive to produce it. The graduates' professional and personal ethics are in harmony. The graduates celebrate individuality and</p>					

Goal # 1	The photojournalism graduate presents a portfolio containing examples of images and designs meeting the highest standards of the profession for technique and production in a deadline-based environment. The graduate also presents a portfolio containing examples of editing and writing to professional standards.	1. The graduate shows readiness to step into a newsroom situation and perform well as a photographer; conceptualizing, editing, designing and photographing both news and feature material to professional standards. The graduate also writes journalistically when needed.	CA 241, CA 341, CA 315, CA311, CA 441	Capstone Experience (eventually a capstone course. Presently during last semester prior to	Portfolio
Goal # 2	The graduate identifies work in the portfolio showing respect for others without regard to culture or race and elaborates on those choices in the portfolio essay.	2. The graduate photographs people of different cultures visually and personally honoring differences.	CA315D, CA 241, CA341, CA441	Capstone Experience (eventually a capstone course. Presently during last semester prior to graduation)	Portfolio
Goal # 3	The graduate presents examples of work in the portfolio demonstrating strategic approaches to photographic problems in terms of techniques and materials necessary to create appropriate images. The graduate not only analyzes photographic problems critically but is also critical of professional practice in appropriate coursework and in the portfolio essay. The graduate demonstrates willingness to seek change in the profession – particularly in the ways it produces and presents images -- for the good of communities and peoples in the portfolio essay	3. The graduate analyzes photographic problems strategically in terms of techniques and materials necessary to create appropriate images.	CA315D, CA 241, CA 341, CA 441	Capstone Experience (eventually a capstone course. Presently during last semester prior to graduation)	Portfolio

<p>Goal # 4</p>	<p>The graduate presents evidence in the portfolio of images, designs, special projects or writing identifying ethical dilemmas and subsequent ethical decision-making, specifically identifying issues related to the nature of the photographic image.</p>	<p>4. The graduate is prepared for ethical decision-making in the profession particularly issues specifically related to the nature of the photographic image.</p>	<p>CA302, CA 311, CA 315D</p>	<p>Capstone Experience <i>(eventually a capstone course. Presently during last semester prior to graduation)</i></p>	<p>Portfolio</p>
<p>Goal # 5</p>	<p>The graduate presents evidence in the portfolio essay of familiarity -- particularly in the visual context -- with laws and ethics of privacy, the need for balance between privacy and the public's right to know, respect for the rights of others to free speech and ways she honors the rights of everyone -- journalistic professionals and others -- to open inquiry.</p>	<p>5. The graduate shows familiarity with laws and ethics of privacy and articulates that understanding in analyzing her work.</p>	<p>CA 302, CA 315D, CA 241, CA 341, CA 441, CA 322</p>	<p>Capstone Experience <i>(eventually a capstone course. Presently during last semester prior to graduation)</i></p>	<p>Portfolio</p>
<p>Goal # 6</p>	<p>In the portfolio essay, the graduate discusses great photographs and photographers in the fields of journalism, advertising and fine arts. The graduate discusses the influence those artists created in his or her development and current work.</p>	<p>6. The graduate studies great photographs and photographers, both in the field of journalism, advertising and fine arts and articulates current standards in light of the cannon of the profession.</p>	<p>CA 241, CA 341, CA 441</p>	<p>Capstone Experience <i>(eventually a capstone course. Presently during last semester prior to graduation)</i></p>	<p>Portfolio</p>

Goal # 7

In the portfolio essay and coursework artifacts, the graduate identifies major research and ideas about the power and scope of the media. The graduate identifies examples in his or her professional and artistic work of using this understanding to produce effective and helpful photographic images and journalistic packages.

7. The student not only demonstrates understanding of the power and scope of the media, but identifies how she uses this understanding to produce effective and helpful photographic images and journalistic packages.

CA 322, CA 315D, CA 441

Capstone Experience (eventually a capstone course. Presently during last semester prior to graduation)

Portfolio

Goal # 8

In the portfolio essay and coursework artifacts, the graduate identifies major research and ideas about the power and scope of the media. The graduate identifies examples in his or her professional and artistic work of using this understanding to produce effective and helpful photographic images and journalistic packages.

8. The student articulates the role of journalism in the vast canvas of the modern symbolic environment and utilizes that understanding to advocate for change.

CA 322, CA 315D, CA 441

Capstone Experience (eventually a capstone course. Presently during last semester prior to graduation)

Portfolio