KINGSBOROUGH COMMUNITY COLLEGE The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Title Of Course/Degree/Concentration/Certificate: Change(s) Initiated: (Please check) Closing of Degree Change in Degree or Certificate Closing of Certificate Change in Degree: Adding Concentration New Certificate Proposal Change in Degree: Deleting Concentration New Degree Proposal Change in Prerequisite, Corequisite, and/or Pre/Co-requisite New Course Change in Course Designation New 82 Course (Pilot Course) Change in Course Description Deletion of Course(s) Change in Course Description Deletion of Course(s) Change in Course Description Change in Course Title, Number, Credits and/or Hours Change in Course Description Deletion of Course(s) Change in Author Pre/Co-requisite New 82 Course (Pilot Course) Change in Course Description Deletion of Course(s) Change in Course Description Deletion of Course Description Deletion of Course(s) Change in Course Description Deletion of Course Change in Course Description Deletion of Course Deletion of Course Deletion of Course Deletion of Course D	Department:	Date:								
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TO: Spring 2023 Curriculum Committee

FROM: Prof. Scott Cally, Chair, Department of Communications and Performing Arts

DATE: March 17, 2023

RE: Change in Media Arts A.S. Program Learning Outcomes

The Department of Communications and Performing Arts is proposing a change in the Program Learning Outcomes

Change in Program Learning Outcomes:

FROM:

Program Learning Outcomes:
1. Demonstrate knowledge of mass media processes
2. Demonstrate pre-production planning and budgeting
3. Demonstrate production processes for radio, television, film and internet
4. Demonstrate post-production processes for radio, television, film and internet
5. Utilize mass media business plans (marketing research and demographics)
6. Demonstrate knowledge of the technologies involved in production processes
7. Utilize audio equipment in-studio radio, remote radio and sound for television and film
8. Utilize video equipment in-studio television, remote equipment and lighting
9. Utilize post-production editing software programs
10. Demonstrate knowledge of media research methods

- 11. Demonstrate ability to produce competent written material for specific mass media uses
- 12. Demonstrate ability to produce public service announcements
- 13. Demonstrate knowledge of news through studio scripts, interview research/questions and wrap-arounds for news
- 14. Demonstrate ability to understand historical context of media growth
- 15. Demonstrate ability to research and write historical and/or descriptive information

TO:

Program Learning Outcomes:

- 1. Identify and define the terms, trends, theories, and technology in the areas of mass media (radio, television, film, communications, and emerging media).
- 2. Evaluate evidence to produce critically written assessments that apply the appropriate professional standards of the field.
- 3. Apply the technical and analytical skills required for radio station operation and podcasting.
- 4. Produce multiple camera television studio programs and remote programs using single and multiple cameras.
- 5. Apply the technical and analytical skills required for audio and video digital nonlinear editing and electronics news gathering/electronic field production.
- 6. Construct an e-portfolio that demonstrates creative and technical proficiency in digital media content and production in the 21st century.
- 7. Apply the cognitive apprenticeship technique of modeling, coaching and scaffolding as it applies to the areas of mass media (radio, television, film, and emerging media).

Rationale for Change:

After reviewing course equivalencies in Transfer Explorer, we observed that program learning outcomes between our sister colleges in the City University vary, not only from Kingsborough to a receiving 4-year college, but from 4-year college to 4-year college for degree programs in Film, Television, Radio, and Emerging Media.

Our goal is to streamline the program learning outcomes for the Media Arts program to reflect what students will know and be able to do upon completion of the program more accurately by clearly identifying the direct and indirect measure and/or measures to assess each of the revised learning outcomes across the required and elective courses in the program.

Degree Program: Media Arts A.S.																
Catalog Year: 2023 -2024																
Department: Communications and																
Performing Arts	I = Introduc	ed, R = Rei	inforced, M	= Mastery,	A = Eviden	ce of Asses	sment									
	Required Courses															
	MCM 3000									JRL 3100						ART 4900
I. Identify and define the terms, trends, theories, and technology in the areas of mass media (radio, television, film, communications, and emerging media).	M A	I, R	I, R	I, R	I, R	I, R	I, R	I, R	I, R	I	I, R					
Evaluate evidence to produce critically written assessments that apply the appropriate professional standards of the field.		I, R	I, R	I, R	I, R	A		I, R A		R						
Apply the technical and analytical skills required for radio station operation and podcasting.		М		I											R	
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Produce multiple camera television studio			М	I	М							R	R	R	R	R
programs and remote programs using single and multiple cameras.			A		A											
5. Apply the technical and analytical skills required for audio and video digital nonlinear editing and electronics news gathering/electronic field production.		I, R		1	I, R		М		I, R							
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Construct an e-portfolio that demonstrates creative and technical proficiency in digital media content and production in the 21st century.		М	I, R		М		I, R									I, R
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7. Apply the cognitive apprenticeship technique of modeling, coaching and scaffolding as it applies to the areas of mass media (radio, television, film, and emerging media).		I, R	I, R		I, R		I, R		I, R					I	I, R	I, R
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