

AA in COMMUNICATION: SCREENWRITING Option

College Learning Outcomes Matrix: Rate each course from 1 to 5 with 5 being the most important. (Ratings from the WiKI)

A.A. in Communications, Screenwriting Option	Year of SLO Review	1. Written, Oral and Visual Communication	2. Scientific and Quantitative Reasoning:	3. Critical Thinking:	4. Problem Solving:	5. Information Literacy:	GE	CORE DEGREE REQS
COMM/HUM 109A History of Film: Beginning to 1950		5		5	3	4	X	X
COMM/HUM 109B History of Film: 1950 to Present		5		5	3	4	X	X
COMM 161 Film and Television Writing		1		5	5	3		X
COMM 162 Advanced Film and Television Writing		5		5	5	3		X
COMM 150 Introduction to Filmmaking		5		5	4	3		X
COMM 110/JOURN 110 Introduction to Mass Communications		4	3	5	5	5	X	X
COMM 160/JOUN 160 Images of Race, Class & Gender in the Media		4	3	5	5	5	X	X
COMM 163 Screenplay Projects		5		5	5	3		X

AA in COMMUNICATION: SCREENWRITING Option

GENERAL EDUCATION SLOS

WHAT ASSIGNMENTS DO YOU GIVE IN THESE CLASSES THAT ASSESS THE FOLLOWING GE SLOS?

What assessment tools do you use? Fill out only for SLOs that you rated 4 or 5 on the page above.

A.A. in Communications, Screenwriting Option	COMM 109 A	COMM 109 B	COMM/JOUR 110	COMM /JOUR 160
1. Written, Oral and Visual Communication:	Essays & Research Papers	Essays & Research Papers	Essays & Research papers	Essays & Research Papers
2. Scientific and Quantitative Reasoning:				Content Analysis Projects
3. Critical Thinking:	Quizzes	Quizzes	Analyze media content and construction	Instructor to Student Verbal Question & Answer Sessions
4. Problem Solving:			Deconstruct ads in terms of audience and content	Media Content Analysis Modeling
5. Information Literacy:	Instructor to Student Verbal Question & Answer Sessions	Instructor to Student Verbal Question & Answer Sessions	Cite techniques & motives in media communications	Verbal & Written Critique of Media and Media Technology

AA in COMMUNICATION: SCREENWRITING Option

A.A. in Communications, Screenwriting Option

Note: Students are required to complete English 150 for the Associate degree. All students should consult a counselor.

REQUIREMENTS	UNITS		
COMM 109A	History of Film: Beginning to 1950 (also offered as HUM 109A)	4	
COMM 109B	History of Film: 1950 to the Present (also offered as HUM 109B)	4	
COMM 161	Film and Television Writing	3	
COMM 162	Advanced Film and Television Writing		
	(Must be taken twice for six units.)	6	
One course to be chosen from the following:			
COMM 150	Introduction to Filmmaking	4	
Three additional units to be selected from the following:			
COMM 110	Introduction to Mass Communication (also offered as JOUN 110)	3	
COMM 160	Images of Race, Gender and Class in the Media (also offered as JOUN 160)	3	3
COMM 162*	Advanced Film and Television Writing	3	
COMM 163	Screenplay Projects	3	
COMM 166	Writing Short Film and Television Productions	3	
	Any other film or television production course	4	

* May be taken four times for credit.

SLOS FOR THE AA IN COMMUNICATION, Screenwriting OPTION:

Written Communication/Performance Skills:

Develop a screenplay

Critical Thinking:

Compare and contrast various historical film movements within the United States and other major film-producing countries

Interpret media messages to create meanings based on personal experience

Problem Solving:

Identify the primary influences of dominant mass media on major cultural practices and social formations

Recognize the influences of mass media on the construction of socio-cultural identity and behavior, in particular as they relate to the representations of race, class, and gender

Recognize the unique set of rules and conventions used by image-based media to construct messages.

Information Literacy

Research and analyze how historical events influenced film and film influenced various cultures.

AA in COMMUNICATION: SCREENWRITING Option

IN WHICH COURSES ARE THESE DEGREE SLOS TAUGHT? Use “I” for Intro, “P” for Practice and “M” for Mastery.

A.A. in Communications, Screenwriting Option	COMM 109 A	COMM 109 B	COMM 161	COMM 162	COMM 150	COMM 110	COMM 160	COMM 163
Written Communication								
Develop a screenplay			M	M				M
Critical Thinking:								
Compare and contrast various historical film movements within the United States and other major film-producing countries	M	M						
Interpret media messages to create meanings based on personal experience.	M	M	P	P	M		M	P
Problem Solving:								
Identify the primary influences of dominant mass media on major cultural practices and social formations	M	M				P	P	
Recognize the influences of mass media on the construction of socio-cultural identity and behavior, in particular as they relate to the representations of race, class, and gender	M	M				P	I	
Recognize the unique set of rules and conventions used by image-based media to construct messages.	P	P	M	M	M	I	M	M
Information Literacy								
Research and analyze how historical events influenced film and film influenced various cultures.	M	M						

AA in COMMUNICATION: SCREENWRITING Option

DEGREE SLOS

WHAT ASSIGNMENTS DO YOU GIVE IN THESE CLASSES THAT ASSESS THE FOLLOWING DEGREE SLO CATEGORIES?

A.A. in Communications, Screenwriting Option	WRITTEN COMMUNICATION	CRITICAL THINKING	PROBLEM SOLVING	INFO LITERACY
COMM/HUM 109A History of Film: Beginning to 1950	Completion of written and multimedia essays	Completion of quizzes	Identifying the differences between classic Hollywood silent film style & Soviet Montage	Participation in group discussion on how pressure from religious groups leads to the first movie rating system in the 1930's
COMM/HUM 109B History of Film: 1950 to Present	Completion of written and multimedia essays	Completion of quizzes	Identifying the differences between Film Noir & Neorealism styles	Contributing to an online blog on how the aftermath of World War II helps create the Neorealism film movement
COMM 161 Film and Television Writing	The writing of motion picture sequences	Applying conflict theory to construct scenes & sequences	Using narrative structure process to find & correct story flaws	
COMM 162 Advanced Film and Television Writing	Completion of at least 30 pages of a feature-length screenplay	Applying advanced-level screenplay theory & process in screenwriting	Using intermediate screenwriting technique to find and correct mid-story problems	
COMM 150 Introduction to Filmmaking		Written analysis of motion picture form and style	Using a lightmeter to reduce or increase shadow density	

AA in COMMUNICATION: SCREENWRITING Option

A.A. in Communications, Screenwriting Option	WRITTEN COMMUNICATION	CRITICAL THINKING	PROBLEM SOLVING	INFO LITERACY
COMM 110/JOURN 110 Introduction to Mass Communications	Research and write analysis of current media issue in a 15-20 page paper	Analyses of socio-cultural impact of media	Choose appropriate methodology for analyzing particular issues	Engage in database research
COMM 160/JOUN 160 Images of Race, Class & Gender in the Media	Analyses of media images	Completion of Written & Verbal Media Critiques	Development of Content Analysis Project	The expansion of research questions and hypotheses into content analysis projects
COMM 163 Screenplay Projects	Completion of final 30 to 60 pages of a feature-length screenplay	Applying advanced-level screenplay theory & process in screenwriting	Using advanced screenwriting technique to find and correct third-act-story problems	

AA in COMMUNICATION: SCREENWRITING Option

THESE DEGREE OUTCOMES EQUAL WHICH COURSE OUTCOMES FOR THESE COURSES?
It might be helpful to highlight the parallel course level ones in the course SLOs in the following pages.

A.A. in Communications, Screenwriting Option	COMM 109 A	COMM 109 B	COMM 161	COMM 162	COMM 150	COMM 110	COMM 160	COMM 163	COMM 166
Written Communication									
Develop a screenplay			1,2,4	1,2,3,4,	1			1,2,3,	
Critical Thinking:									
Compare and contrast various historical film movements within the United States and other major film-producing countries	3,4,5,6	3,4,5,6					6		
Interpret media messages to create meanings based on personal experience.	4,5,6,7,8	4,5,6,7,8	1,2	1,2,4,5	1,4,5		3,4,5,6,7	1,2,3,4	
Problem Solving:									
Identify the primary influences of dominant mass media on major cultural practices and social formations	4,5,7,8	4,5,7,8				1,3,4	1,2,3,4,5,6,7		
Recognize the influences of mass media on the construction of socio-cultural identity and behavior, in particular as they relate to the representations of race, class, and gender	6,7,8	6,7,8				1,3,4	4,5,6,7		
Recognize the unique set of rules and conventions used by image-based media to construct messages.			1,2,3,4	1,2,3,4,5	1,3,4,5	1,4	1,2,3,4,5,6,7	1,2,3,4	
Information Literacy									
Research and analyze how historical events influenced film and film influenced various cultures.	2,3,4,5,6,7,8	2,3,4,5,6,7,8							

AA in COMMUNICATION: SCREENWRITING Option

COMM_161	Introduction to Screenwriting	Revise Course
Expected Outcomes for Student:		
<p>Upon completion of this course, students will:</p> <ol style="list-style-type: none"> 1. analyze a screenplay treatment or outline for plot logic 2. construct a three act story 3. assess other students outlines/treatments and argue for dramatic structure or characterological changes 4. recognize a well-told film story and distinguish flawed from logical storylines and character consistency. 		
COMM_162	Intermediate Screenwriting	Revise Course
Expected Outcomes for Student:		
<p>Upon completion of this course, students will be able to</p> <ol style="list-style-type: none"> 1. write a screenplay outline using plot logic 2. construct a competent three act structure for feature film 3. demonstrate critical skill in assessing problems with 4. construct screenplays in dramatic structure or characterological issues 5. analyze the work of others and receive criticism in the spirit of collaboration 		
COMM_163	Advanced Screenwriting	Revise Course
Expected Outcomes for Student:		
<p>Upon completion of this course, students will be able to</p> <ol style="list-style-type: none"> 1. write an almost perfect screenplay outline using plot logic 2. construct highly competent three act structure for feature film 3. hone critical skill in assessing where a film story goes wrong in dramatic structure or characterological issues 4. edit the work of others and receive criticism in the spirit of collaboration 		

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COMM_150	Introduction to Film and Video Production	Revise Course
Expected Outcomes for Student:		
<p>Upon completion of the course students will:</p> <ol style="list-style-type: none"> 1. Demonstrate the ability to produce short motion-picture projects on film and video 2. Use basic preproduction tasks for film and video projects 3. Demonstrate the ability to edit motion-picture images on a computer 4. Construct shots that have artistic composition and framing 5. Select motion picture images that express their ideas and concepts 		

COMM_110	Introduction to Mass Communication and Media Literacy	Revise Course
Expected Outcomes for Student:		
<p>Critically assess the history, structure, and function of dominant mass media forms. Demonstrate oral and written competence of the evolution of mass media as a result of emerging technologies, cultural conditions, and human ingenuity. Trace the influences of mass media forms on major cultural practices and social formations. Identify examples of the ways mass media affect contemporary social, political, and cultural climates. Classify the various types of mass communication in terms of their underlying technologies, artists and innovators, industry structure and consumers</p>		

COMM_109A	History of Film: Beginning to 1950	Revise Course
Expected Outcomes for Student:		
<ol style="list-style-type: none"> 1. Construct logical ways of editing film, based on historical discoveries of editing 2. Analyze how the centralization of studios in Los Angeles necessitated the involvement of banking in the artistic endeavors of filmmaking and how banking changed content of films 3. Compare and contrast the controlled studio films of the American Studio period of the 1930s with the German Expressionist Studio period of the 1920s 4. Examine how studio films increases abstraction in art film and manipulation in commercial film 5. Analyze filmmakers' use of film technology and narrative structure to manipulate emotional impact on the audience 		

AA in COMMUNICATION: SCREENWRITING Option

COMM_109B	History of Film: 1950 to Present	Revise Course
Expected Outcomes for Student:		
<ul style="list-style-type: none"> 6. Distinguish what is "American" about the culture of American film and what individual countries' film movements say about their cultures 7. Analyze filmmakers' use of film technology and narrative structure to manipulate the emotional impact on the audience 8. Categorize and relate national film movements in terms of their influences 		

COMM_160	Images of Race, Gender, and Class in the Media	Revise Course
Expected Outcomes for Student:		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> 1. Conduct elementary content analyses of media texts 2. Conduct basic textual analysis of media texts 3. Incorporate basic understanding of differences between "mass" and "class" audience reception into analyses of media images 4. Use the notions of "ideology" (underlying beliefs) and "hegemony" or dominance/subordinate relationships in basic-level analyses of media 5. Distinguish among the basic functions of media in society and their relationship to the construction of racial and gender stereotypes. 6. Integrate understanding of the history of racial and gender stereotyping in American media into critical analyses of contemporary media images. 7. Demystify the nature of mass media representations, in particular as they relate to the representations of gender, race, and class in American culture. 		