

COLLEGE LEARNING OUTCOMES MATRIX: Rate each course from 1 to 5 with 5 being the most important.							
Web Authoring Courses	Year of SLO Assessment	1. Written, Oral & Visual Communication	2. Scientific Quantative (& Qualitative) Reasoning	3. Critical Thinking; 4. Problem Solving	5. Information Literacy	GE	Degree
MMST 101 Orientation to Multimedia	2011/12	5	2	5	5	NA	X
MMST 110 Introduction to Multimedia	2011/12	5	2	5	5	NA	X
MMST 111 Multimedia Production	2011/12	5	2	5	5	NA	X
MMST 200 Portfolio Development	2010/11	5	2	5	5	NA	X
MMST 213 Multimedia Internship	2011/12	5	2	5	5	NA	X
MMST 131A Web Design I	2011/12	5	2	5	5	NA	X
MMST 131B Web Design II	2011/12	5	3	5	5	NA	X
MMST 131C Web Design III	2011/12	5	4	5	5	NA	X
MMST 134A Interactive Media Design I	2011/12	5	5	5	5	NA	X
MMST 134B Interactive Media Design II	2011/12	5	5	5	5	NA	X

GENERAL EDUCATION SLOs: What assignments do you give in these classes that assess the GE SLOs? What assessment tools do you use? Assess only SLOs that you rated 4 or 5.					
Web Authoring Courses	1. Written, Oral & Visual Communication	2. Scientific Quantative (& Qualitative) Reasoning	3. Critical Thinking; 4. Problem Solving	5. Information Literacy	Degree
MMST 101 Orientation to Multimedia	A		C & D	E	X
MMST 110 Introduction to Multimedia	A		C & D	E	X
MMST 111 Multimedia Production	A		C & D	E	X
MMST 200 Portfolio Development	A		C & D	E	X
MMST 213 Multimedia Internship	A		C & D	E	X
MMST 131A Web Design I	A		C & D	E	X
MMST 131B Web Design II	A		C & D	E	X
MMST 131C Web Design III	A	B	C & D	E	X
MMST 134A Interactive Media Design I	A	B	C & D	E	X
MMST 134B Interactive Media Design II	A	B	C & D	E	X

FOOTNOTES:

A = All Projects (assignments) are visual projects that require written or oral critiques and oral final presentations.

B = Students are required to use scientific principals (quantatative and qualitative reasoning) to determine highly technical objectives and solutions.

C = All Projects require critical thought to evaluate the context of the design problem, then apply design methods and techniques for an effective solution.

D = All design projects require problem solving skills to develop and complete the projects by following the set guidelines and objectives.

E = Students must research the given subject to present their preliminary concept, then follow-up with additional research to complete the finished project.

AS DEGREE TO COURSE LEVEL SLOs: Which MMST degree SLOs equal the course SLOs? (List at least four courses)					
Web Authoring Courses	1. Research (Subject, solutions, compare and contrast examples) & Preparation (Develop preliminary materials) [GE #5]	2. Accuracy Requirements (Following guidelines for deliverables) [GE #4]	3. Effectiveness of Design Elements (Use of art & design methods or techniques) [GE #3]	4. Effectiveness of Technical Elements (Software methods & principals applied) [GE #2]	5. Presentation & Critique of Preliminary (sketches, storyboards, wireframes, etc.) and Finished Projects [GE #1]
MMST 101 Orientation to Multimedia	#1, #3, #5	#2, #4, #6	NA	#2, #4, #6	NA
MMST 110 Introduction to Multimedia	#1	#2	#3, #4	#1, #2, #3	#1, #3
MMST 111 Multimedia Production	#1, #5	#3,	#4,	#6	#2,
MMST 200 Portfolio Development	#1, #4	#2, #3	#3	#6	#2, #5
MMST 213 Multimedia Internship	#2, #4	#4	#3	#5	#1
MMST 131A Web Design I	#1, #5	#2, #3, #5	#1, #2, #3, #4, #5	#6, #7	#6
MMST 131B Web Design II	#1, #2	#3, #4, #5	#1, #2, #3	#4, #6	#5
MMST 131C Web Design III	#1	#4, #5, #6	#1, #3	#2, #4, #5, #7	#6
MMST 134A Interactive Media Design I	#1	#2, #3	#4	#2, #3, #4, #5	
MMST 134B Interactive Media Design II	#1, #2, #3	#3, #4, #5	#3, #4, #5	#2, #3, #4, #5	

AS DEGREE LEVEL SLOs: At what level are these degree SLOs assessed?					
Use I for Intro, P for Practice, and M for Mastery.					
Web Authoring Courses	1. Research (Subject, solutions, compare and contrast examples) & Preparation (Develop preliminary materials) [GE #5]	2. Accuracy Requirements (Following guidelines for deliverables) [GE #4]	3. Effectiveness of Design Elements (Use of art & design methods or techniques) [GE #3]	4. Effectiveness of Technical Elements (Software methods & principals applied) [GE #2]	5. Presentation & Critique of Preliminary (sketches, storyboards, wireframes, etc.) and Finished Projects [GE #1]
MMST 101 Orientation to Multimedia	I	I	I	I	I
MMST 110 Introduction to Multimedia	P	I	I	I	P
MMST 111 Multimedia Production	P	P	P	P	P
MMST 200 Portfolio Development	M	M	M	M	M
MMST 213 Multimedia Internship	M	M	M	P	M
MMST 131A Web Design I	I	I	I	I	I
MMST 131B Web Design II	P	P	P	P	P
MMST 131C Web Design III	M	M	M	M	M
MMST 134A Interactive Media Design I	P	P	P	P	P
MMST 134B Interactive Media Design II	M	M	M	M	M

AS DEGREE TO COURSE LEVEL SLOs: In which assignments are these SLOs assessed?					
Please cite at least four courses listed below.					
Web Authoring Courses	1. Research (Subject, solutions, compare and contrast examples) & Preparation (Develop preliminary materials) [GE #5]	2. Accuracy Requirements (Following guidelines for deliverables) [GE #4]	3. Effectiveness of Design Elements (Use of art & design methods or techniques) [GE #3]	4. Effectiveness of Technical Elements (Software methods & principals applied) [GE #2]	5. Presentation & Critique of Preliminary (sketches, storyboards, wireframes, etc.) and Finished Projects [GE #1]
MMST 101 Orientation to Multimedia	Access & critique course website	Install browser plug-ins	Website critiques	Establish data backup regimen	NA
MMST 110 Introduction to Multimedia	Install browsers	Install browser media players	Website critiques	Search engine critiques	Final Presentation
MMST 111 Multimedia Production	Identify web page elements	Setup & install CMS	Plan site color scheme	Install CMS themes & plug-ins	Final website presentation
MMST 200 Portfolio Development	Resume & Final Portfolio.	Resume & Final Portfolio.	The final, finished portfolio (web, CD or print)	The final, finished portfolio (web, CD or print)	Preliminary content, & Final Portfolio.
MMST 213 Multimedia Internship	Job Search Data Project	Internship application & the internship.	The internship.	The internship (if applicable).	Mock interview & internship presentation.
MMST 131A Web Design I	Identify web page elements	Completing 10 requirements for project website	Mid-term project progress report	Final finished website	Final website & critique
MMST 131B Web Design II	Create first CSS styles	Completing requirements for project website	Mid-term project progress report	Final finished website	Final website & critique
MMST 131C Web Design III	Setup and install CMS	Completing requirements for project website	Mid-term project progress report	Final finished website	Final website & critique
MMST 134A Interactive Media Design I	Plan mobile website	Completing criteria for project website	Mid-term project progress report	Final finished mobile website	Final mobile website & critique
MMST 134B Interactive Media Design II	Plan Mobile App	Completing criteria for project mobile app	Mid-term project progress report	Final finished mobile App	Final mobile app & critique

FOOTNOTES:

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CourseID	Title	Action
MMST_101	Orientation to Multimedia DE	Revise Course
Expected Outcomes for Student:		
Upon completion of this course, students will be able to:		
1. Protect their computers from viruses, spyware spam and data loss.		
2. Have an established backup regime to prevent any loss of data in the future.		
3. Use search engines and Web directories to efficiently find information.		
4. Install and remove software.		
5. Bookmark and organize the rich collection of the Web URLs they will visit during the completion of the course assignments.		
6. Download, configure and use digital media players to play back a variety of multimedia content.		

CourseID	Title	Action
MMST_110	Introduction to Digital Media	Revise Course
Expected Outcomes for Student:		
Upon completion of this course, students will be able to:		
1. Use a search engine to locate accurate information in a timely and efficient manner.		
2. Install media players and use them to download and stream a wide variety of web-based media.		
3. Evaluate the ease of use and effectiveness of Web site interfaces		
4. Access and Consume a wide range of digital media content.		

CourseID	Title	Action
MMST_111	Multimedia Production	Revise Course
Expected Outcomes for Student:		
Identify the basic animation, authoring, graphic, sound and video tools used for multimedia		
Develop and strengthen group-based communication methods and skills		
Employ organization strategies needed to plan, produce, and publish multimedia projects		
Identify students' personal interests and how it relates to multimedia		
Use comparative analysis and research to create a unique project		
Develop and update digital tool skills and abilities		

CourseID	Title	Action
MMST_131A	Web Design I	New Course
Expected Outcomes for Student:		
1 Use visual contrast to communicate ideas on a web page		

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- 2 Use color harmony to express ideas on a web page
- 3 Use visual composition to balance the form and function of web page components
- 4 Use communication theory to effectively convey information on a web page
- 5 Identify the components of effective and attractive web pages
- 6 Author and successfully publish a small working web site
- 7 Develop and update digital tool (software and hardware) skills and abilities

CourseID	Title	Action
MMST_131B	Web Design II	New Course
Expected Outcomes for Student:		
<ul style="list-style-type: none"> 1 Use communication theory to effectively convey information on a web page 2 Effectively format elements on a web page using CSS. 3 Design and create attractive web page layouts using CSS 4 Use HTML templates to effectively scale a web site to any needed size. 5 Author and successfully publish a medium-sized web site 6 Develop and update digital tool (software and hardware) skills and abilities 		

CourseID	Title	Action
MMST_131C	Web Design III	New Course
Expected Outcomes for Student:		
<ul style="list-style-type: none"> 1 Use communication theory to effectively convey information on a web page 2 Setting up and run web-server software on a local computer. 3 Design and create attractive web page layouts using CSS 4 Use content management software to modify and create CSS-based page templates. 5 Use content management software to manage site content, templates & media 6 Author and successfully publish a web site scalable to any needed size 7 Develop and update digital tool (software and hardware) skills and abilities 		

CourseID	Title	Action
MMST_134A	Interactive Media Design I	New Course
Expected Outcomes for Student:		
<ul style="list-style-type: none"> 1 Use communication theory to effectively convey information on a mobile web page 2 Design and create an attractive an easy to use mobile website interface 3 Design and create a functional mobile web page 4 Style and theme an attractive mobile website 		

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- 5 Author and successfully publish a small working mobile web site
6 Develop and update digital tool (software and hardware) skills and abilities

CourseID	Title	Action
MMST_134B	Interactive Media Design II	New Course
Expected Outcomes for Student:		
1 Use communication theory to effectively convey information on a web page		
2 Design and create an attractive an easy to use mobile layout		
3 Design and script effective web interactivity		
4 Design and script effective animated user interfaces		
5 Publish a simple wotking web app		
6 Develop and update digital tool (software and hardware) skills and abilities		

CourseID	Title	Action
MMST_200	Portfolio Development	Revise Course
Expected Outcomes for Student:		
1. Evaluate and distinguish between a professional and a student body of work		
2. Identify their personal aesthetic and how it relates to presenting their work		
3. Create effective self promotional material for internships and employment		
4. Complete evaluative research as it pertains to a competitive, creative market		
5. Present themselves and their work with greater confidence		
6. Develop and update a professional portfolio of work (on-going)		

CourseID	Title	Action
MMST_213	Internship in Multimedia	Revise Course
Expected Outcomes for Student:		
1. Describe their own skill levels as it relates to a creative career		
2. Identify the range and characteristics of the creative industries		
3. Create appropriate material for internships and employment in the creative industries		
4. Complete evaluative research as it pertains to regional employment		
5. Gain a basic understanding of contractual requirements as an independent contractor		