

Course Assessment Summary Report
COMM 1003: Film Lecture

The department completed its assessment plan for COMM 1003 during the 2021-2022 academic year. This included six, on-campus sections of the course offered during the fall 2021 and spring 2022 semesters. The courses were taught by an Assistant Professor and a Lecturer. A total of 1194 seats were offered (199 seats per section each semester). This is a summary of the section assessment reports, which are available upon request.

Goals for the Assessment

Due to the COVID-19 pandemic, we postponed the procedural goals outlined in the 2021 assessment report. The department will address the following goals during the 2022-2023 academic year:

- Instructors will identify pre- and post-test items targeted at measuring student achievement in each of the university's Fine Arts learning outcomes.
- Instructors and teaching assistants will develop an extensive list of potential items for the assessment.

Assessment Procedures

- Course instructors selected 10 multiple-choice questions designed to test student achievement on learning objectives for the course.
- Pre-tests were administered during the first week of classes and post-tests were administered during regular course exams each semester.

Assessment Results

The average scores (out of 10 points) showed substantial student achievement from pretest to posttest:

	Pretest (N)	Posttest (N)
Fall, Sec 001	4.15 (197)	91.4 (194)
Fall, Sec 002	4.55 (192)	9.06 (193)
Fall, Sec 003	3.86 (192)	9.40 (198)
Spring, Sec 001	4.13 (198)	8.91 (194)
Spring, Sec 002	4.04 (193)	9.44 (190)
Spring, Sec 003	4.18 (188)	8.85 (199)

Course Objective 1: To understand formal film analysis and apply technical terminology. (% of students answering items correctly)

	Pretest	Posttest
Fall, Sec 001	42.54%	89.3%
Fall, Sec 002	43.35%	88.7%
Fall, Sec 003	40.21%	94.46%
Spring, Sec 001	38.1%	88.76%
Spring, Sec 002	40.52%	94.1%
Spring, Sec 003	38.73%	87.44%

Course Objective 2: To build and/or develop a strong appreciation of the technical and socio-cultural aspects of film. (% of students answering items correctly)

	Pretest	Posttest
Fall, Sec 001	45.81%	92.01%
Fall, Sec 002	52.73%	90.81%
Fall, Sec 003	41.15%	93.08%
Spring, Sec 001	47.35%	87%
Spring, Sec 002	43.65%	94.7%
Spring, Sec 003	50.40%	87.70%

Course Objective 3: To explore various influences (i.e., socio-cultural, economic, and political) that shape how film depicts gender, race, ethnicity, and class. (% of students answering items correctly)

	Pretest	Posttest
Fall, Sec 001	19.29%	99.49%
Fall, Sec 002	26.57%	98.97%
Fall, Sec 003	20.32%	95.46%
Spring, Sec 001	32.33%	99.49%
Spring, Sec 002	25.39%	94.22%
Spring, Sec 003	22.88%	96.99%

Summary of Instructors' Comments & Feedback

Across sections, instructors reported satisfaction with the overall levels of student achievement. They did not report consistent problems or issues with the assessment procedures or results. Despite gains on these questions, the instructors identified an understanding of continuity editing, diegetic sound, and who is generally credited with making the first motion picture as areas that appear most challenging to students.

Conclusions

The findings of this assessment indicate that COMM 1003: Film Lecture continues to successfully meet its instructional objectives. Next year's assessment should include the university's learning outcomes for the Fine Arts core, which were implemented in Fall 2020. Additionally, the assessment should consider more items to address Course Objective 3.

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