



THE MASTER'S
UNIVERSITY

AEFIS Direct Assessment Summary Report

For the **BA in Communication** Program

for the Fall 2017 – Spring 2019 Terms

Including Program-level Learning Outcome Data for:

BA in Communication – Cinema & Digital Arts

BA in Communication – Creative Writing

BA in Communication – Journalism

BA in Communication – Speech Communication



Report Parameters

Program: **TMU BA in Communication - Cinema & Digital Arts**
 Term: **2019 Spring TMU Trad, 2018 Summer TMU Trad and 3 more...**
 Detail Level: **Learning Indicator**
 Athletic Status: **No records found!**
[Edit Report Parameters](#)

Direct Assessment Summary Report

Export ?

| PLO & PI Id | Program Level Learning Outcome | Total Obs. | Cumulative Percent Distribution of Student Performance Levels | % at Mastery |
|--|---|------------|---|--------------|
| U.BA.COM.CDA.01 | Demonstrate a working knowledge of media history and theory. | | | |
| U.BA.COM.CDA.1.PI01 | Student demonstrates a firm grasp of film media history and theory. | 25 | | 96 % |
| Average Student Performance Level across all PIs for this PLO. | | 25 | | 96 % |
| U.BA.COM.CDA.02 | Demonstrate basic mastery of film/video pre-production techniques including conceptualizing, scripting, storyboarding, pitching, critique, general shoot preparation, location scouting, and casting. | | | |
| U.BA.COM.CDA.2.PI01 | The project demonstrates basic mastery of the overall film/video pre-production process and techniques. | 37 | | 86 % |
| U.BA.COM.CDA.2.PI02 | The student has effectively conceptualized the film/video project. | 37 | | 89 % |
| U.BA.COM.CDA.2.PI03 | The student has included a pitch for the film/video project that would be attractive to potential financial supporters. | 37 | | 86 % |
| U.BA.COM.CDA.2.PI04 | The project demonstrates that the student has effectively identified and completed necessary shot preparation activities. | 37 | | 89 % |
| Average Student Performance Level across all PIs for this PLO. | | 148 | | 88 % |
| U.BA.COM.CDA.03 | Demonstrate basic mastery with film/video production skills including producing, directing, lighting, shooting, and basic sound recording. | | | |
| U.BA.COM.CDA.3.PI01 | The project demonstrates basic mastery of the overall film/video production process and techniques. | 6 | | 100 % |
| U.BA.COM.CDA.3.PI02 | The student has capably completed the producer responsibilities and tasks for this film/video production | 6 | | 100 % |
| U.BA.COM.CDA.3.PI03 | The student has effectively directed the filming process for the film/video project. | 6 | | 100 % |

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|--|--|-----|--|--|--|-------|
| Average Student Performance Level across all PIs for this PLO. | | 18 | | | | 100 % |
| U.BA.COM.CDA.04 | Demonstrate basic mastery of film/video post-production techniques including video editing and, sound editing. | | | | | |
| U.BA.COM.CDA.4.PI01 | The project demonstrates basic mastery of the overall film/video post-production process and techniques. | 25 | | | | 68 % |
| U.BA.COM.CDA.4.PI02 | The student demonstrates ability to manage the visual assets during post-production. | 25 | | | | 68 % |
| U.BA.COM.CDA.4.PI03 | The project demonstrates the student's ability to use video and sound editing to effectively tell a story. | 25 | | | | 68 % |
| Average Student Performance Level across all PIs for this PLO. | | 75 | | | | 68 % |
| Average Student Performance Level across all PLOs in this Program. | | 266 | | | | 84 % |



Report Parameters

Program: **TMU BA in Communication - Creative Writing & Publishing**
 Term: **2019 Spring TMU Trad, 2018 Summer TMU Trad and 3 more...**
 Detail Level: **Learning Indicator**
 Athletic Status: **No records found!**
[Edit Report Parameters](#)

Direct Assessment Summary Report

Export ?

| PLO & PI Id | Program Level Learning Outcome | Total Obs. | Cumulative Percent Distribution of Student Performance Levels | % at Mastery |
|--|--|------------|---|--------------|
| U.BA.COM.CWP.01 | Effectively incorporate a biblical worldview in writing as appropriate for the situation. | | | |
| U.BA.COM.CWP.1.PI01 | The memoir adequately frames an experience in a way that indicates understanding of God's sovereignty. | 15 | 100.0% 0.0% | 100 % |
| U.BA.COM.CWP.1.PI02 | The memoir demonstrates an understanding of a facet of God's divine attributes as illustrated through the students' reflections on an experience. | 15 | 100.0% 0.0% | 100 % |
| Average Student Performance Level across all PIs for this PLO. | | 30 | 100.0% 0.0% | 100 % |
| U.BA.COM.CWP.02 | Write effectively in several forms and genres, including short stories, essays, memoirs, and features. | | | |
| U.BA.COM.CWP.2.PI01 | Student's writing demonstrates proper grammatical mechanics. | 29 | 72.4% 27.6% 0.0% | 100 % |
| U.BA.COM.CWP.2.PI05 | The short story must demonstrate a healthy appeal to the senses. | 14 | 78.6% 21.4% 0.0% | 100 % |
| U.BA.COM.CWP.2.PI06 | The story must effectively complete an action. | 14 | 57.1% 35.7% 7.1% 0.0% | 93 % |
| U.BA.COM.CWP.2.PI07 | The short story must demonstrate proper form that begins with complication, follows with development, and ends with resolution. | 14 | 42.9% 50.0% 7.1% 0.0% | 93 % |
| U.BA.COM.CWP.2.PI08 | The memoir must draw the reader in with a strong opening. | 15 | 80.0% 20.0% 0.0% | 100 % |
| U.BA.COM.CWP.2.PI09 | The memoir must demonstrate strategic, purposeful use of devices such as word choice, simile & metaphor, narration, dialogue, and paragraph structure. | 15 | 66.7% 33.3% 0.0% | 100 % |
| U.BA.COM.CWP.2.PI10 | The memoir must be clear in terms of content and meaning. It must satisfy the reader with interesting and valuable insight and create resonance. | 15 | 66.7% 33.3% 0.0% | 100 % |

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|--|--|-----|--|-------|
| Average Student Performance Level across all PIs for this PLO. | | 116 | | 98 % |
| U.BA.COM.CWP.03 | Demonstrate a working knowledge of photography and photo editing, for the purpose of producing print and/or digital documents. | | | |
| U.BA.COM.CWP.3.PI01 | Photos exhibit a strong sense of balance and composition. | 9 | | 100 % |
| U.BA.COM.CWP.3.PI02 | Photos exhibit a strong sense of story and editorial elements. | 9 | | 100 % |
| U.BA.COM.CWP.3.PI03 | Photos are edited seamlessly and for the purpose of strong effect. | 9 | | 100 % |
| Average Student Performance Level across all PIs for this PLO. | | 27 | | 100 % |
| Average Student Performance Level across all PLOs in this Program. | | 173 | | 99 % |



Report Parameters

Program: **TMU BA in Communication - Journalism**
 Term: **2019 Spring TMU Trad, 2018 Summer TMU Trad and 3 more...**
 Detail Level: **Learning Indicator**
 Athletic Status: **No records found!**
[Edit Report Parameters](#)

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| PLO & PI Id | Program Level Learning Outcome | Total Obs. | Cumulative Percent Distribution of Student Performance Levels | % at Mastery |
|--|--|------------|---|--------------|
| U.BA.COM.JNL.01 | Effectively incorporate a biblical worldview in writing as appropriate for the situation. | | | |
| U.BA.COM.JNL.1.PI01 | The feature incorporates a biblical worldview. | 5 | | 100 % |
| Average Student Performance Level across all PIs for this PLO. | | 5 | | 100 % |
| U.BA.COM.JNL.03 | Demonstrate proficiency in utilizing forms of multimedia journalism beyond print media—visual elements in concert with writing and editing elements to produce effective pieces of visual journalism | | | |
| U.BA.COM.JNL.3.PI01 | The video feature frames a story carefully, with a fully realized beginning, middle, and end. | 5 | | 80 % |
| U.BA.COM.JNL.3.PI02 | The video utilizes effective technical components, including sound, lighting, composition. | 5 | | 100 % |
| U.BA.COM.JNL.3.PI03 | The video feature is edited effectively and utilizes visual and audio footage into the narration to create a seamless visual experience. | 5 | | 100 % |
| Average Student Performance Level across all PIs for this PLO. | | 15 | | 93 % |
| Average Student Performance Level across all PLOs in this Program. | | 20 | | 95 % |



Report Parameters

Program: **TMU BA in Communication - Speech Communication**
 Term: **2019 Spring TMU Trad, 2018 Summer TMU Trad and 3 more...**
 Detail Level: **Learning Indicator**
 Athletic Status: **No records found!**
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Direct Assessment Summary Report

Export ?

| PLO & PI Id | Program Level Learning Outcome | Total Obs. | Cumulative Percent Distribution of Student Performance Levels | % at Mastery |
|--|--|------------|---|--------------|
| U.BA.COM.SC.01 | Engage in discussion as both speaker and listener through interpreting, analyzing, and summarizing; contribute to discussions in a way that is readily understood by listeners; present an opinion persuasively; analyze the shape and goals of a discourse; and recognize and take notes on important points in lectures and discussions. | | | |
| U.BA.COM.SC.1.PI01 | The student makes the goals for the debate clear. | 2 | | 100 % |
| U.BA.COM.SC.1.PI02 | Student's awareness and response to techniques used by opponents during the debate. | 2 | | 100 % |
| U.BA.COM.SC.1.PI03 | The level of persuasiveness of the entirety of the student's argument. | 2 | | 100 % |
| U.BA.COM.SC.1.PI04 | The clarity of the student's presentation of evidence to support his/her argument. | 2 | | 50 % |
| U.BA.COM.SC.1.PI05 | The ability of the student to analyze, interpret and summarize both their own position and that of the opponents. | 2 | | 100 % |
| U.BA.COM.SC.1.PI06 | Adequacy of shape and structure of the student's argument. | 2 | | 100 % |
| Average Student Performance Level across all PIs for this PLO. | | 12 | | 92 % |
| U.BA.COM.SC.02 | Demonstrate the ability to correctly analyze and interpret a discourse. | | | |
| U.BA.COM.SC.2.PI01 | The level of persuasiveness of the entirety of the student's argumentation. | 42 | | 98 % |
| U.BA.COM.SC.2.PI02 | The clarity of the student's writing. | 42 | | 100 % |
| U.BA.COM.SC.2.PI03 | Ability of the student to analyze stylistic features of a discourse. | 42 | | 100 % |

| | | | | |
|--|---|-----|--|-------|
| U.BA.COM.SC.2.PI04 | Ability of the student to analyze structural features (i.e. climactic pattern, topical pattern) of a discourse. | 42 | | 95 % |
| U.BA.COM.SC.2.PI05 | Ability of the student to analyze supporting material (i.e. example, testimony) of a discourse. | 42 | | 100 % |
| U.BA.COM.SC.2.PI06 | Ability of the student to analyze the shape and structure of a discourse's argumentation. | 42 | | 100 % |
| Average Student Performance Level across all PIs for this PLO. | | 252 | | 99 % |
| U.BA.COM.SC.03 | Determine appropriate language and usage in various communicative situations (considering the peculiarities of language, dialect, and culture). | | | |
| U.BA.COM.SC.3.PI01 | The ability of the student to correctly target geographic aspects of their audience. | 26 | | 92 % |
| U.BA.COM.SC.3.PI02 | The level of persuasiveness of the entirety of the student's presentation (speech and paper). | 26 | | 92 % |
| U.BA.COM.SC.3.PI03 | The clarity of the student's presentation including goals, clarity of thought, and clarity of writing. | 26 | | 92 % |
| U.BA.COM.SC.3.PI04 | The ability of the student to correctly target demographic aspects (i.e. age, gender, culture, etc.) of their audience. | 26 | | 96 % |
| U.BA.COM.SC.3.PI05 | The ability of the student to correctly target psychographic aspects (i.e. beliefs, attitudes, values) of their audience. | 26 | | 88 % |
| U.BA.COM.SC.3.PI06 | Adequacy of shape and structure of the student's speech. | 26 | | 81 % |
| Average Student Performance Level across all PIs for this PLO. | | 156 | | 90 % |
| U.BA.COM.SC.04 | Demonstrate a working knowledge of one of the following various theories of rhetoric: Neo-Aristotelian, Generic, Fantasy-Theme, Feminist, Ideological, Metaphoric, Narrative, and Dramatic. | | | |
| U.BA.COM.SC.4.PI01 | Student demonstrates a clear understanding of the selected rhetorical theory. | 26 | | 100 % |
| U.BA.COM.SC.4.PI02 | Student is effective in teaching the proper use of the selected theory in analysis of a rhetorical artifact. | 26 | | 100 % |
| Average Student Performance Level across all PIs for this PLO. | | 52 | | 100 % |

| | | | | | |
|--|---|-----|-------|-------|------|
| U.BA.COM.SC.05 | Prepare and effectively present various types of oral discourse: discussions, reports, speeches, and debates. | | | | |
| U.BA.COM.SC.5.PI01 | Adequacy of shape and structure of the student's written report. | 26 | 53.8% | 46.2% | 0.0% |
| U.BA.COM.SC.5.PI02 | Goals and objectives for the campaign are made clear. | 26 | 65.4% | 34.6% | 0.0% |
| U.BA.COM.SC.5.PI03 | Student's ability to analyze, interpret and summarize the opposition against the campaign. | 26 | 57.7% | 42.3% | 0.0% |
| U.BA.COM.SC.5.PI04 | Ability of students to set an appropriate budget. | 26 | 73.1% | 19.2% | 7.7% |
| U.BA.COM.SC.5.PI05 | Ability of students to evaluate the progress of the campaign at any point along the timeline. | 26 | 61.5% | 34.6% | 3.9% |
| U.BA.COM.SC.5.PI06 | Appropriate audience analysis is conducted and incorporated into the campaign. | 26 | 65.4% | 26.9% | 7.7% |
| U.BA.COM.SC.5.PI07 | Student's ability to present appropriate campaign strategies and implement. | 26 | 69.2% | 30.8% | 0.0% |
| Average Student Performance Level across all PIs for this PLO. | | 182 | 63.7% | 33.5% | 2.8% |
| Average Student Performance Level across all PLOs in this Program. | | 654 | 70.8% | 25.5% | 3.7% |