### Marquette University
Learning Assessment Plan

Program: Digital Media Major  
Degree: B.A.  
Submitted: October 2016

<table>
<thead>
<tr>
<th>Program Learning Outcomes</th>
<th>Performance Indicators</th>
<th>Measures</th>
</tr>
</thead>
</table>
| 1. Illustrate the ethical, social, historical, and legal implications of digital media and mass communication. | A. Demonstrate the core theories of digital media and mass communication.  
B. Demonstrate knowledge of the ethical, social, historical, and legal frameworks and debates that guide media consumption and production. | A major paper written at the culmination of the course.                                                                                                                                                           |
| 2. Use theory and research to evaluate digital media and mass communication texts.        | A. Apply the theories of mass communication to evaluate digital media messages.  
B. Use mass communication and media studies theories and methods to conduct new research projects.                                                              | A major paper written at the culmination of the course. To be assessed in DGMD 3840 Film and Television Aesthetics.                                    |
| 3. Apply theory and technique to produce professional quality digital media content.      | A. Identify and employ the principles of professional production techniques including editing, lighting, composition, performance, and sound.  
B. Apply storytelling devices in the production of digital media content.  
C. Identify and analyze fiction and nonfiction storytelling across multiple media.          | A group production assignment in the capstone production course for seniors.  
A final film or television script written to industry standards. To be assessed in DGMD 2335 Introduction to Scriptwriting. |