

Concentration to Degree Learning Outcomes

Curriculum Mapping

Concentration: General Creative Media

Degree: Creative Media

Concentration Learning Outcome (CLO) Definitions

CLO1: Produce, format and distribute content across all major media platforms

CLO2: Produce video and audio content such as recording on location and in the studio, editing, and creating basic media graphics

CLO3: Identify, gather, assess, record, and research relevant information for a story

CLO4: Identify and apply interviewing techniques as part of the interview and investigation process

CLO5: Analyze and discuss media trends and issues

CLO6: Communicate concepts and ideas for a media project using industry terminology, both verbally and in writing

CLO7: Evaluate and critique work within the chosen medium.

CLO8: Apply basic design principles to various types of video, print, and interactive media

CLO9: Produce a professional portfolio to acquire a job within the media industry or corporate environment

CLO10: Practice meeting deadlines and submit work according to professional presentation standards

Concentration to Degree Learning Outcomes

Curriculum Mapping

Concentration: Communications and New Media Technologies

Degree: Creative Media

Concentration Learning Outcome (CLO) Definitions

CLO1: Produce video and audio content such as recording on location and in the studio, editing, and creating basic media graphics

CLO2: Produce, format and distribute content across all major media platforms

CLO3: Identify, gather, assess, record, and research relevant information for a story

CLO4: Identify and apply interviewing techniques as part of the interview and investigation process

CLO5: Analyze and discuss media trends and issues

CLO6: Develop unique, original story ideas

CLO7: Produce scripts, features, articles and other written content for media coverage in various platforms

CLO8: Communicate concepts and ideas for a media project using industry terminology, both verbally and in writing

CLO9: Evaluate and critique work within the chosen medium.

Concentration to Degree Learning Outcomes

Degree	CL01	CL02	CL03	CL04	CL05	CL06	CL07	CL08	CL09
DLO1 Synthesize multiple creative media forms (e.g., game design, internet platforms, mobile apps, sound design, motion graphics, graphic design, storytelling) including at least two or more tools and technology in an appropriate body of work that focuses on the creative media of tomorrow.	Yes	Yes	No	No	No	No	No	No	No
DLO2 Use research and information gathering skills to identify, analyze, and propose solutions.	Yes	Yes	No	No	No	No	No	No	No
DLO3 Make sound ethical and legal decisions in creating and using creative media.	No	No	Yes	Yes	No	No	No	No	No
DLO4 Evaluate and critique work in chosen field including self-work by using professional terminology and criteria.	No	No	No	No	Yes	No	No	No	Yes
DLO5 Communicate ideas to peers, clients, and intended audiences using visual, oral, and written presentation skills relevant to their chosen media field.	No	Yes	No	No	No	No	No	Yes	No
DLO6 Produce a body of work suitable for seeking professional opportunities in their chosen media field.	Yes	No	No	No	No	No	No	No	No
DLO7 Work productively as members of creative media teams.	No	No	No	No	No	Yes	No	No	No

Concentration to Degree Learning Outcomes

Curriculum Mapping

Concentration: Communications and New Media Technologies

Degree: Creative Media

Concentration Learning Outcome (CLO) Definitions

CL10: Apply visualization story techniques in the preproduction and production stage

CL11: Apply basic design principles to various types of video, print, and interactive media

CL12: Produce a professional reel to acquire a job within the media industry or corporate environment

CL13: Practice meeting deadlines and submit work according to professional presentation standards

Concentration to Degree Learning Outcomes

Degree	CL10	CL11	CL12	CL13
DLO1 Synthesize multiple creative media forms (e.g., game design, internet platforms, mobile apps, sound design, motion graphics, graphic design, storytelling) including at least two or more tools and technology in an appropriate body of work that focuses on the creative media of tomorrow.	No	Yes	Yes	Yes
DLO2 Use research and information gathering skills to identify, analyze, and propose solutions.	No	No	No	No
DLO3 Make sound ethical and legal decisions in creating and using creative media.	No	No	No	No
DLO4 Evaluate and critique work in chosen field including self-work by using professional terminology and criteria.	No	No	No	No
DLO5 Communicate ideas to peers, clients, and intended audiences using visual, oral, and written presentation skills relevant to their chosen media field.	No	No	Yes	Yes
DLO6 Produce a body of work suitable for seeking professional opportunities in their chosen media field.	Yes	No	Yes	Yes
DLO7 Work productively as members of creative media teams.	No	No	No	Yes

Concentration to Degree Learning Outcomes

Curriculum Mapping

Concentration: Design and Media

Degree: Creative Media

Concentration Learning Outcome (CLO) Definitions

CLO1: Demonstrate an understanding of current interactive technologies, tools, and apps by effectively using them to execute projects

CLO2: Demonstrate programming and coding skills by building functional products and prototypes that simulate the intended interactive experience

CLO3: Collect data appropriate for a given project

CLO4: Use research findings to develop design ideas centered on target users

CLO5: Identify user demographics and diagram the user experience

CLO6: Produce a consistent interactive experience in a medium appropriate to the user's needs

CLO7: Analyze and discuss design trends and issues

CLO8: Clearly and professionally present work and ideas

CLO9: Evaluate and critique work in chosen medium

Concentration to Degree Learning Outcomes

Curriculum Mapping

Concentration: Video Game Design and Development

Degree: Creative Media

Concentration Learning Outcome (CLO) Definitions

CL10: Use appropriate media to communicate ideas throughout the design process

CL11: Draw, design, and render forms (2D/3D) to game industry standards

CL12: Produce a professional demo reel or portfolio which meets industry standards

CL13: Work cooperatively and effectively in a professional production environment

CL14: Identify strengths within game development and/or design and develop a portfolio tailored to showcase them

CL15: Practice meeting deadlines and submit work according to professional presentation standards

Concentration to Degree Learning Outcomes

Degree	CL10	CL11	CL12	CL13	CL14	CL15
DLO1 Synthesize multiple creative media forms (e.g., game design, internet platforms, mobile apps, sound design, motion graphics, graphic design, storytelling) including at least two or more tools and technology in an appropriate body of work that focuses on the creative media of tomorrow.	Yes	Yes	Yes	Yes	No	No
DLO2 Use research and information gathering skills to identify, analyze, and propose solutions.	No	No	No	No	No	No
DLO3 Make sound ethical and legal decisions in creating and using creative media.	No	No	No	No	No	No
DLO4 Evaluate and critique work in chosen field including self-work by using professional terminology and criteria.	No	No	No	No	No	No
DLO5 Communicate ideas to peers, clients, and intended audiences using visual, oral, and written presentation skills relevant to their chosen media field.	No	Yes	Yes	No	No	Yes
DLO6 Produce a body of work suitable for seeking professional opportunities in their chosen media field.	No	No	No	Yes	No	Yes
DLO7 Work productively as members of creative media teams.	No	No	No	No	Yes	Yes

Concentration to Degree Learning Outcomes

Curriculum Mapping

Concentration: Video Game Design and Development

Degree: Creative Media

Concentration Learning Outcome (CLO) Definitions

CLO1: Demonstrate proficiency with technology related to contemporary game production

CLO2: Create design documentation and detailed paper maps for a professional preproduction package

CLO3: Effectively use visual and code-based scripting to implement game and level mechanics

CLO4: Identify, gather, assess, record, and research relevant information for a game idea

CLO5: Design, organize, and build game prototypes in established game engines

CLO6: Analyze and discuss game trends and issues

CLO7: Clearly and professionally present work and ideas

CLO8: Evaluate and critique work in chosen game area

CLO9: Integrate objects, environments, characters, and props into a cohesive game experience

Concentration to Degree Learning Outcomes

Degree	CL01	CL02	CL03	CL04	CL05	CL06	CL07	CL08	CL09
DLO1 Synthesize multiple creative media forms (e.g., game design, internet platforms, mobile apps, sound design, motion graphics, graphic design, storytelling) including at least two or more tools and technology in an appropriate body of work that focuses on the creative media of tomorrow.	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes
DLO2 Use research and information gathering skills to identify, analyze, and propose solutions.	No	Yes	No	Yes	Yes	Yes	No	No	No
DLO3 Make sound ethical and legal decisions in creating and using creative media.	No	No	No	No	Yes	No	No	No	No
DLO4 Evaluate and critique work in chosen field including self-work by using professional terminology and criteria.	No	No	No	Yes	No	Yes	No	Yes	No
DLO5 Communicate ideas to peers, clients, and intended audiences using visual, oral, and written presentation skills relevant to their chosen media field.	No	Yes	No	No	Yes	No	Yes	No	No
DLO6 Produce a body of work suitable for seeking professional opportunities in their chosen media field.	Yes	Yes	Yes	No	Yes	No	No	No	Yes
DLO7 Work productively as members of creative media teams.	No	No	No	No	Yes	No	No	No	No

Concentration to Degree Learning Outcomes

Curriculum Mapping

Concentration: Video Game Design and Development

Degree: Creative Media

Concentration Learning Outcome (CLO) Definitions

CL10: Use appropriate media to communicate ideas throughout the design process

CL11: Draw, design, and render forms (2D/3D) to game industry standards

CL12: Produce a professional demo reel or portfolio which meets industry standards

CL13: Work cooperatively and effectively in a professional production environment

CL14: Identify strengths within game development and/or design and develop a portfolio tailored to showcase them

CL15: Practice meeting deadlines and submit work according to professional presentation standards

Concentration to Degree Learning Outcomes

Degree	CL10	CL11	CL12	CL13	CL14	CL15
DLO1 Synthesize multiple creative media forms (e.g., game design, internet platforms, mobile apps, sound design, motion graphics, graphic design, storytelling) including at least two or more tools and technology in an appropriate body of work that focuses on the creative media of tomorrow.	Yes	Yes	Yes	Yes	No	No
DLO2 Use research and information gathering skills to identify, analyze, and propose solutions.	No	No	No	No	No	No
DLO3 Make sound ethical and legal decisions in creating and using creative media.	No	No	No	No	No	No
DLO4 Evaluate and critique work in chosen field including self-work by using professional terminology and criteria.	No	No	No	No	No	No
DLO5 Communicate ideas to peers, clients, and intended audiences using visual, oral, and written presentation skills relevant to their chosen media field.	No	Yes	Yes	No	No	Yes
DLO6 Produce a body of work suitable for seeking professional opportunities in their chosen media field.	No	No	No	Yes	No	Yes
DLO7 Work productively as members of creative media teams.	No	No	No	No	Yes	Yes