



UNIVERSITY OF WISCONSIN
WHITEWATER

ACADEMIC ASSESSMENT

MEDIA ARTS AND GAME DEVELOPMENT: COMMUNICATION/GAMING

MISSION STATEMENT

The MAGD Communication/Gaming emphasis equips graduates with the conceptual knowledge, understanding, and professional communications skills necessary to develop innovative on-line and off-line interactive media using current and emerging technology.

STUDENT LEARNING OUTCOMES

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

Upon completion of the MAGD: Communication/Gaming emphasis, students will be able to successfully:

- Consider multiple/diverse perspectives when developing emergent media.
- Analyze, interpret, and critique media solutions professionally and without bias.
- Effectively communicate ideas in multi-modal form (e.g. audio/ animation/ visual), including and especially written.
- Demonstrate a multi-disciplinary knowledge, ability, and creativity in digital media practice, through development of interactive media.
- Collaborate effectively within a multi-disciplinary, team-based environment.
- Apply an interdisciplinary approach to evaluate the effectiveness of emergent media.
- Apply critical problem solving skills to the changing standards, practices, and market realities of the digital and creative industries.