



UNIVERSITY OF WISCONSIN
WHITEWATER

ACADEMIC ASSESSMENT

MEDIA ARTS AND GAME DEVELOPMENT: VISUAL MEDIA DESIGN

MISSION STATEMENT

The MAGD Visual Media Design emphasis develops aesthetic sensibility and artistic design skills important in the production of original, creative, digital media content for interactive and time-based computer games, animation, websites, video, special effects, 3D and motion graphic industry and artistic productions.

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 Visual Media Design program, students will be able to successfully:

- Consider multiple/diverse perspectives when developing emergent media, including computer games, animation, and websites.
- Analyze, interpret, and critique media solutions professionally and without bias.
- Effectively communicate ideas in multi-modal form (e.g. audio/animation/visual/written), with an emphasis on artistic design skills.
- Demonstrate a multi-disciplinary knowledge, ability, and creativity in digital media practice.
- 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.