General Communication Outcomes

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

General Communication Outcomes
Used for capstone, seminars, and multi-program outcomes.

GC1-1
Preparation – Student met goals in a timely manner and showed initiative in the process of the project.
GC1-2
Professional Level of Project – Student's project is of the quality of similar works in the professional field.
GC1-3
Presentation – Student's presentation was professional, informative, creative, and demonstrated preparedness.
GC2
Demonstrated Learned Theory – Student's project demonstrated theory learned in their previous classes. The project is
representative of the theoretical principles supporting their field of study.
GC3-1
Demonstrated Core Learned Skills – Student's project demonstrated skills and theory learned in their core
Communication classes.
GC3-2
Demonstrated Learned Skills in their Major – Student's project demonstrated skills learned in their Major classes. The completed project is representative of their field of study.

Bachelor of Arts and Bachelor of Science in Communication Arts Education

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

1. ***AE1 - (Character*): A communication arts educator understands the power of mediated communication and models ethical, legal, accurate communication practices, requiring students to honestly, sensitively and fairly serve audiences' best interests.**

    AE1-A - Responsible Communication

    4 – Demonstrates exceptional sensitivity to and wisdom about the power of mediated communication.

    3 – Demonstrates sufficient understanding and respect for the power of mediated communication.

    2 – Demonstrates some understanding for the power of mediated communication.

    1 – Lacks understanding and respect for the power of mediated communication.

    AE1-B - Ethics Practiced

    4 – Ethically and legally conscientious in all matters.

    3 – Displays sufficient respect towards all known ethical and legal boundaries.

    2 – Abides by only strict ethical and legal boundaries.

    1 – Neglects ethical and legal boundaries.

    AE1-C - Serving the Audience

    4 – Is sensitive to the audience and adapts content effortlessly.

    3 – Is able to listen to audience feedback and sufficiently adapt content.

    2 – Demonstrates some audience awareness and content adaptation.

    1 – Lacks audience awareness and content adaptation.

2. ***AE2 - (Knowledge):* A communication arts educator exhibits knowledge of professional communication practices, theories, content production and regulation in publishing and media and effectively teaches these concepts in the classroom.**

    AE2-A - Knowledge Base

    4 – Is an expert on the theories, practices and limits of professional communication.

    3 – Has a moderate grasp on the theories, practices and limits of professional communication.

    2 – Has a foundation in the theories, practices and limits of professional communication.

    1 – Lacks awareness of the theories, practices and limits of professional communication.

    AE2-B - Teaching

4 – Is efficient and engaging in the classroom.
3 – Not only relays but relates content to the context of the class.
2 – Possesses basic teaching skills and efficiently relays content to the class.
1 – Weak in relaying and relating information to the classroom.

3. ***AE3 - (Skills)*: A communication arts educator demonstrates mastery of communication and media creation and production, principles and technology, leading students in the classroom to achieve proficiency in these skill domains.**

AE3-A - Communication Skills

4 – Able to produce professional quality media that communicates effectively.
3 – Has intermediate skills to produce media that communicates effectively.
2 – Possesses basic skills and can communicate somewhat effectively.
1 – Lacks necessary skills to execute quality work that communicates effectively.

AE3-B - Technical Skills

4 – Expert understanding of software and technically adept.
3 – Intermediate understanding of software and technically proficient.
2 – Basic understanding of software and technically comfortable.
1 – Weak in understanding of software and technical execution.

AE3-C - Imparting Skills

4 – Able to adapt and teach skills effectively to all levels of understanding.
3 – Able to build upon students' known skills effectively.
2 – Able to introduce skills to students somewhat effectively.

Bachelor of Arts and Bachelor of Science in Film & Broadcasting
Bachelor of Fine Arts in Film

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

1. ***FB1 - (Character*)**: **A Film & Broadcasting graduate communicates through video and film as an artist/producer who extends his/her values and faith into the work responsibly in regards to the law, aesthetic principles, and audience best interests.**
   FB1-A - The student demonstrates ability to communicate using video in a manner that reflects his/her values and faith.
      4 – The student exceeded expectations as to communicating his/her faith and values.
      3 – The student met expectations as to communicating his/her faith and values.
      2 – The student showed limited ability in communicating his/her faith and values
      1 - The student failed to communicate his/her faith and values.
   FB1-B - The student demonstrates ability to communicate using video in a manner that reflects aesthetic quality and audience interest.
      4 – The assignment exceeded expectations as to aesthetic quality and audience interest.
      3 – The assignment met expectations as to aesthetic quality and audience interest.
      2 – The assignment was limited in showing aesthetic quality and audience interest.
      1 - The assignment failed to show aesthetic quality and audience interest.
2. ***FB2 - (Knowledge):* A Film & Broadcasting graduate exhibits knowledge of film and television history with its impact on culture and society, aesthetic principles related to media elements, and techniques used in modern film/video production.**
   FB2-A - The student exhibits knowledge of film and/or television history in terms of impact on culture and society.
      4 – The student exceeded expectations in demonstrating knowledge of film and/or television history.
      3 – The student met expectations in demonstrating knowledge of film and/or television history.
      2 – The student showed limited knowledge of film and/or television history.

1 – The student did not demonstrate knowledge of film and/or television history.

FB2-B - The student exhibits knowledge of film and/or television production techniques.

4 – The student exceeded expectations in demonstrating knowledge of film and/or television production techniques.

3 – The student met expectations in demonstrating knowledge of film and/or television production techniques.

2 – The student showed limited knowledge of film and/or television production techniques.

1 – The student did not demonstrate knowledge of film and/or television production techniques.

3. ***FB3 - (Skills):*** **A Film & Broadcasting graduate effectively produces films and video using various creative and production skills, which include writing, directing, performing, photographing, and editing.**

4 – The student exceeded expectations in demonstrating effective skills in film and/or television production.

3 – The student met expectations in demonstrating effective skills in film and/or television production.

2 – The student showed limited effective skills in film and/or television production.

1 – The student did not demonstrate effective skills in film and/or television production.

Bachelor of Arts and Bachelor of Science in Multimedia Journalism

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

1. ***MJ1 - (Character*)**: **A multimedia journalist uses the power of the media to serve the best interests of audiences; demonstrates sensitivity to sources and audiences; does not manipulate, coerce or exploit; is committed to ethical,legal and accurate storytelling; and avoids real or perceived conflicts of interests.**
    - **MJ1-A - Serving the Audience**
        - 4 – Is conscientious of both source and audience contexts and effectively adapts reports.
        - 3 – Accurately relays source context while moderately adapting the report to the audience.
        - 2 – Accurately quotes source and has a basic understanding of the audience when reporting.
        - 1 – Is not sensitive to source context nor the audience's need when reporting.
    - **MJ1-B - Ethical Journalism**
        - 4 – Reports objectively and follows all ethical guidelines; lets the story speak for itself.
        - 3 – Reports accurate facts and follows most ethical guidelines; seldom exaggeration.
        - 2 – Reports biased truths and follows loose ethical guidelines; frequently exaggerates.
        - 1 – Stretches the truth and compromises ethics for a better story.
    - **MJ1-C - Journalistic Integrity**
        - 4 – Never compromises reports for personal reasons.
        - 3 – Shows some sub-textual bias when reporting on controversial matters.
        - 2 – Shows a moderate amount of sub-textual bias when reporting.
        - 1 – Consistently shows sub-textual and sometimes blatant bias when reporting.
2. ***MJ2 - (Knowledge*)**: **A multimedia journalist is an informed generalist, exhibiting knowledge of diverse media and content, demonstrating adaptability in a variety of reporting contexts and staying informed on topics on which the journalist regularly reports.**
    - **MJ2-A - Knowledge Base**
        - 4 – Thoroughly educated in a wide range of media, popular content and current events.

3 – Has knowledge about a wide range media, popular content and current events, beyond the consumer level.

2 – Familiar with some media, popular content, and current events.

1 – Has only a rudimentary understanding of modern media, popular content and current events.

MJ2-B - Adaptive Reporting

4 – Can easily gather information for and report on any subject.

3 – Exhibits efficiency in gathering information and adapting to reporting context.

2 – Gathers basic information and is somewhat adaptable to different reporting contexts.

1 – Slow in gathering information for and adapting to different reporting contexts.

MJ2-C - Staying Current

4 – Ever-increasing expertise on topics that are consistently reported on.

3 – Is sufficiently current in reporting but lacks depth on new information.

2 – Reports some new information but often includes repeat information.

1 – Consistently reports somewhat irrelevant or out-of-date information.

3. ***MJ3 - (Skills)*: A multimedia journalist masters reporting, writing and editing using appropriate tools and technology to stay relevant to media professions and media audiences.**

MJ3-A - Production Skills

4 – Has a professional skillset that enables effective reporting, writing and editing.

3 – Sufficient technical skills to report, write, and edit effectively.

2 – Possesses basic technical skills to report, write and edit effectively.

1 – Lacks necessary technical skills to report, write and edit effectively.

MJ3-B - Relevant Skills

4 – Possesses relevant skillset that constantly adapts with changes in technology, professions, and audiences.

3 – Skillset is up-to-date except in the latest technology, professions and audiences.

2 – Skillset is mostly relevant to current technology, professions and audiences.

1 – Skillset is behind relevant technology, professions and audiences.

Bachelor of Arts and Bachelor of Science in Strategic Communication (Communication Studies and Political Communication Tracks)

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

1. ***CS1 - (Character):*** **A Communication Studies graduate communicates effectively, through a variety of means from speaking and writing to the use of various types of media, with consideration to the audience, message, ethics and results as being integral to the process.**

   CS1-A - Effective Communication

   4 – Communicates effectively both in oral and written communication in a variety of media.

   3 – Communicates effectively in speaking or writing in specific media.

   2 – Communicates clearly but lacks effectiveness.

   1 – Lacks understanding or experience in communicating clearly and effectively.

   CS1-B - Conscientious Communication

   4 – Consistently communicates with a high level of audience, message, ethical, and result sensitivity.

   3 – Appropriately adapts communication with the audience, message, ethics, and results in mind.

   2 – Has a basic respect for the audience, message, ethics, and results when communicating.

   1 – Does not honor the audience, message, ethics, or results of communication as essential to include in the creative process.

2. ***CS2 - (Knowledge):*** **A Communication Studies graduate exhibits knowledge of the field as an informed generalist who understands the strategies, methods, and purposes of communication while using the most effective means to reach a specified audience.**

   CS2-A - Knowledge Base

   4 – Is fluent in most of the strategies, methods, and purposes of communication.

   3 – Fully understands some strategies, methods, and purposes of communication.

   2 – Has a basic understanding of the strategies, methods, and purposes of communication.

   1 – Has little understanding of the strategies, methods, and purposes of communication.

   CS2-B - Effective Knowledge

4 – Is always conscientious of audience context and effectively adapts communication.
3 – Moderately adapts communication to the audience context.
2 – Has a basic understanding of audience context when communicating.
1 – Is not sensitive to audience context when communicating.

3. ***CS3 - (Skills)*: A Communication Studies graduate demonstrates a mastery of interpersonal and media-related communication skills, such as speaking, writing, and producing of media, with the purpose of effectively and strategically communicating to an audience.**

CS3-A - Speaking Skills

4 – Is an excellent oral communicator who is strategic and effective.
3 – Is moderately effective in oral communication.
2 – Is somewhat effective in oral communication.
1 – Struggles with oral communication.

CS3-B - Writing Skills

4 – Is an excellent writer whose who is strategic in approach and effective in message.
3 – Has moderately effective writing skills in message delivery and strategic approach.
2 – Has somewhat effective writing skills in in message delivery or strategic approach.
1 – Only has foundational writing skills.

CS3-C - Technical Skills

4 – Technically fluent in many media production skills.
3 – Possesses media production skills, beyond the consumer level.
2 – Demonstrates basic media production skills.
1 – Lacks media production proficiency.

Bachelor of Arts and Bachelor of Science in Strategic Communication (Advertising and Public Relations Tracks)

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

1. ***AP1 - (Knowledge)*: Advertising professionals and public relation practitioners demonstrate the ability to work with various audience and client types, evaluating the needs of their organizations and determining the best practices in which to implement integrated and communication marketing plans**
    AP1-A – Audience and Client Types
        4 - Clearly and comprehensively identifies the roles of audience and client types within organizations.
        3 - Identifies the roles or audience and client types within organizations.
        2 - Identifies limited roles of audience and client types within organizations.
        1 -Cannot identify aspects of the roles of audience and client types within organizations.
    AP1-B – Integrated Marketing Plans
        4 - Clearly and comprehensively identifies the roles of best practices to implement integrated communication marketing plans.
        3 - Identifies the roles of best practices to implement integrated communication marketing plans.
        2 - Identifies limited roles of best practices to implement integrated communication marketing plans.
        1 - Cannot identify aspects of best practices to implement integrated communication marketing plans.
2. ***AP2 - (Character):* Advertising professionals and public relation practitioners prepare to work in these fields that are surrounded with ethical dilemmas and interpersonal constraints, realizing that the integration of faith and learning will be effective in career success.**
    AP2-A – Ethical Dilemmas
        4 - Clearly and accurately identifies ethical dilemmas and personal constraints as it corresponds to integration of faith and learning.
        3 - Identifies the role of ethical dilemmas and personal constraints as it corresponds to integration of faith and learning.
        2 - Identifies limited roles of ethical dilemmas and personal constraints as it corresponds to integration of faith and learning.
        1 - Cannot identify roles of ethical dilemmas and personal constraints as it corresponds to integration of faith and learning.

3. ***AP3 - (Skills)*: Advertising professional and public relation practitioners utilize the qualitative3 skills of observation and interviewing, knowing that writing, public speaking, and developing original content shows competence in their given fields.**

AP3-A – Skills of Observation

4 - Clearly and accurately identifies the use of qualitative skills of observation and interviewing and quantitative research data to develop original content.

3 – Mostly clearly and accurately uses qualitative skills of observation and interviewing and quantitative data research skills to develop original content.

2 - Uses limited use of qualitative skills of observation and interviewing and quantitative data research skills to develop original content.

1 – Does not use the qualitative skills of observation and interviewing and quantitative data research skills to develop original content.

Bachelor of Arts, Bachelor of Science and Bachelor of Fine Arts in Visual and Digital Arts

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

1. ***DA1 - (Character)*: Student has demonstrated knowledge of media ethics and copyright issues in relation to communicating through digital means**.
   DA1-A - Student has demonstrated knowledge of media ethics and copyright issues in relation to communicating through digital means.
      4 - Student has excelled beyond expectations of ethical practices
      3- Student has met ethical and copywritten requirements
      2 - Student has closely approached meeting all necessary ethical and copywritten requirements
      1 - Student has failed to meet all necessary ethical and copywritten requirements
2. ***DA2 - (Knowledge)*: A Digital Arts graduate understands proper visual and digital communication strategies, including aesthetic principles, writing for specific mediums, storytelling, audience analysis, and client communications.**
   DA2-A - Student has demonstrated proper aesthetic principles within a visual and digital communication strategy
      4 - Student has demonstrated excellence in aesthetic design
      3 - Student has met proper aesthetic principles in design
      2- Student has approached demonstrating aesthetic principles in design
      1 - Student has failed to meet any aesthetic principles in design
   DA2-B - Student has demonstrated proper writing skills aimed at a particular medium and audience
      4 - Student has exceeded expectations in their writing
      3 - Student has properly written for a specific media aimed at a specific audience
      2 - Student has only met either writing for a specific media or aiming a specific audience
      1 - Student has failed to properly write for a specific media and a specific audience
3. ***DA3 - (Skills)*: A Digital Arts graduate effectively uses the latest tools to produce goal-oriented communication pieces involving websites, video, audio, graphics, and photography**
   DA3-A - Student has demonstrated proper client communication techniques in relation for a digital media project
      4 - Student has gone beyond expectations for meeting a client's needs

3 - Student has met client's needs in a satisfactory manner

2 - Student has partially met client's needs or failed to communicate properly with the client

1 - Student has not properly communicated with the client and failed to meet their needs

DA3-B - Student has demonstrated skills with a particular digital tool to produce a goal-oriented piece

4 - Student has gone beyond expectations in the production process and resulting piece

3 - Student has shown proficiency in using a digital tool to produce a piece

2 - Student has shown some skill in using a digital tool to produce a piece that could still use some additional work

1 - Student has not shown skill in using a digital tool to produce a piece