

**Millikin University**  
**Student Learning in the Arts Technology Major**  
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**2017-2018**

**Executive Summary**

The Department of Arts Technology at Millikin University is committed to challenging students to use creativity, innovation, and technology to design media and original content that solves artistic and business problems. The faculty who teach classes in this major also apply this methodology to their professional practices and scholarship. This department views being interdisciplinary as a strength and embraces opportunities to cross boundaries in an effort to increase student learning. Thus we work to broaden our students' world view on the possible careers and paths to achieving a life of personal meaning, value, and professional success.

This past year work focused on eight areas:

1. Hosting the first Spring Send-Off premier and exhibition event.
2. Continual improvement of the Arts Technology Expo (second offering).
3. Communicating opportunities about internships, paid jobs, events, and more to majors via a new private Facebook message channel and also to other majors through the new Millikin Creates Connections private group (also on Facebook).
4. Trial run of the first sophomore portfolio review.
5. Tweaking the requirements in the core and also several concentrations in the major to make them more flexible for students and work within faculty loads from other departments.
6. Adding the Interactive Media concentration which begins August 2018.
7. Launching for the first time the following classes; Preproduction in Video Cinema 1 and Preproduction in Video Cinema 2, Cornerstone, and two new Visual Media topic courses.

**Arts Technology Department Goals**

Students who major in Arts Technology will be able to be competent in three areas:

1. Be conversant in the visual and performing arts, demonstrating and understanding of their aesthetics and discourses.
2. Acquire and apply, through Performance Learning, the skills needed to be proficient in essential arts technologies.
3. Develop a collaborative, entrepreneurial mindset appropriate to opportunities and accountability at the intersection of the arts and technology.

Successful majors in Arts Technology could move into careers in a variety of business and entertainment industries; from working at theatre or concert to a small creative studio, large agency, corporation or as an independent consultant. A strong liberal arts background, performance learning experiences, and documentation in their job seeking portfolio of creative

and technical digital media work uniquely qualifies arts technology graduates for these positions. We expect that majors who have mastered the program learning objectives will, at a minimum, find employment in a field connected to arts technology and/or have the skills to be successful in any related M.A. or M.F.A. program.

The Arts Technology departmental learning goals do correspond nicely with the Millikin University learning goals which are:

1. Millikin students will prepare for professional success.
2. Millikin students will actively engage in the responsibilities of citizenship in their communities.
3. Millikin students will discover and develop a personal life of meaning and value.

Learning Goal	Corresponding MU Learning Goal Number(s)
<b>Learning Goal #1</b> Be conversant in the visual and performing arts, demonstrating and understanding of their aesthetics and discourses.	1, 3
<b>Learning Goal #2</b> Acquire and apply, through Performance Learning, the skills needed to be proficient in essential arts technologies.	1
<b>Learning Goal #3</b> Develop a collaborative, entrepreneurial mindset appropriate to opportunities and accountability at the intersection of the arts and technology.	2, 3

### Arts Technology Department Snapshot

The Arts Technology Department in 2017-2018 consisted of 1 full-time faculty and 1.5 adjunct faculty that helped deliver approximately thirteen 3 credit courses, one 2 credit course, and one 1 credit course. Department Chair, Jessa Wilcoxon, is currently overseeing the internship program as well. At least eight faculty from other departments/schools teach the eighteen 3 credit courses and four 2 credit courses, one 2 credit courses in the core of the major or in a concentration. Additionally, many instructors from across the university lead a venture. Some of these courses have multiple sections.

In addition to majors, the Arts Technology Department also service students throughout the University who take our courses to satisfy their general education requirements in Creative Arts. The following AT courses meet the Creative Arts Requirement:  
 AT 157 Storytelling, AT 110 Introduction to Digital Media, AT 234 Preproduction in Video Cinema 1, and AT 334 Production in Video Cinema 1.

It is worth noting that various faculty and programs often encourage students to take Arts Technology courses to build their technology knowledge and practice of digital media software, increase their creative intelligence and/or learn design thinking strategies.

The Arts Technology Department’s single full time faculty member, Jessa Wilcoxon currently occupies an office in lower ADM/SCO. Instructor Eric Hector (part time) does not have an office and meets students during office hours in an open area in the University Commons. Instructor Johnny Power (part time) has a desk in an Art Department adjunct suite in the Kirkland Fine Arts Building. Faculty who are largely teaching in other departments across campus reside in faculty suites with that associated department. I.E. Ed Weber in ADM/SCO, Matt Albrecht in Shilling’s Theatre and Dance faculty suite, and Dave Burdick in the Perkinson Music Center.

The Arts Technology Department has classes across campus. The studio classes are largely in the Media Arts Center in the University Commons, the Photography Studio and Drawing Studios in the Kirkland Fine Arts Center, the Design Studio in Blackburn, and the CAI Lab and Millitrax Studio in the Perkinson Music Center. Students in many classes have access to the “advanced” shared check out equipment in the Media Center. The Arts Technology Department also stores some larger technology pieces such as a portable green screen in an unused dorm room in Blackburn.

**Arts Technology Student Numbers**

As of Spring 2018, there were 19 majors with all but one declaring a concentration already. The breakdown includes; 10 audio engineering and production, 5 visual media, 1 live event technology, and 2 video production. The interactive media concentration will not be available until August 2018. 10 are working toward a Bachelor of Arts (B.A.) and 9 are working towards a Bachelor of Sciences (B.S.) degree. Students are required to choose a concentration and are advised to make that selection by the end of their freshman year.

**Creative Arts: General Education Requirement**

In the 2017-2018 academic year, the Department offered 5 sections of Creative Arts courses; AT 157, AT 110, and AT 234. AT 334 will be offered for the first time in Fall 2018.

Term	AT 157 (appx. 10 seats for non majors)	AT 110 (appx. 10 seats for non majors)	AT 234 (appx. 15 seats for non majors)
Fall 2017	0 sections	1 sections	1 section
Spring 2018	1 sections	1 sections	1 section

Part-time Instructor Eric Hector taught most of these sections, with the exception of the two sections of AT 110 taught by Department Chair, Jessa Wilcoxon. If the major grows as anticipated, there will be fewer seats available for other majors in these courses with the current faculty appointments.

## **Arts Technology Department Learning Story**

The Arts Technology Department course work is practice and project based, incorporating Performance Learning opportunities throughout. The availability of both a B.A. or a B.S. degree allows the students to pair major material with the general education curriculum of their choice.

The Arts Technology major ending in Spring 2018 consists of a minimum of 46-47 credit hours in the core and 17-18 hours in the concentration (which is required of all Arts Technology majors). All Arts Technology majors begin their education with an introduction to digital media class, two arts technology essential courses, and storytelling. Within the first year of study, students in the major will have been taught the basics of all of the core arts technologies (graphic design, web design, photography, live event drafting, audio production, and videography). This firm foundation allows the student to embrace a variety of medias (even outside of their chosen concentration) to solve an artistic or business problem. The end goal being that each student will have a strong diverse job seeking portfolio. Besides the first year foundation courses there are a few courses in the core that build on each other; cornerstone, capstone, and then portfolio.

The internship requirement is an important part of the learning process and helps elaborate on the classroom experience in many cases. Students are encouraged to take one internship on campus in their sophomore year and use that internship experience to help make them more competitive for a second internship, off campus, in their junior or senior year. The internship, cornerstone, and capstone requirements all contribute to the university's mission of performance learning and helping them achieve professional success.

### **New to the Major in Fall 2017**

While there are several changes approved for the 2018-2019 year in the Arts Technology major, only one change was made prior to the Fall 2017 semester.

- 1) Rearrangement of the modules offered in the two essentials classes AT 151 and AT 153.

### **Performance Learning in the Arts Technology Major**

Performance learning in the Arts Technology major occurs in various classes. The following classes consistently include a project that is presented or exhibited to external audiences (third-party) or do work for a client (third-party). Rarely one of these classes may not have a third-party component because of a variety of circumstances.

- AR 327 Computer Art & Design: Creative Concepts (Arts Tech Expo and client)
- AR 201 Computer Art & Design: Orientation (Arts Tech Expo and client)
- AT 110: Intro to Digital Media (Spring Send Off Exhibition, Arts Tech Expo)
- AT 151: Arts Tech Essentials: Lighting, Photo, Video (Spring Send Off Exhibition)
- ET 340: Foundations of Entrepreneurship / ET 380: Art of Entrepreneurship (business)
- AT 496: Arts Technology Capstone Project (third party required for it to be approved)
- AT 396: Arts Technology Cornerstone (third party required for it to be approved)
- AT 490: Portfolio and Professional Development (Arts Tech Expo)
- AT 365 Topics in Visual Media (client and Arts Tech Expo in many offerings)
- MK 363: Brand Loyalty through Digital Media

- AT 470/471: Internship
- AT 234 & AT 235 Preproduction in Video Cinema 1 and 2 (work on a film at Heroric Age Studios or class client)
- AT 334 Production in Video Cinema 1 (work on a film at Heroric Age Studios or class client)
- EN 205 Web Publishing (case books and client piece)
- AT 357 Technical Ensemble (actual running live sound at shows)
- Ventures (real businesses)

**Awards to Note**

Student work from Visual Media class (AR 201) and core class (AT 396) were awarded 4 ADDYS (American Advertising Awards) at the Regional American Advertising Federation level. Two Golds, 1 Silver, and 1 Best of Show.

**Assessment Methods & Analysis of Assessment Results**

At this point the department is only one and half years old and the major just finished it second year. Some of our upper division classes have not been offered yet. For the first assessment report data has been gathered from the sophomore portfolio review. A department goal for the future is to additionally collect data from the following sources and contexts:

- Sophomore/Senior Portfolio Presentations
- Technical Content Quizzes in the Essentials classes
- Capstone Presentation referencing "entrepreneurial mindset" for Department Goal 3
- Artifacts for each of the 5 concentrations (each with their own learning goals)

Based on our departmental learning goals, a curriculum map has been created to illustrate the contributions of individual courses to student learning.

Core Courses	Learning Goal #1 Be conversant in the visual and performing arts, demonstrating and understanding of their aesthetics and discourses..	Learning Goal #2 Acquire and apply, through Performance Learning, the skills needed to be proficient in essential arts technologies.	Learning Goal #3 Develop a collaborative, entrepreneurial mindset appropriate to opportunities and accountability at the intersection of the arts and technology.
AT 110 Introduction to Digital Media	x	x	
AT 153 Essentials in Audio & Drafting		x	
AT 151 Essentials in Lighting, Photography, & Video		x	
AT 157 Storytelling		x	
AT 265 Foundations in Web Design/Dev		x	
At 396 Cornerstone		x	x
Internship		x	
At 490 Portfolio & Professional Dev	x	x	
AT 496 Capstone		x	x
TH 135 Elements & Principles of Design	x	x	

Or AR 105 2D Design			
MC 312 Legal Issues in Music	x		
AR 105 Discourses in Media & Design	x		
MC 202 Principles in Marketing		x	
FI 300 Personal Finance		x	
MK 363 Brand Loyalty through Digital Media		x	
ET 340 Foundations of Entrepreneurship Or ET 380 Art of Entrepreneurship		x	x
TH 321 Arts Management		x	x
Student-run Ventures TH390/AR390/MC390/ AR325/IS390/MC160			x

### Assessment Methods and Analysis

The Department of Arts Technology required a sophomore portfolio review for the first time in Spring 2018. Students were asked to submit a body of work from the Arts Technology classes they have taken to date. They could also include media work from other relevant classes, internships, or personal exploration. Students presented their work individually to at least 4 of the Arts Technology faculty (Jessa Wilcoxon, David Burdick, Ed Weber, Eric Hector, Johnny Power, Matthew Albrecht, and RJ Podeschi). Of these faculty members 5 of 7 submitted a review of each student’s work through a digital observation of the URL outside of the presentation. These scores were averaged and the comments were returned to the students so they could use that feedback to improve their job seeking portfolio.

#### Rubric

- 100 - 90 = element meets or exceeds what we’d expect from our graduates
- 90 - 80 = element exceeds what we’d expect from our sophomores
- 80 – 70 = element meets what we’d expect from our sophomores
- 70 – 60 = element is below sophomore level

### 2018 Sophomore Portfolio Review

Student	Added Program after Fall Freshman	Track	Written Descriptions	Technical Implementation	Creative Concepts	Visual/Audio Form	Integration of Arts + Business Demonstrated	Complete – needs at least 3 areas	Overall Score
S.1	Yes	Audio	81	80	82	81	76	76	476, 79%
S.2	No	Audio	No Submit	No Submit	No Submit	No Submit	No Submit	No Submit	No Submit
S.3	No	Visual	87	80	83	79	74	84	487, 81%
S.4	Yes	Video	75	79	79	79	72	76	460, 77%
S.5	Yes	Audio	81	87	85	86	81	85	505, 84%
S.6	Yes	Visual	77	81	80	77	87	79	481, 80%
Average	X	X	80.2	81.4	81.8	80.4	78	80	481.8, 80.2%

It is the department’s goal that when students take AT 409, Portfolio and Professional Development, the faculty will review their final job seeking portfolio using the same rubric.

## **Improvement Plan/Resource Needs for the Department of Arts Technology**

The Department of Arts Technology has identified potential new challenges and opportunities in the 2018-2019 academic year. A summary of those include:

- Our first junior class in the major; discovering what it takes in terms of faculty time to juggle cornerstone, capstone, portfolio classes, internships, and other off campus experiences without load credit
- Offering our first Arts Technology Playhouse recruiting event and also partnering with Commercial Music faculty for the first time in the Millitrax Playhouse recruiting event
- Community; determining how to build and support of a culture around our major despite many required courses being rooted in other departments
- Continuing to navigate what it looks like to operate with one full time faculty member and several other full time faculty who also have another department home.
- Finalizing assessment plans for each of the concentrations; learning goals, rubrics, assessable items
- Reviewing the experience of the first student to graduate with a degree in Arts Technology (graduates December of 2018)
- Continuing to be unable to offer AT 109 Quick Sketching for Ideation in the Visual Media concentration, due to Instructor Johnny Power's limited part time course load

### **Summary**

The department has already accomplished a great deal in the past year and a half since it was established. The students are progressing towards graduation and retention is strong in the department. The campus and community have become much more aware of the strengths of the students in this major and we anticipate growth with the additional of the interactive media concentration.