

Multimedia and Audiovisual Production Student Achievement

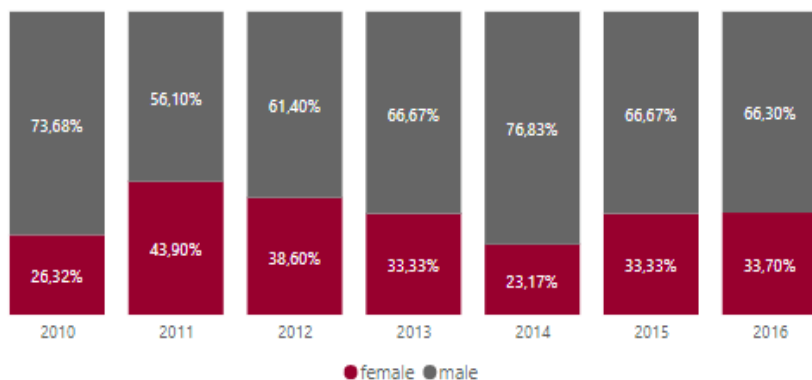
Degree Profile for the Multimedia and Audiovisual Production program

The graduate of the Multimedia and Audiovisual Production program at UDLA is a competent professional, an entrepreneur with an international and global vision. He/she is a socially committed person who stresses the importance of ethical principles and values in the development of high-quality audiovisual products and projects.

The UDLA Multimedia and Audiovisual producer applies the theoretical foundations of audiovisual production and interactivity in content delivery for diverse media, employing necessary tools to develop video, audio, digital art, animation, and interactive products. He/she demonstrates knowledge of audiovisual production with an integrating vision for the generation of communication content for local and national media. The graduate develops video, audio, digital art, animation, and interactive projects through collaborative pre-production, production, and post-production processes. Further, he/she designs content dissemination programs for diverse media and for different technology and digital communication platforms, thus creating artistic and integrative audiovisual projects that contribute to advances in the communication field.

It is expected that the Multimedia and Audiovisual Producer from UDLA will demonstrate ethical, inclusive, and socially responsible behavior in the design of audiovisual products that contribute to organizing and developing nationally and internationally relevant projects.

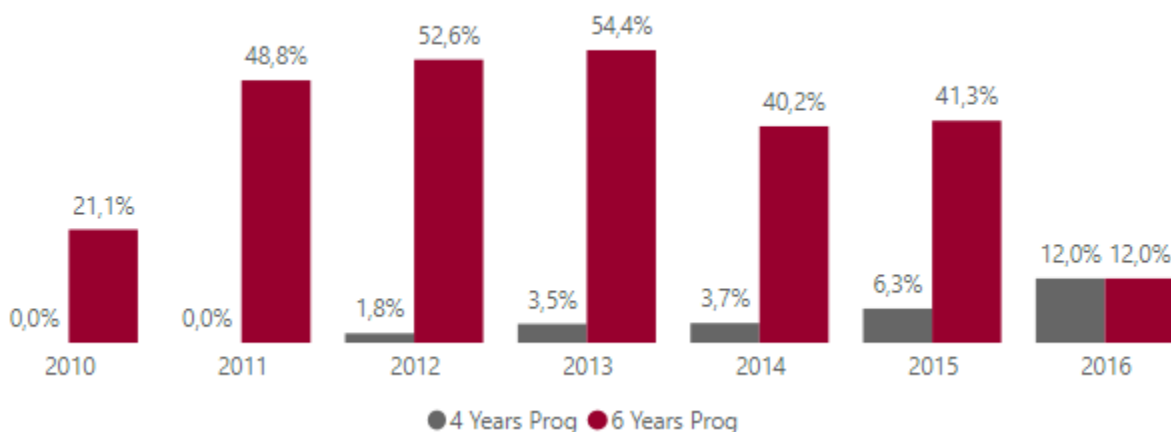
GRADUATION BY GENDER



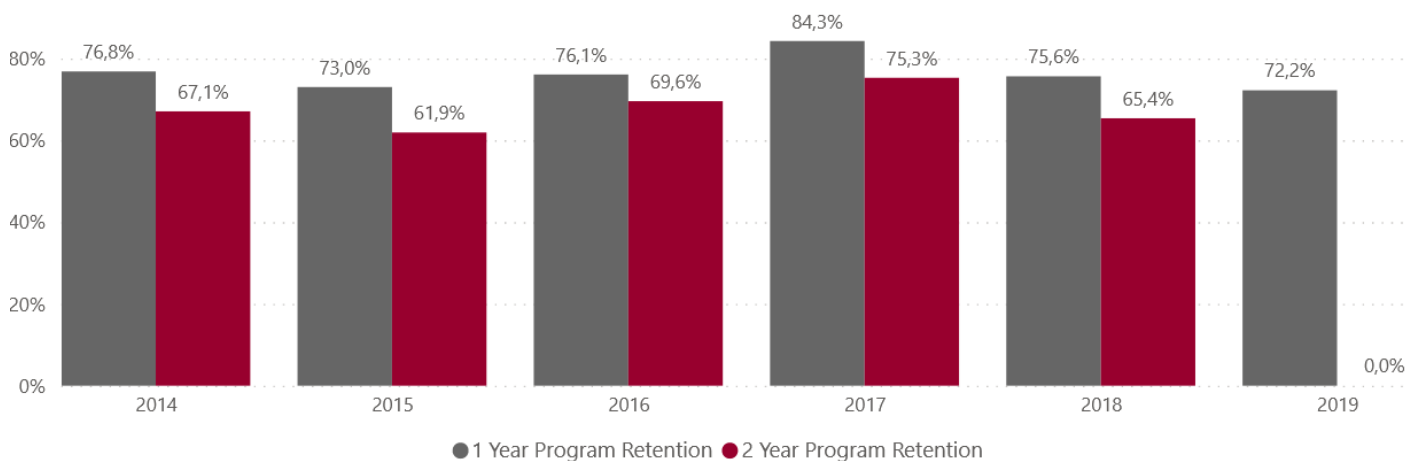
Retention and graduation rates are calculated through the 2019- 2020 academic year, based on new, first-time students entering in the fall semester, regardless of whether they enroll in the daytime or evening version of their program (if available). These rates do not consider incoming transfer students.

The duration of the Multimedia and Audiovisual Production program has historically been 4 years (8 semesters). Nevertheless, until Fall 2015, students had to first complete all coursework and then the capstone, which extended the time required to finish the program by at least one semester. Therefore, the graduation rate is calculated according to a duration of 4 years and 150% of that amount. The percentage of graduates in each cohort by gender considers only actual graduates, not the original makeup of the cohort.

GRADUATION



RETENTION



Program Learning Outcomes

In every semester, the program provides assessment results according to its Multiannual Assessment Plan (MAP), which typically considers one or more of its program learning outcomes (PLOs). Most programs utilize the platform Brightspace to collect and assess student work and to present the data and evidence of student achievement. These results and their analysis, with the objective of identifying areas for improvement, are presented in the program's annual assessment report.

In the graphic below, the most recent period in which a PLO has been assessed is indicated, with the percentage indicating achievement of the expected performance standard for that PLO, according to the rubric used to evaluate the student work. This standard can be designated at an introductory, intermediate, or final level, depending upon how the course learning outcomes (CLOs) align to each PLO in the program's curriculum map.

A graduate of the Multimedia and Audiovisual Production program will be able to:

1. Apply the theoretical foundations of audiovisual production and interactivity in content for diverse media.
2. Employ necessary tools to develop video, audio, digital art, animation, and interactive products.
3. Demonstrate knowledge of audiovisual production and integrative vision to generate content for diverse media.
4. Develop video, audio, digital art, animation, and interactive projects through collaborative pre-production, production, and post-production processes.
5. Design content dissemination programs for diverse media and for different technology and digital communication platforms.
6. Create artistic and integrative audiovisual projects that contribute to advances in the communication field.

