Standing Requirements
SLO/Performance Indicator

Media Technology Program Outcomes

Outcome 1

The graduate will demonstrate skills in planning, organizing, directing and facilitating corporate and artistic media activities.

Performance Indicator	Mapping
1.1 Understand basic financial obligations in the Media Industry.	**Lakeland Learning Outcomes:** 4, 5, 6a, 7
1.2 Set up business documentation for an independent media facility.	**Lakeland Learning Outcomes:** 1, 10, 11, 13, 14, 15a, 15b, 9a, 9b
1.3 Understand basic contracts.	**Lakeland Learning Outcomes:** 10, 11, 12, 12b, 13, 4, 5, 6a, 6b, 7, 8a, 8b, 9b
1.4 Understand the roles of employees in the management structure.	**Lakeland Learning Outcomes:** 18a, 18b, 19, 21, 4, 5, 6a, 6b, 7, 8a, 8b

Outcome 2

The graduate will demonstrate knowledge of media marketing and general media business functions.

Performance Indicator	Mapping
2.1 Demonstrate understanding of advertisement for an independent media business.	**Lakeland Learning Outcomes:** 10, 11, 12, 12b, 14, 15a, 15b, 17, 4, 5, 6a, 6b, 9a, 9b
2.2	**Lakeland Learning Outcomes:** 1, 10, 11, 12, 12b, 13,

Understand how to generate and maintain clients.	14, 15a, 15b, 16, 17, 18a, 18b, 19, 20a, 20b, 21, 3, 9a, 9b
2.8	No Mapping

Outcome 3

The graduate will demonstrate competency skills in written, oral, recorded and interactive communication and the ability to exchange ideas..

Performance Indicator	Mapping
3.1 Write scripts for media productions.	**Lakeland Learning Outcomes:** 10, 11, 12, 12b, 13, 14, 15a, 15b, 16, 17, 20a, 20b, 21, 9b
3.2 Understand and design schematic plans for a studio facility.	**Lakeland Learning Outcomes:** 1, 14, 15a, 15b, 16, 17, 2, 3
3.3 Develop complete production documentation.	**Lakeland Learning Outcomes:** 10, 11, 12, 12b, 13, 14, 15a, 15b, 16, 17, 20a, 20b, 21, 9b
3.4 The graduate will understand appropriate industry language and terminology.	**OH- Lakeland Community College- Learning Outcomes (Copy 1):** 10, 11, 12a, 12b, 13, 9a, 9b

Outcome 4

The graduate will demonstrate proficiency in all major computer systems.

Performance Indicator	Mapping
4.1 Identify and operate all computer systems.	**Lakeland Learning Outcomes:** 1, 14, 15a, 15b, 16, 17, 2, 3
4.2 Understand advanced file management systems.	**Lakeland Learning Outcomes:** 14, 15a, 15b, 16, 17
4.3	**Lakeland Learning Outcomes:** 14, 15a, 15b, 16, 17

Understand server/workstation topology.

4.4 Manage, design, and construct a media production network.	**Lakeland Learning Outcomes:** 1, 14, 15a, 15b, 16, 17, 2, 3

Outcome 5

The graduate will recognize media electronics problems and generate possible solutions.

Performance Indicator	Mapping
5.1 Understand basic troubleshooting procedures in a media studio.	**Lakeland Learning Outcomes:** 14, 15a, 15b, 16, 17, 4, 5, 6a, 6b, 7, 8a, 8b
5.2 Understand basic media equipment maintenance.	**Lakeland Learning Outcomes:** 14, 15a, 15b, 16, 17, 4, 5, 6a, 6b, 7, 8a, 8b
5.3 Diagnose computer system faults and failures.	**Lakeland Learning Outcomes:** 14, 15a, 15b, 16, 17, 4, 5, 6a, 6b, 7, 8a, 8b
5.4 Diagnose media equipment faults and failures.	**Lakeland Learning Outcomes:** 14, 15a, 15b, 16, 17, 4, 5, 6a, 6b, 7, 8a, 8b
5.5 Repair basic media electronics problems.	**Lakeland Learning Outcomes:** 14, 15a, 15b, 16, 17, 4, 5, 6a, 6b, 7, 8a, 8b

Outcome 6

The graduate will demonstrate the ability to operate in the diverse media industry marketplace and to collaborate with others.

Performance Indicator	Mapping
6.1 Dsplay appropriate studio etiquette.	**Lakeland Learning Outcomes:** 10, 12, 12b, 18a, 18b, 20a, 20b, 21, 9a
6.2	**Lakeland Learning Outcomes:** 18a, 18b, 19, 20a, 20b,

Cllaborate effectively with others in a variety of situations.	21, 9a

Outcome 7.

The graduate will demonstrate the ability to use information technologies effectively.

Performance Indicator	Mapping
7.1 The graduate will demonstrate understanding of basic legal issues surrounding copyright infringement.	**OH- Lakeland Community College- Learning Outcomes (Copy 1):** 14, 15a, 15b, 16, 4, 5, 6a, 6b, 8b
7.2 The graduate will demonstrate understanding of basic legal issues surrounding media publishing.	**OH- Lakeland Community College- Learning Outcomes (Copy 1):** 14, 15a, 15b, 16, 17, 4, 5, 6a, 6b, 8b

Outcome 8.

The graduate will demonstrate critical thinking and decision-making skills about media production options and delivery methods.

Performance Indicator	Mapping
8.1 The graduate will demonstrate the ability to analyze demographics to choose appropriate production options and delivery.	**OH- Lakeland Community College- Learning Outcomes (Copy 1):** 10, 11, 4, 5, 6a, 6b, 7, 8a, 8b
8.2 The graduate will demonstrate the ability to analyze budgetary constraints to choose appropriate production options and delivery.	**OH- Lakeland Community College- Learning Outcomes (Copy 1):** 10, 11, 4, 5, 6a, 6b, 7, 8a, 8b

Last Modified: 03/01/2017 09:19:16 AM