

CATA MAJOR & CONCENTRATION LEARNING OBJECTIVES

I. MESSAGES: *All CATA Majors must demonstrate their ability to construct effective messages*

Students should be able to construct effective written, oral and mediated messages.

Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least five artifacts** (messages).
 - At least one of the messages should be in the form of a research paper that involved library research or other significant information acquisition.
 - At least one of the messages should be in a mediated form (involving the use of some technology beyond writing or speaking, e.g. web page, PowerPoint, video, etc.).
 - At least one of the messages should be reflective of oral communication.
 - At least two of the messages should be ones reflective of the kinds of messages the student expects to create in his/her life after college (ideally “best work”)
- Students should write a reflection statement that discusses each included artifact, describing how these works represent good quality messages. For each message the reflection should include:
 - Identification of the thesis or central concept of the message and the purpose of the message.
 - Identification of the intended audience of the message and how audience influenced message design
 - Explanation of how the message represents good quality in terms of such features as
 - use of appropriate organizational schemes,
 - effective acquisition and use of supporting material,
 - good reasoning
 - use of professional forms, language and standards
 - adaptation of the message to the medium and audience

Evaluation Rubric

- 1**= fewer than five artifacts or not all required types of artifacts are present.
- 2**= reflection does not discuss each artifact or does not identify central concepts, purpose and audience for each.
- 3**= reflection offers some explanation of why these artifacts as a group demonstrate good quality but with limited support or little use of professional vocabulary and standards.
- 4**= reflection offers extended explanations of why these artifacts as a group reflect good quality with adequate support and use of professional vocabulary and standards.
- 5**= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.

Artifacts used in this section of the portfolio may be used in other sections as well!

II. Knowledge: *CATA Majors must demonstrate general knowledge of the field and specific knowledge in their concentration.*

A. All CATA Majors should demonstrate their general knowledge of the field.

Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least two** artifacts that demonstrate they have knowledge of several of the following topics and issues.
 - The history and development of communication/media or theatre.
 - How theory and research aids the practice of communication or theatre.
 - How ethical considerations can influence communication or theatre.
 - How individual interpretation influences our responses to messages and communication events.
- Students should write a reflection statement that discusses how the included artifacts reflect the student's knowledge of the topics and issues listed above

Artifacts used in this section of the portfolio may be used in other sections as well!

Evaluation Rubric

- 1= fewer than two artifacts or not all required types of artifacts are present.
- 2= reflection does not discuss each artifact or does not identify which of the topics and issues the artifact illustrates.
- 3= reflection offers some explanation of how these artifacts illustrate knowledge of the field but with limited support or little use of professional vocabulary and standards.
- 4= reflection offers extended explanations of why these artifacts as a group illustrate knowledge of the field with adequate support and use of professional vocabulary and standards.
- 5= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.

B. Communication and Media Concentration majors should demonstrate these additional specific knowledge

Meeting Portfolio Requirements for this objective

- For this section of the portfolio students should include **at least two** artifacts that demonstrate they have knowledge of several of the following topics and issues.
 - How personal and/or working relationships develop over time through communication.
 - How communication influences beliefs, attitudes, behaviors, policies, and communication/cultural practices.
 - How media influences message construction and effects.
- Students should write a reflection statement that discusses how the included artifacts reflect the student's knowledge of the topics and issues listed above

Artifacts used in this section of the portfolio may be used in other sections as well!

Evaluation Rubric

- 1= fewer than two artifacts or not all required types of artifacts are present.
- 2= reflection does not discuss each artifact or does not identify which of the topics and issues the artifact illustrates.
- 3= reflection offers some explanation of how these artifacts illustrate knowledge of the relevant topics but with limited support or little use of professional vocabulary and standards.
- 4= reflection offers extended explanations of why these artifacts as a group illustrate knowledge of the relevant topics with adequate support and use of professional vocabulary and standards.
- 5= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.

C. Theatre Concentration majors should demonstrate this additional specific knowledge

Meeting Portfolio Requirements for this objective

- For this section of the portfolio students should include **at least two** artifacts that demonstrate they have knowledge of several of the following topics and issues.
 - The development of dramatic art including knowledge of historical and contemporary dramatic literature.
 - The development of historical and contemporary production practice.
- Students should write a reflection statement that discusses how the included artifacts reflect the student's knowledge of the topics and issues listed above

Artifacts used in this section of the portfolio may be used in other sections as well!!.

Evaluation Rubric

- 1= fewer than two artifacts or not all required types of artifacts are present.
2= reflection does not discuss each artifact or does not identify which of the topics and issues the artifact illustrates.
3= reflection offers some explanation of how these artifacts illustrate knowledge of the relevant topics but with limited support or little use of professional vocabulary and standards.
4= reflection offers extended explanations of why these artifacts as a group illustrate knowledge of the relevant topics with adequate support and use of professional vocabulary and standards.
5= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.

III. Application: *CATA Majors must demonstrate their ability to apply their skills and knowledge of the field to reach goals and solve problems in practical settings and professional contexts..*

A. All CATA Majors should demonstrate these applications of their knowledge and skill.

Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least two artifacts** that demonstrate they can apply communication knowledge to the following settings and problems.
 - At least one artifact must demonstrate the student is able to understand how a text or communication event influences civic culture
 - At least one artifact must demonstrate the student is able to analyze and critically evaluate a text or communicative situation or event using appropriate, specific, professional methods and techniques. (The text, situation or event selected should be relevant to the student's post-graduate plans.)
- Students should write a reflection statement that discusses how the included artifacts reflect the student's use of professional communication knowledge and critical skills.

Artifacts used in this section of the portfolio may be used in other sections as well!!.

Evaluation Rubric

- 1= fewer than two artifacts or not all required types of artifacts are present.
2= reflection does not discuss each artifact or does not identify which of the kinds of application the artifact illustrates.
3= reflection offers some explanation of how these artifacts illustrate effective application of communication knowledge but with limited support or little use of professional vocabulary and standards.
4= reflection offers extended explanations of why these artifacts as a group illustrate effective application of communication knowledge with adequate support and use of professional vocabulary and standards.
5= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.

B. Communication and Media Concentration majors should demonstrate these additional specific applications of their knowledge and skill.

Meeting Portfolio Requirements for this objective

- For this section of the portfolio students should include **at least three** artifacts that demonstrate they can apply communication knowledge to the following.
 - Evaluating the quality and professionalism of mediated messages.
 - How communication principles can be applied in group or interpersonal settings
 - How communication principles can be applied to practical issues such as conflict management, problem-solving, construction of persuasive programs, cases or messages
- Students should write a reflection statement that discusses how the included artifacts reflect the student's ability to apply knowledge in a professional way.

Artifacts used in this section of the portfolio may be used in other sections as well!

Evaluation Rubric

- 1= fewer than three artifacts or not all required types of artifacts are present.
- 2= reflection does not discuss each artifact or does not identify which of the kinds of application the artifact illustrates.
- 3= reflection offers some explanation of how these artifacts illustrate effective application of communication knowledge but with limited support or little use of professional vocabulary and standards.
- 4= reflection offers extended explanations of why these artifacts as a group illustrate effective application of communication knowledge with adequate support and use of professional vocabulary and standards.
- 5= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.

C. Theatre Concentration majors should demonstrate this additional specific applications of their knowledge and skill

Meeting Portfolio Requirements for this objective

- For this section of the portfolio students should include **at least two** artifacts demonstrating their abilities to apply theatrical knowledge with artifacts that
 - Describe the effects on an audience of a theatrical production resulting from artistic choices of author, director, designers and actors.
 - Describe specific choices made for performance as an actor, designer, or director.
- Students should write a reflection statement that discusses how the included artifacts reflect the student's ability to apply knowledge in a professional way.

Artifacts used in this section of the portfolio may be used in other sections as well!

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Evaluation Rubric

- 1= fewer than two artifacts or not all required types of artifacts are present.
- 2= reflection does not discuss each artifact or does not identify which of the kinds of application the artifact illustrates.
- 3= reflection offers some explanation of how these artifacts illustrate effective application of communication knowledge but with limited support or little use of professional vocabulary and standards.
- 4= reflection offers extended explanations of why these artifacts as a group illustrate effective application of communication knowledge with adequate support and use of professional vocabulary and standards.
- 5= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.

IV. Skills: *CATA Majors must demonstrate their ability to perform as skillful communicators.*

A. All CATA Majors should demonstrate these skills.

Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least three artifacts** that demonstrate they are competent oral and written communicators in professional contexts.
 - At least two artifacts must reflect student competence in differing forms of oral communication.
 - At least one artifact must demonstrate competence in written communication.
- Students should write a reflection statement that discusses how the included artifacts reflect competent and skillful communication performance.

Artifacts used in this section of the portfolio may be used in other sections as well!

Evaluation Rubric

- 1= fewer than three artifacts or not all required types of artifacts are present.
- 2= reflection does not discuss each artifact or does not identify which of the type of communication skill the artifact illustrates.
- 3= reflection offers some explanation of how these artifacts illustrate skillful oral or written communication but with limited support or little use of professional vocabulary and standards.
- 4= reflection offers extended explanations of why these artifacts illustrate skillful oral or written communication with adequate support and use of professional vocabulary and standards.
- 5= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.

B. Communication and Media Concentration majors should demonstrate these additional communication skills.

Meeting Portfolio Requirements for this objective

- For this section of the portfolio students should include **at least three** artifacts that demonstrating additional communication skills.
 - At least one artifact must reference skillful student communication in interpersonal and group/team contexts.
 - At least one artifact must reference student skills in listening, outlining, using graphic and verbal support material or conducting library research.
 - At least one artifact must demonstrate competence in dealing with conflict, problem solving, relationship management, work groups or persuasion.
 - At least one artifact must demonstrate skillful, professional level creation of a message suitable for a medium other than "face-to-face."
- Students should write a reflection statement that discusses how the included artifacts reflect or demonstrate the student's communication skills.

Artifacts used in this section of the portfolio may be used in other sections as well!

Evaluation Rubric

- 1= fewer than three artifacts or not all required types of artifacts are present.
- 2= reflection does not discuss each artifact or does not identify which of the type of communication skill the artifact illustrates.
- 3= reflection offers some explanation of how these artifacts illustrate skillful communication of the relevant type but with limited support or little use of professional vocabulary and standards.
- 4= reflection offers extended explanations of why these artifacts illustrate skillful communication of the relevant type with adequate support and use of professional vocabulary and standards.
- 5= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.

C. Theatre Concentration majors should demonstrate these additional artistic skills.

Meeting Portfolio Requirements for this objective

- For this section of the portfolio students should include **at least two** artifacts demonstrating skills in the dramatic arts
 - At least one artifact must reference skillful student performance in an acting role or development of an interpretation of a scene or play
 - At least one artifact must reference skillful student performance of one or more of the following theatrical functions: designer (scenic, lighting, costume), director, crew manager, theatre manager.
- Students should write a reflection statement that discusses how the included artifacts reflect the student's skillful performance in the above listed contexts.

Artifacts used in this section of the portfolio may be used in other sections as well!

Evaluation Rubric

- 1**= fewer than two artifacts or not all required types of artifacts are present.
- 2**= reflection does not discuss each artifact or does not identify which of the type of theatrical skill the artifact illustrates.
- 3**= reflection offers some explanation of how these artifacts illustrate theatrical skill of the relevant type but with limited support or little use of professional vocabulary and standards.
- 4**= reflection offers extended explanations of why these artifacts illustrate theatrical skill of the relevant type with adequate support and use of professional vocabulary and standards.
- 5**= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.

August 17, 2006