

4. UNC Degree Program Proposals.....Suzanne Ortega

**Situation:** EPPP Committee input is needed to determine if one or more proposals for new master's degree programs in CIP 50.0602, Cinematography and Film/Video Production, should move forward in the degree program approval process.

**Background:** UNC Greensboro and UNC School of the Arts have both submitted proposals to plan Master of Fine Arts (MFA) degree programs in CIP 50.0602, Cinematography and Film/Video Production. Campuses were asked to consider opportunities for close collaboration, including a joint program. UNCSA ultimately favored offering its program independently.

**Assessment:** In considering the key review criteria identified by EPPP in 2012 (mission alignment; student and societal demand; program duplication; collaborative opportunities; and resource needs), UNC General Administration believes the EPPP Committee's consideration is necessary before moving forward with one or both new degree program proposals.

**Action:** This item is for discussion.



Constituent Universities  
Appalachian State  
University

East Carolina  
University

Elizabeth City  
State University

Fayetteville State  
University

North Carolina  
Agricultural and  
Technical State  
University

North Carolina  
Central University

North Carolina  
State University  
at Raleigh

University of  
North Carolina  
at Asheville

University of  
North Carolina  
at Chapel Hill

University of  
North Carolina  
at Charlotte

University of  
North Carolina  
at Greensboro

University of  
North Carolina  
at Pembroke

University of  
North Carolina  
at Wilmington

University of  
North Carolina  
School of the Arts

Western Carolina  
University

Winston-Salem  
State University

Constituent High School  
North Carolina  
School of Science  
and Mathematics

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## GENERAL ADMINISTRATION

POST OFFICE BOX 2688, CHAPEL HILL, NC 27515-2688

SUZANNE T. ORTEGA, *Senior Vice President for Academic Affairs*

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## MEMORANDUM

To: Educational Planning, Policies and Programs Committee of the Board of Governors  
From: Suzanne T. Ortega  
Date: December 18, 2013  
Re: MFA proposals in CIP 50.0602 (Cinematography and Film/Video Production)

In March 2013, UNC General Administration received two independent Appendix A Requests to Plan MFA degree programs in the area of film production (CIP 50.0602). The proposals were:

- MFA in Media Production from UNC Greensboro
- MFA in Filmmaking from UNC School of the Arts

Programs classified as CIP 50.0602, Cinematography and Film/Video Production, are defined as follows:

*A program that prepares individuals to communicate dramatic information, ideas, moods, and feelings through the making and producing of films and videos. Includes instruction in theory of film, film technology and equipment operation, film production, film directing, film editing, cinematographic art, film audio, techniques for making specific types of films and/or videos, media technologies, computer image making, multi-media production, and the planning and management of film/video operations.*

In April 2013, UNC General Administration informed the proposing campuses that the likelihood of approval for two such similar programs to be delivered in close geographic proximity is extremely low. We asked representatives from the proposed programs to work together to determine a path forward that would ensure duplicative efforts are not pursued and encouraged consideration of a highly collaborative strategy, such as joint program delivery.

In June 2013, the campuses responded to UNC General Administration with a memo outlining differences in program mission and curriculum content and requesting that both programs move forward for consideration and approval. UNC General Administration strongly encouraged the campuses to develop a joint program proposal due to UNC General Administration by December 31, 2013.

By October 2013, UNC School of the Arts had expressed a desire for its degree program to be considered independently.

Because UNC General Administration is unprepared to make the case that these two programs are not duplicative in nature, we are asking this Committee to determine whether one or both proposals should move forward for further development and consideration in the degree program approval process.

### Attachments:

June 6, 2013 Joint Response from UNCG and UNCSA to UNC General Administration  
Appendix A Request to Plan the MFA in Media Production, UNCG  
Appendix A Request to Plan the MFA in Filmmaking, UNCSA

**APPENDIX A**  
**UNIVERSITY OF NORTH CAROLINA**  
**REQUEST FOR AUTHORIZATION TO PLAN**  
**A NEW DEGREE PROGRAM**

THE PURPOSE OF ACADEMIC PROGRAM PLANNING: Planning a new academic degree program provides an opportunity for an institution to make the case for need and demand and for its ability to offer a quality program. The notification and planning activity to follow do not guarantee that authorization to establish will be granted.

Date: 11/18/2013

**Constituent Institution:** University of North Carolina at Greensboro

CIP Discipline Specialty Title: Cinematography and Film/Video Production

CIP Discipline Specialty Number: 50.0602 Level: Masters (MFA)

Exact Title of the Proposed Program: Masters of Fine Arts in Media Production

Exact Degree Abbreviation (e.g. B.S., B.A., M.A., M.S., Ed.D., Ph.D.): M.F.A.

Does the proposed program constitute a substantive change as defined by SACS?    Yes \_\_\_\_\_ No x

The current SACS Substantive Change Policy Statement may be viewed at:  
<http://www.sacscoc.org/pdf/081705/Substantive%20Change%20policy.pdf>

If yes, please briefly explain.

Proposed date to establish degree:    Month August Year 2014

***Note: Although this document is nominally a "Request for Authorization to Plan a New Degree Program," it is in actuality a request for a new name and CIP Code for a long-standing concentration in an existing degree-granting program.***

The Department of Media Studies at UNCG currently offers an MFA in Drama (Concentration in Film and Video Production). This program was originally launched in 1984, in what was then the Department of Communication and Theatre. With the emergence of media education as a fully-fledged discipline, the "Broadcasting and Cinema" division split from Theatre in 2000 to become a freestanding department in the College of Arts and Sciences. In 2009, responding to paradigm shifts occurring both within the media landscape and the discipline, the Department of Broadcasting and Cinema changed its name to the Department of Media Studies. The following year, UNCG's Theatre Department was moved from the College of Arts and Sciences to the newly created School of Music, Theatre and Dance.

Now the Department of Media Studies (formerly Broadcasting and Cinema) is seeking, for both disciplinary and administrative reasons, to restructure the long-running and highly successful MFA in Drama (Concentration in Film and Video Production) as a stand-alone MFA in Media Production, carrying the more accurate CIP code attached to "Cinematography and Film/Video Production," and

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<sup>1</sup>This Appendix A supersedes the preceding Appendix A entitled, "Notification of Intent to Plan a New Baccalaureate or Master's Program," adopted May 6, 2009.



housed within the Department of Media Studies. (We seek action only pertaining to the Concentration in Film and Video Production. The MFA in Drama Concentrations in Directing, Design, Acting, and Theatre for Young People will continue as currently structured, within the School of Music, Theatre and Dance.)

1. Describe the proposed new degree program. The description should include:
  - a. a brief description of the program and a statement of educational objectives

The newly renamed MFA in Media Production proposed here will continue the nearly 30-year tradition of the existing MFA in Drama (Film and Video Production Concentration): to develop informed, enlightened artists whose practical media production skills are matched by their understanding of media history and theory, and enriched by the individual student's interdisciplinary interests. The program encourages students to explore a range of media forms -- narrative, documentary, experimental, and animation -- as well as technologies, including film, video, and on-line digital media. The faculty -- which is comprised of both Ph.D. credentialed scholars and MFA credentialed artists -- guide our graduate students to formulate their own creative and research plan, and, when necessary, to seek coursework outside the department that will support this plan. As detailed below, the MFA has a successful track-record of producing independent media artists and educators who are trained to work not only in film production, but in any facet of the broad-based and ever-expanding media industries.

In 2011, to bring our degree requirements in line with many leading programs across the country that use a two-year model, rather than a three-year course of study, the 60-hour MFA in Drama (Concentration in Film and Video) was restructured as a 48-hour degree. This streamlined program should allow the Department of Media Studies to change our admission cycle from admitting a new class every other year to annual admissions, thereby increasing enrollment, while making more efficient use of existing departmental resources.

- b. the relationship of the proposed new program to the institutional mission

The current mission statement of UNCG states that the university is a *learner-centered, accessible, and inclusive community fostering intellectual inquiry to prepare students for meaningful lives and engaged citizenship; a research university where collaborative scholarship and creative activity enhance quality of life across the life span; and a source of innovation and leadership meeting social, economic, and environmental challenges in the Piedmont Triad, North Carolina, and beyond.*

Since 1984, the MFA in Drama (Film and Video Production concentration) has provided significant support to this mission. We have **graduated more than 110 students** trained in collaborative, creative activities intended to improve civic engagement and enhance quality of life. With our emphasis on socially engaged documentary work, students have made numerous projects -- both as practicum assignments and as their capstone thesis work -- that have moved beyond traditional academic borders to impact real lives within the Piedmont Triad, the state of North Carolina, and the nation. Student work has celebrated local artists, documented regional history, explored local and national problems and their potential solutions, and advocated on behalf of traditionally under-represented populations.

Further, within the contemporary digital media environment, video has become an essential tool of communication. Far more than a form of entertainment, video production is a necessary component of any institutional or organizational endeavor, be it commercial, political, or educational. Our students have a successful track record of contributing -- locally and nationally -- to organizations both small and large that seek to grow communities and improve quality of life.

Finally, a large number of our graduates (see below) develop successful careers as media educators. Over the course of nearly 30 years, the MFA in Drama (Concentration in Film and Video Production) has produced multiple generations of innovative leaders in film and video education -- individuals who use the skills and knowledge they acquired at UNCG to teach students at universities and community colleges both throughout the state of North Carolina and across the United States.

- c. the relationship of the proposed new program to existing programs at the institution and to the institution's strategic plan

As noted throughout this document, we are not proposing a "new" program, but rather a reclassification of an existing program. For nearly 30 years, the MFA in Drama (Concentration in Film



and Video Production) has worked closely with other programs throughout UNCG, and contributed to the university's strategic plan.

Given that media production is an inherently collaborative undertaking, our graduate students routinely work with the undergraduate program in Media Studies, as well as with both undergraduate and graduate programs in Theatre, Music and Dance. As video production becomes a dominant mode of communication in many disciplines, our MFA students will be engaged in leadership roles helping students and faculty across the institution to create audio-visual texts. Our students have traditionally assumed this role -- through projects with College of Arts and Sciences Office of Research website, the Office of Research and Economic Development, the GK-12 Science Education Project, the *UNCG Magazine*, and the University Relations *G-cast*. Our MFA students and alumni are also playing a vital role in assisting the newly launched Digital Media Commons in Jackson Library. With the general expansion of university needs in audio-visual media, we expect this role to grow significantly.

The reclassified MFA in Media Production would further connect to the institution's strategic plan in a number of specific ways. The university has identified **increasing graduate enrollments** as a priority (*Strategic Plan 1.8*). The recently adopted curricular revisions (see above) will eventually allow the program to accelerate the admission cycle to an annual admission, thereby increasing enrollment.

The university has also identified the development of opportunities for **graduate student participation in interdisciplinary, collaborative scholarly and creative activity** to be a priority (*Strategic Plan 3.1*). Our MFA students consistently engage in such interdisciplinary and collaborative creative activity, working with undergraduate students, graduate students, and faculty from departments across the university. Further, graduate students from a number of disciplines on campus enroll in our graduate-level classes to enhance their understanding of media and the ways in which media production can enhance their own work. With this in mind, we also have added courses to the curriculum (including "Dance for the Camera" and "Doing Visual History") that are co-taught by faculty from multiple departments.

Finally, the university's strategic plan calls for the promotion of **artistic innovation and collaboration across disciplines, in order to enhance the development of artistic and cultural communities as well as the regional economy** (*Strategic Plan 4.2*). For nearly 30 years, the MFA in Drama (Film and Video Production concentration) has done just this -- producing innovative artists who enhance the local, regional, and national economy through careers in film, video, and media production (see below). This is consistent with the Piedmont Triad Partnership's identification of *creative enterprises* as an *engine for economic growth* with the ability to "attract creative talent, generate well-paying jobs, accelerate innovation, and support the success of other emerging economic clusters." Indeed, creative work accounted for 3% of total business sales in the Triad in 2009, while job growth in creative occupations increased by 11% between 2003-2008. In 2007, the region was home to nearly 29,000 creative enterprise jobs -- thirteen percent of which were in film and media ("Creative Economy in the Piedmont Triad: Get Creative, Get Noticed," NC Association of County Commissioners, August 27, 2010). The US Bureau of Labor Statistics further expects employment and wages in motion picture and video industries to grow 14 % between 2008 and 2018 (Bureau of Labor, <http://www.bls.gov/oco/cg/cgso38.htm#employ>). The MFA in Media Production at UNCG will continue to produce creative talent and educators who will contribute to this growth dynamic.

- d. special features or conditions that make the institution a desirable, unique, or cost effective place to initiate such a degree program

UNCG offers a unique combination of world-class education in the arts and excellence in the sciences, humanities, health, and business education and research. The MFA in Media Production will be well situated to contribute to and take advantage of the multi-disciplinary possibilities inherent in the offering of such an MFA program in the context of a major university. Our students will continue to benefit from the diverse range of world-class programs in art, music, theatre, dance, and creative writing that collectively define UNCG as an innovator of cultural leadership. They likewise will continue to benefit from working with researchers from dozens of academic disciplines who are increasingly interested in the potential for video work to enhance their own processes of innovation and discovery.



2. Provide documentation of student demand and evidence of the proposed program's responsiveness to the needs of the region, state, or nation.

### Student Demand

Presently, UNCG's MFA in Drama (Concentration in Film and Video Production) is one of three Master's programs in the South with an emphasis on independent media production and scholarship within a broader liberal arts environment. In North Carolina specifically, 14 UNC-system schools and at least seven private universities have functioned as undergraduate feeder programs for our MFA. Moreover, because of the burgeoning demand for all types of media products, students from many undergraduate disciplines outside the field have applied for and successfully completed UNCG's MFA in Drama (Concentration in Film and Video Production). These include students with backgrounds in English, History, Political Science, Sociology, Philosophy, Anthropology, Geology, Biology, Art, Drama, Dance, Music, and Communication Studies.

Consequently, the number of applications, students enrolled, and degrees awarded have long been healthy. Since the Fall of 2005, the MFA in Drama (Concentration in Film and Video Production) has received a total of **199 applications** -- far greater demand than we have capacity to accommodate. Over that same time frame (2005-2013), the yearly breakdown of enrollment numbers is as follows:

Academic Year	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
<b>Total Enrolled</b>	<b>12</b>	<b>13</b>	<b>11</b>	<b>10</b>	<b>23</b>	<b>11</b>	<b>20</b>	<b>8</b>

In this same time frame, the MFA in Drama (Concentration in Film and Video Production) awarded **57 degrees**. We expect to graduate another eight students this spring, bringing the total number of MFA degrees awarded since 2005 to 65.

Looking forward, we expect to continue our current practice of admitting a new class every other year and anticipate an annual enrollment of 12 students for the first three years of the new "MFA in Media Production" program. Beginning in 2017, we expect to move to annual admission, upon which annual enrollments should double, to 24 students each year.

### Responsiveness to the Needs of the Region, State, or Nation

The emergence of the Internet and digital video technologies has made the global distribution of media inexpensive and instantaneous. This expanding new media environment is characterized by decreasing technological barriers to entry, increasing sophistication of global media consumers, and a burgeoning demand for all types of rich media products. Consequently, simply knowing how to shoot and edit media is not enough for long-term success in this rapidly changing field, and students with bachelor's degrees in many disciplines now seek graduate-level training in medial production.

Our current MFA in Drama (Concentration in Film and Video Production) -- to be reauthorized as MFA in Media Production -- satisfies the need for trained professionals who can make sophisticated media products because it helps students develop advanced-level skills in both creative production and artistic storytelling. Further, it provides training in media education. In its nearly 30 years of operation, UNCG has thus produced trained film and video professionals who, upon graduation, successfully fulfill three distinct needs:

- 1) Academic positions in media education
- 2) Professional positions in the media industries
- 3) Media production entrepreneurs

Our graduates have successful track records of working within genres of animation, documentary, drama, experimental, and informational media -- work that is distributed through mobile devices, websites, blogs, streaming media, social media, email, radio and television broadcasting, theatrical films, cable channels, and online journalism. In short, unlike the UNCSA School of Filmmaking where the educational paradigm is conservatory training for creative positions in the *feature film industry*, the proposed MFA in Media



Production offers a wide-ranging curriculum that allows students to hone their skills and gain employment in every facet of the media business.

### *1) Academic Jobs in Media Education*

The evidence for the need for Masters level training for academic jobs in media production is ubiquitous: for example, a recent search of *Higher Ed Jobs*, a website that aggregates academic job postings, found 27 job listings for lecturers, assistant professors, associate professors or visiting artists. All 27 required a terminal degree: e.g., "Terminal degree (Ph.D. or M.F.A.) in media arts production or related field." In our nearly 30 years of operation, the MFA in Drama (Concentration in Film and Video) has produced **more than 40 media educators** who have taught in institutions of higher education across North Carolina and throughout the United States and are training the next generation of media makers.

As video continues to grow as a dominant communication medium, a graduate program that produces not just practitioners, but also *teachers* of media, will be crucial to workforce development in the Triad and the state. Because the MFA in Drama (Concentration in Film and Video Production) has been the only such program in North Carolina for nearly 30 years, it has been a remarkable resource for training media educators. To date, UNCG MFAs have taught at **18 institutions of higher education in the state of North Carolina**. These include:

- Brett Ingram (1995), Associate Professor, University of North Carolina at Greensboro
- Hsiao-Kang Chu (2005), Assistant Professor, East Carolina University
- Brandi Berry (2013), Assistant Professor, Fayetteville State University
- Rustam Sheridan (2007), Lecturer, University of North Carolina at Charlotte
- Kamora Avent (2005), Instructor, North Carolina Central University
- Nicole Triche (2008), Assistant Professor, Elon University
- Max Negin (2008), Assistant Professor, Elon University
- Jason McMerty (2008), Director, Elon in Los Angeles Program, Elon University
- Ray Johnson (1992), Assistant Professor, Elon University
- Jim Goodman (1989), Assistant Professor, High Point University
- Jesse Knight (2002), Assistant Professor, Lees McCrae College
- Sukhada Gokhale (2005), Instructor, Art Institute of Charlotte
- Chad Phillips (2003), Visiting Assistant Professor, Guilford College

UNCG MFAs have also obtained faculty positions at numerous institutions of higher learning around the country. These include:

- John Woody (1990), Ruth D. Bridgeforth Professor of Telecommunications & Apple Distinguished Educator, James Madison University
- Brian Fuller (1992), Associate Professor, Calvin College
- Chang Hee Chun (2003), Associate Professor, Ithaca College
- Jack Lucido (2005), Associate Professor, Western Colorado State University
- Hector Douglas (1999), Assistant Professor, University of Alaska Fairbanks
- Diana Nicolae (2003), Assistant Professor, Rowan University
- Edward Tyndell (2008) Assistant Professor, Texas A&M Corpus Christi
- Jason Flynn (2008), Assistant Professor, University of North Alabama
- Jason Brown (2008), Assistant Professor, Valdosta State (Georgia) University
- Debra Sea (2011), Assistant Professor, Bemidji State (Minnesota) University

### *2) Professional Positions in the Media Industries*

The proposed MFA in Media Production provides advanced training in shooting, editing, lighting, sound acquisition, scriptwriting, and other essential skills for media production. Even more importantly, it requires the production of a thesis film -- a capstone work of either fiction or nonfiction, developed under the guidance of a faculty committee. The thesis film, which demonstrates mastery of media production and storytelling, then becomes the student's primary (and necessary) "calling card" for entry-level jobs in a wide range of media-related industries. Thus in addition to the specific skills developed, the



professional “reel” (or portfolio of work) developed at UNCG is a valuable credential that allows entry into the media professions. MFAs from UNCG include **17 industry professionals** in jobs such as:

- Martha Dale Williams (1993), Unit Production Manager, *Under The Dome* (television series), CBS/Dreamworks
- Christina Clum (1996) Public Relations Manager, Remy Cointreau USA
- Ed Mabe (1998), Producer, NASCAR Films, Charlotte, NC
- Karen Crawford Phillips (1998), Graphic Design Coordinator, Area Heath Education Center, Cone Healthcare, Greensboro, NC
- Bernd Reinhardt (1999) Cinematographer, *Jimmy Kimmel Live* (late-night variety show), ABC Television
- Viviek Narayan (2005), National Video Editor, Scripps Broadcasting, Washington D.C.
- Adrienne Ostberg (2013), Video Editor, MSN Online, Seattle
- Carolyn Hart (2013), Associate Producer, Digital Development Communications, Chapel-Hill, NC

In addition, **eight** UNCG MFAs also work or have worked in **nonprofit media** positions, such as:

- Chad Sisneros (1995), Senior Director of Video Production, Humane Society of America, Washington, D.C.
- Christopher Holmes (2005), Program Coordinator, River Run Film Festival, Winston-Salem, NC
- Amy Waller (2008), Producer, Arkansas Educational Television Network
- Alice Dull (2013), Digital Media Specialist, CHADD’s National Resource Center on ADHD

### 3) Media Production Entrepreneurs

Finally, with its emphasis on community engagement, the MFA in Media Production attracts and trains a number of students who use their education to launch and run their own video production businesses. These students serve as engines of economic development in communities across the state of North Carolina. We have identified **20** such **media entrepreneurs within our state**, who include:

- Tom Lipscomb (2003), Producer/Director/Owner, Tom Lipscomb Productions, Greensboro
- Greg Easterbrook (2005), Director of Photography/Owner, Burning Eye Films, Charlotte
- S. Cagney Gentry (2011), Producer/Owner Red Balloons Films, Winston-Salem
- Kenneth Price (2011), Producer/Director/Owner, Price Films, Wilmington
- Kevin Wells (2013), Producer/Director/Owner, Emergent Pictures, Durham
- James Gould (2013), Producer/Director/Owner, Good Earth Films, Reidsville

3. List all other public and private institutions of higher education in North Carolina currently operating programs similar to the proposed new degree program. Identify opportunities for collaboration with institutions offering related degrees and discuss what steps have been or will be taken to actively pursue those opportunities where appropriate and advantageous.

*Duke University.* Duke offers an MFA in Experimental and Documentary Film. There has been no significant collaboration with Duke, as the program there is relatively new. Currently, some of our MFA students sit in on courses offered at Duke by UNCG alumnus David Gatten.

*Wake Forest University.* Wake offers a recently initiated MFA in Documentary. To date, there has been no significant collaboration, although that program is coordinated by another UNCG alumna, Mary Dalton.

*University of North Carolina School of the Arts.* To date, UNCSA offers only an undergraduate program in filmmaking. In the time since our request to reclassify our graduate program as an MFA in Media Production, we have had the opportunity to study UNCSA’s own request for an MFA in Filmmaking. At this point, we do not see significant overlap between our proposed MFA in Media Production and UNCSA’s proposed MFA in Filmmaking. They envision a program structured similarly to their undergraduate program, which offers a conservatory approach designed to train students to work



specifically in the feature film industry. By contrast, our proposed program will continue the 30-year tradition of the MFA in Drama (Concentration in Film and Video Production) by producing broadly educated graduates who are free to develop expertise in any aspect of media production and education.

Further, we find it notable that the UNCSA proposal includes concentrations in three areas: film producing, screenwriting, and musical scoring for film. It is important to note that in the film industry, *producing* is a distinct enterprise from *production*. The former, which UNCSA is requesting, focuses on the legal, financial, and logistical work necessary to coordinate the creation of a film. The latter, which UNCG has long taught at the graduate level (and which the CIP code 50.0602 specifically addresses), includes the hands-on work of cinematography, sound acquisition, and editing that comprises the core of film and video production work. There may be overlap between our existing graduate-level courses in screenwriting and UNCSA's proposed graduate concentration in that area. However, we believe the specific areas of focus would differ – UNCSA's interest lies specifically with narrative, fictional screenplays; UNCG's largely with non-fiction, documentary story-telling. UNCSA's third proposed concentration, Film Music Composition, does not present duplication with our graduate curriculum.

Given the UNC system's interest in collaboration between programs, we have been open to the possibility of working more closely with our counterparts at UNCSA. In the spring of 2012 representatives from the UNCSA undergraduate program in filmmaking approached us about working together to facilitate UNCSA's delivery of a particular class in undergraduate filmmaking. Although we seriously entertained the proposal, we ultimately found it less reciprocal (or truly collaborative) than we think would be necessary for such a partnership.

We returned to the table with representatives from UNCSA following GA's determination, in the Spring of 2013, that our concurrent requests for graduate programs carrying the CIP code 50.0602 would only be allowed to go forward if we explored avenues for collaboration. To that end, we hosted a delegation from School of the Arts at UNCG on May 15, 2013, for a meeting held in the office of the Dean of the Graduate School, William Wiener. As Dean Wiener reported to GA at the time, the outcome of that meeting was that while both sides felt that our programs are distinct to the point that the two proposals are not duplicative, we could potentially benefit from a consortium approach in which students from either school would be allowed to take particular classes from the other's program. We agreed that such an approach could be beneficial for our students, enabling them to draw on the distinct expertise offered by both sets of faculty.

This proposal for a consortium arrangement, however, was rejected by GA, which insisted that we explore the possibilities of a true joint program – a single MFA operated by both schools. Responding to that instruction, the Media Studies faculty at UNCG drafted what we considered an invitation to dialogue, inviting our counterparts at School of the Arts to continue the conversation begun in May of 2013. In a letter dated September 10, 2013, we offered an initial, broad-strokes vision of how two very different programs might be able work together to enhance the learning opportunities available to all of our students. This letter was approved by both Timothy Johnson, Dean of the UNCG College of Arts and Sciences, and David Perrin, UNCG Provost. In turn, Provost Perrin delivered the letter to the UNCSA Provost David Nelson in an e-mail dated September 12, 2013.

Over the next month, Provost Perrin made several attempts to discuss the proposal with Provost Nelson, but received no response. Finally, on October 10, 2013, Provost Perrin was informed by Courtney Thornton, the General Administration's Associate Vice President for Research and Graduate Education, that UNCSA had decided not to take up our invitation for further conversation, and instead was again requesting that GA consider its proposal for an independent MFA, absent any collaboration with UNCG. We are thus left with the impression that UNCSA is not interested in collaboration at the graduate level.

4. Are there plans to offer all or a portion of this program to students off-campus or online?  
No
5. Estimate the total number of students that would be enrolled in the program during the first year of operation: *Full-Time* 12 *Part-Time* \_\_\_\_\_  
Estimate the total number of students that would be enrolled in the program during the fourth year of operation: *Full-Time* 24 *Part-Time* \_\_\_\_\_



6. Will the proposed program require development of any new courses: Yes \_\_\_\_\_ No x  
If yes, briefly explain.

7. Will any of the resources listed below be required to deliver this program? (If yes, please briefly explain in the space below each item, and state the source of the new funding and resources required.)

**Note: As this program has been running continuously for nearly 30 years, no new resources are necessary at this time.**

- a. New Faculty: Yes \_\_\_\_\_ No x
- b. Additional Library Resources: Yes \_\_\_\_\_ No x
- c. Additional Facilities and Equipment: Yes \_\_\_\_\_ No x
- d. Additional Other Program Support: Yes \_\_\_\_\_ No x  
(for example, additional administrative staff, new Master's program graduate student assistantships, etc.)

8. For graduate programs only:

- a. Does the campus plan to seek approval for a tuition differential or program specific fee for this new graduate program? Yes \_\_\_\_\_ No x
- b. If yes, state the amount of tuition differential or fee being considered, and give a brief justification.

9. For doctoral programs only:

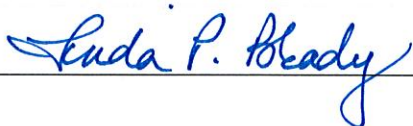
- a. Describe the research and scholarly infrastructure in place (including faculty) to support the proposed program.
- b. Describe the method of financing the proposed new program (including extramural research funding and other sources) and indicate the extent to which additional state funding may be required.
- c. State the number, amount, and source of proposed graduate student stipends and related tuition benefits that will be required to initiate the program.

10. List the names, titles, e-mail addresses and telephone numbers of the person(s) responsible for planning the proposed program.

- Dr. Michael Frierson, Professor and Director of Graduate Studies  
<frierson@uncg.edu> 336-253-8079 (cell)
- Dr. Geoffrey Baym, Associate Professor and Department Head  
<gdbaym@uncg.edu> 336-256-1294

This request for authorization to plan a new program has been reviewed and approved by the appropriate campus committees and authorities.

Chancellor



Date

November 19, 2013







University of North Carolina School of the Arts  
Office of Academic Affairs

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*201 Mossman Building  
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Date: June 6, 2013

To: Dr. Courtney Thornton, Associate Vice President for Research & Graduate Education

From: Dr. David Nelson, UNCSA Provost

Dr. David Perrin, UNCG Provost and Executive Vice Chancellor

Re: MFA Proposal Joint Response

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Dear Dr. Thornton:

We appreciate you alerting us to your concerns about any potential overlap between the UNCG's proposal for an MFA in Media Production (CIP 50.0602) and UNCSA's proposal for an MFA in Filmmaking (CIP 50.0602). Although these programs are in close driving distance of each other and share a CIP code, there are a number of historical differences that exist with regards to both program mission as well as the content of the curriculum. We first offer an overview of each program separately, so that you are fully apprised of the differences and strengths exhibited by each of our campuses. We then provide an overview of those areas in which we believe that we can collaborate and leverage existing and future resources.

### **UNC School of the Arts**

The University of North Carolina School of the Arts is composed of five distinct arts conservatories including drama, dance, music, design and production, and filmmaking. Established in 1963, the mission of UNCSA is to represent excellence in the visual and performing arts, train future professionals in their fields, and serve as the conservatory for not only North Carolina, but also the other southern states. The School of Filmmaking, inaugurated in 1993, was designed in that same tradition of excellence, and has quickly become both the consummate film school in the State and one of the top schools in the world as ranked by the Hollywood Reporter.

The UNCSA School of Filmmaking provides students with a top-of-the-line education that prepares them for the real world of the business of filmmaking, including feature films, television films, miniseries and series, internet series, documentaries, and animation. The School of Filmmaking operates as a conservatory, which in both mission and structure is quite distinct



from the more traditional liberal arts approach. Students are admitted directly into the School of Filmmaking, and begin the process of learning how to make films in their first semester on campus. To that end, the State of North Carolina has invested in state-of-the-art facilities, a faculty who keeps an active role in filmmaking as working professionals themselves, and an emphasis on storytelling, no matter the medium or distribution model.

UNCSA students receive some of the most hands-on education in the nation, with current undergraduate programs in Animation, Cinematography, Directing, Picture Editing & Sound Design, Producing, Production Design, and Screenwriting, as well as a graduate (MFA) program in Film Music Composition. Students have the extremely rare opportunity to “shadow” key crew on many major feature film productions. UNCSA students graduate with the skills to get jobs not only on film or television sets in every capacity as a crew member (lighting, camera, sound, production, production design, etc.) but also in editing, sound design, and scoring. UNCSA trains students to excel in the management and executive ranks of production companies and studios by learning the development, financing, marketing, and distribution processes. Students are trained to generate projects, thereby generating jobs.

The School of Filmmaking serves as a cornerstone of the burgeoning North Carolina film industry. As such, UNCSA has identified growth in graduate filmmaking programs as a strategy for both campus advancement and regional economic development. The natural progression for the School of Filmmaking is to initially expand beyond the existing MFA in Film Music Composition by adding MFA programs in Screenwriting and Producing. These three concentrations would be housed under a single MFA in Filmmaking degree. This plan allows UNCSA to build upon the successes and infrastructure established at the undergraduate level.

### **UNC Greensboro**

Unlike the UNCSA School of Filmmaking, at UNCG, the Department of Media Studies’ MFA in Drama (Concentration in Film and Video Production) graduates film and video artists who are trained primarily as independent media makers. The program at UNCG has been in existence since 1984 as a concentration originally housed in the Department of Communication and Theatre in the College of Arts & Sciences. Later the separation of Theatre from “Broadcasting and Cinema” (now “Media Studies”) and the recent merging of Music, Theater and Dance into a distinct unit from the College of Arts & Sciences, has prompted the desire to change this long-existing and successful concentration into a stand-alone MFA in Media Production, housed in the Department of Media Studies, within the College of Arts & Sciences.

UNCG’s film and video concentration is individualized based on a student’s interests, and guides each student to formulate his or her own creative and research plan, and, when necessary, to seek graduate coursework outside the department that will support this plan. UNCG’s curriculum does not train students to enter the feature film industry; rather, it encourages them to explore a range of media forms, which may include a work of narrative fiction or nonfiction, an experimental, or animated short, the production of which serves as the capstone project of the MFA. Most of the master’s students in UNCG’s Department of Media Studies work as independent producers of a range of media, including short fiction films, experimental documentaries, educational films, documentaries, animation, and client-driven films.

These creative works are often distributed through non-theatrical (i.e., “non-Hollywood”) channels, including educational distributors, art galleries, film festivals, non-commercial television, and the World Wide Web. Consistent with this broad approach, MFA students from UNCG have found employment as both professional practitioners outside Hollywood feature film production in a range of roles: a freelance lighting director in New York City, an Investigative Editor at KNXV-TV, a television producer at Arkansas Educational Television (AETN), a Senior Director of Video at the Humane Society of the United States, a videographer in a university media center, a streaming media specialist in a university IT center.

One signature aspect of UNCG’s curriculum has been the training of media educators, many of whom obtain university teaching positions. From the graduating class of 2008, for example, *seven of twelve* graduates were hired as media educators at the university level: six as tenure track Assistant Professors and one as an instructor. Moreover, because the MFA in Drama (Concentration in Film and Video) has been the only graduate program of its kind in the state for the last 25 years, it has been a remarkable resource for providing media educators to the state and the nation. UNCG graduates have served, or currently serve, on faculties of institutions such as Wake Forest, North Carolina State, UNCG, Ithaca College, Boston College, James Madison University, East Carolina University, Elon University, North Carolina A & T State, Guilford College, High Point University, Montreat Anderson College, Randolph Community College, St Andrews College, Calvin College, Community College of Baltimore, Hartford, McDaniel College, Oklahoma Baptist, Pittsburg State, St. Francis College of New Mexico, Gallup, Richard Stockton College, Rowan University and the University of Maryland Baltimore County.

Finally, many students in this program come to UNCG to pursue documentary work. Media Studies faculty and graduate students alike have produced documentaries examining any number of social issues; the curriculum more broadly emphasizes civic engagement. Moreover, the curriculum encourages students to produce socially meaningful work through the courses MST 698 Practicum and MST 699 Thesis. Consequently, a large number of UNCG students have made important, socially engaged documentaries that have moved beyond traditional academic borders to impact the region, state and nation. Examples include documentary films about underserved populations such as prisoners, immigrants, and the LGBT, deaf, and autistic communities.

### **PROPOSED COLLABORATION**

Even though the UNCSA and UNCG programs are unique in their focus, history, goals, content and the students served, we have identified a number of potential areas of interesting collaboration. First, and most immediate, is the ability for students in each program to enroll in courses from the other campus. UNCSA students pursuing the MFA in Filmmaking with a concentration in Producing would benefit greatly from the ability to enroll in business management, finance, and economics courses offered at UNCG. The scripts written by UNCSA students pursuing the Screenwriting concentration would be enhanced by the student having access to the multitude of advanced courses offered by UNCG in the liberal arts. UNCG students would gain access to both UNCSA’s advanced filmmaking facilities and courses, such as the advanced film marketing and financing courses that will be included in the UNCSA Producing track. We believe that these objectives can be accomplished by the development of a consortial agreement similar to the Inter-Institutional Registration Program that UNC Greensboro currently participates in with Duke University, NC Central University, NC State University, UNC Chapel Hill, and UNC Charlotte.

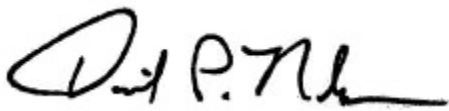


We see our proposed collaborative efforts as a benefit to the education of our diverse student populations, as well as a means of serving and enriching the cultural and economic prosperity of the citizens of North Carolina, the South, and the United States. Our further desire is eventually to form a kind of “RTP” of filmmaking and video education for the Triad, which would consist of a private/public partnership between UNC School of the Arts, UNC Greensboro, Wake Forest University, the Center for Design Innovation, and the RiverRun International Film Festival. Both UNCSA and UNCG have contacts at both Wake Forest University and their Documentary Film MFA program that will be contacted in this process. Furthermore, this public/private partnership would build upon UNCSA’s existing formal relationships with RiverRun and the Center for Design Innovation by formally incorporating Wake Forest University and UNC Greensboro. RiverRun is an Associated Entity of UNCSA, and UNCSA is one of the three constituent campuses of the Center for Design Innovation, a leading multi-campus research center.

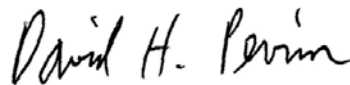
Since it is our mutual objective to contribute to the economic development of North Carolina, formal outreach to Aaron Syrett (Director of the North Carolina Film Commission), and Jerry Maguire (incoming Chair of the Piedmont Triad Film Commission), will be continued to discuss how our combined presence can contribute to making the Triad a prime production center for the State. We envision setting up a system that will help our future MFA graduates generate new projects of all varieties (fiction or nonfiction, live-action or animation), develop successful production companies, and attract strong above-the-line talent as well as below-the-line crews to our region, thus enabling our graduates to make their first professional films right here in the Triad.

Since our proposals complement each other, we therefore seek to have our two programs to be considered by the BOG as a package so that we can use our joint resources to support each other. If you have any questions or need any additional information, please do not hesitate to let us know.

Sincerely,



David P. Nelson  
UNCSA Provost



David H. Perrin  
UNCG Provost and Executive Vice Chancellor

Cc: Dr. William Wiener, Dean, The Graduate School  
Dr. David English, Associate Provost & Dean of Graduate Studies

**APPENDIX A**  
**UNIVERSITY OF NORTH CAROLINA**  
**REQUEST FOR AUTHORIZATION TO PLAN**  
**A NEW DEGREE PROGRAM**

THE PURPOSE OF ACADEMIC PROGRAM PLANNING: Planning a new academic degree program provides an opportunity for an institution to make the case for need and demand and for its ability to offer a quality program. The notification and planning activity to follow do not guarantee that authorization to establish will be granted.

**Date:** December 13, 2013

**Constituent Institution:** University of North Carolina School of the Arts

**CIP Discipline Specialty Title:** Cinematography and Film/Video Production

**CIP Discipline Specialty Number:** 50.0602 Level: B \_\_\_ M X 1<sup>st</sup> Prof \_\_\_ D \_\_\_

**Exact Title of the Proposed Program:** Master of Fine Arts in Filmmaking

**Exact Degree Abbreviation:** MFA

Does the proposed program constitute a substantive change as defined by SACS? Yes \_\_\_ No X

The current SACS Substantive Change Policy Statement may be viewed at:  
<http://www.sacscoc.org/pdf/081705/Substantive%20Change%20policy.pdf>

If yes, please briefly explain.

Proposed date to establish degree: Month: August Year: 2015

1. Describe the proposed new degree program. The description should include:
  - a. a brief description of the program and a statement of educational objectives
  - b. the relationship of the proposed new program to the institutional mission
  - c. the relationship of the proposed new program to existing programs at the institution and to the institution's strategic plan
  - d. special features or conditions that make the institution a desirable, unique, or cost effective place to initiate such a degree program

The MFA in Filmmaking will build on UNCSA's strengths at the baccalaureate and masters level in preparing individuals for professional careers in the film industry. This program aligns completely with UNCSA's role as the state's unique professional school for the performing, visual, and moving image arts. UNCSA provides gifted developing artists with the experience, knowledge, and skills needed to excel in their disciplines and in their lives; and serves and enriches the cultural and economic prosperity of the people of North Carolina, the South and the United States. It is structured in the same manner as our other



undergraduate and graduate programs on the campus, in that the MFA in Filmmaking will be comprised of multiple concentrations. The MFA in Filmmaking would initially be composed of three concentrations: Producing, Screenwriting, and Film Music Composition. The Film Music Composition program currently exists as a stand-alone MFA, and it is proposed that it would be folded into this new MFA in Filmmaking as a concentration. Producing and Screenwriting were selected as the initial new concentrations as they require lower up-front operational and faculty resources. Each of the three concentrations will offer a common foundation first year core Cinema Studies course sequence, and will conclude with a common capstone thesis requirement.

By establishing an MFA in Filmmaking, UNCSA will be better able to leverage the significant capital investment that the State of North Carolina has made in our campus. We currently operate professional-grade filmmaking facilities, and this new graduate program will allow us to more efficiently utilize those resources. We also possess faculty expertise in each of the proposed areas of concentration, which allows us to more easily make the transition to graduate level instruction in these topics.

The decision to focus on screenwriting and producing as new areas of concentration is a strategic one, based upon an analysis of film industry trends. The film business has continued to evolve rapidly, resulting in a wider range of distribution models. As such, the role of the creative producer and screenwriter have become more central to the process of developing material for specific markets, with the selection of those markets being determined during the initial development phase. These proposed concentrations will prepare students for these new economic opportunities. We have also had exploratory conversations with other universities in the state regarding the possibility of a joint MFA/MBA program. If approved, this new MFA in Filmmaking would allow us to continue those conversations. UNCSA has also begun discussions with North Carolina State University regarding a collaborative gaming program at the master's level. While that would likely constitute a discreet MFA and a separate proposal, this proposed MFA in Filmmaking would support and enhance that initiative.

UNCSA is currently in the process of developing its next strategic plan, but growth of graduate programs has already been identified as a top campus priority. Enhancement of existing graduate programs and growth of distinctive new programs will remain a key component of our process. The University has

already put significant support into this initiative. UNCSA has recently re-established the Dean of Graduate Studies position, which is charged with developing a campus-wide plan for the expansion and enhancement of graduate education. We have also pledged that a portion of available campus-initiated tuition increase revenues will be allocated towards increasing graduate assistantships, and have previously requested additional funding for graduate stipends as part of our expansion budget request. In short, the establishment of this MFA in Filmmaking represents a significant step towards completion of one of our institution's top strategic priorities.

2. Provide documentation of student demand and evidence of the proposed program's responsiveness to the needs of the region, state, or nation.

This would be the first MFA in Filmmaking offered in North Carolina. The film industry is a burgeoning component of North Carolina's new economic model, and the creation of an MFA would help facilitate the recruitment of new film productions to the State. As such, we believe that there is significant student demand for the program. In fact, in recent years we have received ten to fifteen inquiries per year from individuals who would like to pursue an MFA in Filmmaking at UNC School of the Arts. These inquiries have been completely organic, as UNCSA obviously has no program and has engaged in no marketing. If the MFA in Filmmaking is authorized, we feel confident that we will be able to attract sufficient student demand.

Establishment of the MFA in Filmmaking is also a key component of our economic development strategy. The recent report "Arts & Economic Prosperity IV in North Carolina" noted that the nonprofit arts and culture is a \$1.24 billion dollar industry in the State, and supports over 43,600 FTE jobs. Filmmaking in particular has been a key component of this resurgence. UNCSA has historically been a critical part of recruiting production companies and filmmakers to North Carolina. We would be more effective in that objective if we had faculty and students engaged in terminal, graduate level instruction who could work on productions such as "You Are Here," an upcoming feature film release shot in part on the UNCSA campus over the summer of 2012.

3. List all other public and private institutions of higher education in North Carolina currently operating programs similar to the proposed new degree program. Identify opportunities for collaboration with institutions offering related degrees and discuss what steps have been or will be taken to actively pursue those opportunities where appropriate and advantageous.



There are no other universities in the State of North Carolina currently offering a Master's degree (MA or MFA) in Filmmaking (CIP 50.0602). Wake Forest University currently offers an MA/MFA Documentary Film Program, and our sister campus UNC Greensboro offers an MFA in Drama with a focus on Film and Video Production. Our faculty has strong relationships with both programs, and it is anticipated that the creation of a UNCSA MFA will allow for even greater partnerships and collaborations.

Faculty and administration from UNC School of the Arts and UNC Greensboro met over the summer of 2013 to explore potential areas of partnership, as both campuses are currently pursuing an MFA under the CIP code of 50.0602. While the two proposed programs share a potential CIP code, they are quite distinct with regards to their proposed curricula and educational objectives. UNC Greensboro's proposed program is an MFA in Media Production, focused on the training on independent media makers. UNC School of the Arts proposal is for an MFA in Filmmaking, focused on the business of filmmaking, including feature films. These differences in mission and focus necessitate that each campus offer a discrete degree, as opposed to a single shared joint degree. The complementary nature of the two proposed degree programs allows for a number of potential collaborative endeavors that are more fully delineated in the June 6, 2013 document "MFA Proposal Joint Response."

4. Are there plans to offer all or a portion of this program to students off-campus or online?

**NO**

If so,

- a. Briefly describe these plans, including sites and method(s) of delivering instruction.
- b. Indicate any similar programs being offered off-campus or online in North Carolina by other institutions (public or private).
- c. What is the estimated percentage of courses in the degree program that will be offered/available off-campus or online: \_\_\_\_\_
- d. Estimate the number of off-campus or online students that would be enrolled in the first and fourth years of the program:

First Year Full-Time \_\_\_\_\_ Part-Time \_\_\_\_\_

Fourth Year Full-Time \_\_\_\_\_ Part-Time \_\_\_\_\_

*Note: If a degree program is to be offered off-campus or online, the proposal must be approved by the Board of Governors. It is not an option to offer a degree program off-campus or online without the approval of the Board of Governors. (UNC System Policy 400.1.1.3)*

5. Estimate the total number of students that would be enrolled in the program during the first year of operation: *Full-Time* 20 *Part-Time* 0

Estimate the total number of students that would be enrolled in the program during the fourth year of operation: *Full-Time* 30 *Part-Time* 0

6. Will the proposed program require development of any new courses: Yes X No       
If yes, briefly explain.

UNCSA currently offers an undergraduate degree in Filmmaking, with eight distinct concentrations, including Producing and Screenwriting. Lead faculty in these two disciplinary areas have worked over the past year to develop masters level courses that draw from our established expertise at the baccalaureate level. A copy of the three proposed curriculum models is included as Appendix I in this document.

7. Will any of the resources listed below be required to deliver this program? (If yes, please briefly explain in the space below each item, and state the source of the new funding and resources required.)

- a. New Faculty: Yes X No

This program leverages faculty that UNCSA currently employs in the disciplines of Film Music Composition, Producing, and Screenwriting. UNCSA anticipates that two new faculty lines will be required for this program. If enrollment growth funds are not available, the UNCSA Provost will provide these two positions.

- b. Additional Library Resources: Yes X No

While UNCSA does currently offer a graduate program in Film Music Composition and undergraduate programs in producing and screenwriting, it is anticipated that additional library resources will be needed. If enrollment growth funds are not available, the UNCSA Provost and Library will reallocate existing funds to cover these expenses.

- c. Additional Facilities and Equipment: Yes      No X

- d. Additional Other Program Support: Yes X No       
(for example, additional administrative staff, new Master's program graduate student assistantships, etc.)

UNCSA will provide tuition remissions, in-state tuition waivers, and graduate student assistantships to those students possessing exceptional talent. These funds will be derived from private sources, reallocations of



existing general fund appropriations, and tuition receipts. UNCSA is currently in the early planning stages of a capital campaign, and increased student funding has been discussed as a potential priority.

The annual Campus Initiated Tuition Increase (CITI) process allows for the consideration of tuition increases for strategic purposes. UNCSA charges tuition to non-resident high school students, resident and non-resident undergraduate students, and resident and non-resident graduate students. The campus has discussed the need to increase funding for graduate students, and has previously used CITI revenues for this purpose.

8. For graduate programs only:
  - a. Does the campus plan to seek approval for a tuition differential or program specific fee for this new graduate program?  
Yes   X   No
  - b. If yes, state the amount of tuition differential or fee being considered, and give a brief justification.

UNCSA proposes that students pursuing the MFA in Filmmaking be charged an additional \$1,000 fee to support the high cost of graduate level instruction in the filmmaking discipline. This charge will be levied in addition to the other special fees currently assessed to students pursuing a degree in the School of Filmmaking.

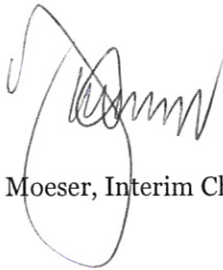
For doctoral programs only:

- a. Describe the research and scholarly infrastructure in place (including faculty) to support the proposed program.
- b. Describe the method of financing the proposed new program (including extramural research funding and other sources) and indicate the extent to which additional state funding may be required.
- c. State the number, amount, and source of proposed graduate student stipends and related tuition benefits that will be required to initiate the program.

10. List the names, titles, e-mail addresses and telephone numbers of the person(s) responsible for planning the proposed program.

- Dr. David English, Vice Provost & Dean of Academic Affairs  
[englishd@uncsa.edu](mailto:englishd@uncsa.edu), (336) 631-1546
- Dr. Dean Wilcox, Dean of Liberal Arts and Graduate Studies  
[wilcoxd@uncsa.edu](mailto:wilcoxd@uncsa.edu), (336) 770-3243
- Ms. Susan Ruskin, Dean of the School of Filmmaking  
[ruskins@uncsa.edu](mailto:ruskins@uncsa.edu), (336) 770-1323
- Dr. Renata Jackson, Assistant Dean of the School of Filmmaking and Associate Professor of Filmmaking, Cinema Studies Faculty  
[jacksonr@uncsa.edu](mailto:jacksonr@uncsa.edu), (336) 770-1389
- Ms. Lauren Vilchik, Assistant Professor of Filmmaking, Producing Faculty  
[vilchikl@uncsa.edu](mailto:vilchikl@uncsa.edu), (336) 631-1285
- Ms. Dona Cooper, Associate Professor of Filmmaking, Screenwriting Faculty  
[cooperd@uncsa.edu](mailto:cooperd@uncsa.edu), (336) 631-1220

This request for authorization to plan a new program has been reviewed and approved by the appropriate campus committees and authorities.

A handwritten signature in black ink, appearing to read 'James Moeser', is written over a large, loopy circular mark.

James Moeser, Interim Chancellor



## Appendix I: MFA in Filmmaking Curriculum Model Proposals

### MFA in Filmmaking

#### Concentration in Producing – **PROPOSED**

| MFA Degree Total

39 credits

Year One		Credits per Semester		Total Credits
FIM 5599	Intensive Arts	1	-	1
FIM 6101, 6102	Fundamentals of Cinematic Storytelling I & II	2	2	4
FIM 6301, 6302	Classics of World Cinema I & II	3	3	6
FIM 6401, 6402	Fundamentals of Production I & II	2	2	4
FIM 6571, 6572	Development I & II	3	3	6
<b>Year One Total</b>		<b>11</b>	<b>10</b>	<b>21</b>
Year Two		Credits per Semester		Total Credits
FIM 5599	Intensive Arts	1	-	1
FIM 7401	Acquisition & Creative Dealmaking	2	-	2
FIM 7402	Marketing & Distribution	-	3	3
FIM 7411, 7412	Finance I & II	3	3	6
FIM 7581, 7582	Thesis Project I & II	3	3	6
<b>Year Two Total</b>		<b>9</b>	<b>9</b>	<b>18</b>

### MFA in Filmmaking

#### Concentration in Screenwriting - **PROPOSED**

| MFA Degree Total

42 credits

Year One		Credits per Semester		Total Credits
FIM 5599	Intensive Arts	1	-	1
FIM 6101, 6102	Fundamentals of Cinematic Storytelling I & II	2	2	4
FIM 6301, 6302	Classics of World Cinema I & II	3	3	6
FIM 6401, 6402	Fundamentals of Production I & II	2	2	4
FIM 6571, 6572	Development I & II	3	3	6
<b>Year One Total</b>		<b>11</b>	<b>10</b>	<b>21</b>
Year Two		Credits per Semester		Total Credits
FIM 5599	Intensive Arts	1	-	1
FIM 7101, 7102	Advanced Cinematic Storytelling I & II	2	2	4
FIM 7111, 7112	Career Strategies I & II	2	2	4
FIM 73XX, 73XX	Cinema Studies courses of student's choosing	3	3	6
FIM 7581, 7582	Thesis Project I & II	3	3	6
<b>Year Two Total</b>		<b>11</b>	<b>10</b>	<b>21</b>

**Master of Fine Arts Degree in Filmmaking,  
Concentration in Film Music Composition -- PROPOSED**

| MFA Degree Total

**50 credits**

Year One			Credits per Semester		Total Credits
Fall	Spring		Fall	Spring	
FMU 5599		Intensive Arts	1	-	1
FIM 6301, 6302		Classics of World Cinema I & II	3	3	6
FMU 6001, 6002		Film Music Composition Lessons I & II	3	3	6
FMU 6101, 6102		Film Music Composition Seminar I & II	2	2	4
FMU 6201, 6202		Film Music Analysis I & II: Historical Composers	2	2	4
FMU 6401, 6402		Electronic Technology I & II	2	2	4
FMU 6501, 6502		Orchestration I & II	2	2	4
<b>Year One Total</b>			<b>15</b>	<b>14</b>	<b>29</b>
Year Two			Credits per Semester		Total Credits
Fall	Spring		Fall	Spring	
FMU 5599		Intensive Arts	1	-	1
FMU 7001		Film Music Composition Lessons III	3	-	3
FMU 7101, 7102		Film Music Composition Seminar III & IV	2	2	4
FMU 7182		Film Scoring Thesis	-	3	3
FMU 7201, 7202		Adv.Film Music Anal. I & II: Contemporary Composers	2	2	4
FMU 7601		Conducting	1	-	1
FMU 7702		Transition to the Profession	-	1	1
FMU 7801, 7802		Jazz Harmony & Arranging I & II	2	2	4
<b>Year Two Total</b>			<b>11</b>	<b>10</b>	<b>21</b>