

APPENDIX S

Request for Authorization to Establish a Bachelor of Fine Arts in Motion Picture and Television Production at Western Carolina University

Introduction

Western Carolina University notified UNC General Administration of its intent to plan a Bachelor of Fine Arts degree in Motion Picture and Television Production (09.0799) on June 23, 2004. WCU seeks authorization to establish the degree program effective August 2006.

Program Description

The Bachelor of Fine Arts in Motion Picture and Television Production Degree Program is a professional degree major combined with a broad liberal arts background. The program will be housed and administered in the Communication, Theatre, and Dance department in the College of Arts and Sciences. The proposed program will link university training with entertainment industry professionals and use state-of-the-art production facilities. The educational objectives of the proposed program are to prepare students to enter the expanding digital motion picture and production industries. The curriculum will focus on both the art and craft of digital media production in the entertainment industry. The core curriculum includes screenwriting I, comparative Studies in Film and TV Production to 1939, Advanced Studies in Film and TV-TV and Motion Picture, Directing for the Screen, Storytelling for the Screen, Studio, location work, and the internship required by the curriculum will provide opportunities for students to work with professionals on actual projects utilizing industry standards. Students' experiences will culminate in the development and production of a thesis or senior portfolio project.

Program Need

The proposed BFA in Motion Picture and Television Production relates directly to the institutional goal of Western Carolina University to provide cutting-edge education in television and motion picture production. The television production and commercial music recording studios in Western Carolina University's Center for Applied Technology support the aforementioned institutional goal. The production studios provide students an opportunity to use technologically advanced equipment to prepare for careers in motion picture and television production. Production studios meet industry requirements.

North Carolina has the fourth largest film industry in the nation. The proposed major will contribute to the infrastructure of the film, television, and commercial production industry. There are approximately 108 communication majors with a concentration in electronic media. The opening of the production studios has positively influenced enrollment growth in electronic media concentrations. Other universities such as Ball State University report significant enrollments in digital media concentrations. Moreover, the proposed BFA in Motion Picture and Television Production will complement and strengthen existing programs in Communication, English, Theatre, Art, Music, and Business. WCU projects that there will be 50 majors in the BFA proposed program by the fourth year.

Resources

The faculty resources are adequate to begin the program. Additional funds will come from focused growth funds and internal reallocation of funds. The library, for example, allocated

\$3,000 this semester to purchase DVDs, tapes, and books for the motion picture and television courses. There is a new state-of-the art digital standard definition complex that consists of two studios. Each studio is complemented by dedicated control rooms and associated audio and edit rooms.

Recommendation

It is recommended that the Board of Governors approve the request to establish the Bachelor of Fine Arts Degree in Motion Picture and Television Production effective February 2006.