



School of Art and Design  
College of Fine Arts  
and Communication

Leo W. Jenkins  
Fine Arts Center

East Carolina University  
Greenville, NC 27858-4353

November 29, 2011

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University Curriculum Committee  
East Carolina University

Re: Course Submission – Explanatory Memorandum

Dear Committee Members;

This is my Explanatory Memorandum outlining the curriculum package that is being submitted. First, I will briefly explain the situation that necessitates this package.

In September of 2009 the Media Production concentration housed in the School of Communication (SOC) was invited to join the School of Art and Design (SOAD). As the Media Production concentration has evolved it has developed more closely in curriculum structure to the other BFA studio concentrations within the SOAD.

Already the majority of the Media Production courses are conducted in three-hour blocks, once a week, in the studio. Within the SOAD's curriculum structure those courses will be expanded to two, three-hour blocks once a week doubling the time the student would study a particular topic. Similarly, the BFA structure allows a student to begin studying in the concentration as a freshman as opposed to, in most cases, a junior in the SOC.

This results in students beginning their study earlier in their career and, once in the concentration, all studio courses (the overwhelming majority of the courses) will be twice as long as they are in the SOC program.

We expect that when students begin their focused program earlier and engage in additional studio time, they will be more competitive when searching for employment in the field.

For these reasons both Schools' faculty have approved the move, along with the Faculty Senate and the Provost and Chancellor. The move officially took place in the fall of 2010. This curriculum package includes what we believe are the courses required to achieve success with the new concentration.


With that said, the most prudent strategy appeared to be to first close the application process for any students interested in selecting Media Production as a concentration in the SOC. May 6, 2010, the last day of exams for the Spring 2010 semester, was the last day that a Communication student was able to declare Media Production as their concentration. From that point forward, all students interested in studying media production course work were directed to apply to the SOAD.

The packet that comes before you represents the first time a complete concentration has been moved from one school to another here at ECU. The packet includes all administrative and overview documents as well as individual course proposals for seventeen new courses.

Together, all these documents represent a wholly new concentration, with a new name, and a new curriculum that meets the requirements of a SOAD BFA degree and both our accrediting agencies NASAD and SACS.

Thank you for considering this proposal.

Sincerely,

  
Michael H. Drought  
Director, School of Art and Design

November 29, 2011

**Concentration Title:**

Bachelor of Fine Arts with a concentration in Cinematic Arts and Media Production.

**Request:**

The School of Art and Design is officially requesting, along with the submitted new curriculum, the approval of the concentration's name: Cinematic Arts and Media Production.

**Statement of Purpose:**

*Program Philosophy*

The BFA in Art degree with a concentration in Cinematic Arts and Media Production is designed to provide current and relevant exposure to, and practice in, the cinematic theory and production process that will provide the student with a meaningful foundation for work in film and video production design and development.

The philosophy at the core of the Cinematic Arts and Media Production concentration is to leverage the existing foundations courses in the BFA in Art, which will introduce the student to art history, theory, design elements and principles, and then develop that knowledge into a cinematic production application.

The program is not intended to be a traditional Hollywood film program. Rather, the program focuses on developing students' ability to think, write, produce, direct, shoot, and edit in a variety of production genres that meet the new media technologies and forms of delivery.

Our expectation is that a graduate from our program will be prepared to compete effectively for jobs in advertising agencies, production houses, television stations, freelance production crews, and as independent filmmakers as well as new media providers.

This new BFA concentration has evolved from a BS in Media Production, which had less time dedicated to cinematic theory, artistic foundations, and production practice. Despite these limitations, we have graduates working as producers for the Carolina Hurricanes' hockey team, as a website development lead for a new media company in Chicago, as producers for television shows such as *As The World Turns* and *Cash. Cab* in New York City as well as graduates working as independent filmmakers and a number that have continued their studies in MFA film programs. Our expectation is that with the more rigorous curriculum in the new BFA, the number of successful graduates will increase significantly.

*Program Structure/Admission*

We are recommending that for the Cinematic Arts and Media Production concentration, that we follow closely the admission structure of other ECU ART BFA concentrations.

After two CAMP courses, the student will have enough work to submit a DVD portfolio of at least five examples of video work. The work will be evaluated on meeting the minimum technical proficiency and minimum message design considerations.

Students must earn a minimum GPA of 2.5 in all CAMP courses attempted to be admitted to the concentration. Students that are declined may resubmit their portfolios one more time no sooner than the following academic year.

During the senior year (usually spring semester), students must organize and mount a senior screening, showcasing their work. Students must satisfactorily complete the senior screening in order to graduate. During their last semester, students are required to take ART 4490, which will aid them in the screening process and help them assemble a professional DVD reel, resume, and website that best portrays their past work and future potential.

### ***Curricular Table***

**Program Title:** Bachelor of Fine Art in Studio Arts, Cinematic Arts and Media Production Concentration

**Number of Years to Complete the Program:** 4

**Program Submitted for:** Plan Approval

**Current Semester's Enrollment in Majors:** 117

**Name of Program Supervisor:** Michael Dermody

Studio or Related Areas	Art/Design History	General Studies	Electives	Total Number of s.h.
Number of s.h.: 63	Number of s.h.: 15	Number of s.h.: 42	Number of s.h.: 6	12
50.5 %	12.5 %	35 %	7 %	105%

### **General Studies**

#### *Englis.h. (6 s.h.)*

ENGL 1100 Composition (writing intensive) 3 s.h.

ENGL 1200 Composition (writing intensive) 3 s.h.

#### *Health and Exercise (3 s.h.)*

HLTH 1000 Health in Modern Society 2 s.h.

EXSS 1000 Lifetime Physical Activity and Fitness Laboratory  
1 s.h.

#### *Math (3 s.h.)*

MATH 1050 Explorations in Mathematics, MATH 1065 College Algebra, MATH 1066 Applied Mathematics for Decision Making, MATH 1067 Algebraic Concepts and

Relationships, MATH 2127 Basic Concepts of Mathematics, or PHIL 1500	
Introduction to Logic	3 s.h.
<i>Science (8 s.h.)</i>	
Science Course	3 s.h.
Science Course	3 s.h.
Science Lab	2 s.h.
<i>Social Sciences (12 s.h. in 3 different areas required)</i>	
Social Science Course	3 s.h.
Social Science Course	3 s.h.
Social Science Course	3 s.h.
Social Science Course	3 s.h.
<i>Humanities/Fine Arts (10 s.h. in both areas required)</i>	
Phil 2271 Philosophy of Art	3 s.h.
Fine Arts Course	2 s.h.
Fine Arts Course	2 s.h.
Humanities Course	3 s.h.
<i>Total General Studies</i>	<i>42 s.h. = C</i>

**Electives**

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ART Elective	3 s.h.
ART Elective	3 s.h.
<i>Total Electives</i>	<i>6 s.h. = D</i>