



University Council

January 14, 2022

UNIVERSITY CURRICULUM COMMITTEE – 2021-2022

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Graduate Student Representative – Sarah Burns

Dear Colleagues:

The attached proposal from the Franklin College of Arts and Sciences for a new Graduate Certificate in Film and Media Scoring will be an agenda item for the January 21, 2022, Full University Curriculum Committee meeting.

Sincerely,

Susan Sanchez, Chair

University Curriculum Committee

cc: Provost S. Jack Hu
Dr. Rahul Shrivastav

PROPOSAL FOR A CERTIFICATE PROGRAM

Date: September 20, 2021

School/College/Unit: Franklin College of Arts and Sciences

Department/Division: Hugh Hodgson School of Music

Certificate Title: Graduate Certificate in Film and Media Scoring

Effective Term: Fall 2022

Which campus(es) will offer this certificate? Athens

Level: Graduate

CIP: 50091301

Program Abstract: The Graduate Certificate in Film and Media Scoring will be a 12-hour comprehensive study in scoring for film, games, and media, where students learn to compose, record with live instruments, and produce their own music for such projects.

1. Purpose and Educational Objectives

State the purpose and educational objectives of the program. How does this program complement the mission of the institution?

The purpose of the certificate is to provide specific, hands-on instruction in the art and science of composing music for film, video games, and other media. The film and television industry in Georgia is experiencing robust, unprecedented growth, and there is a strong demand for these skills. This certificate will help prepare students to fill a unique need in the job market while teaching them a valuable skill set that can also be useful in a variety of other musical settings.

Educational objectives include:

- Learning to compose, arrange, and orchestrate music for media
- Learning to work with technology to record, mix, edit, and produce scores
- Learning the aesthetics and role of music in various media
- Hands-on production of music to accompany film, television, video games, and other visual media

This certificate fulfills the mission of the institution by preparing students to fully participate in the global economies and societies of the twenty-first century. As the film and television industry in Georgia grows, supplying music and musicians to support this industry fulfills

UGA's land- and sea-grant mission to promote economic development in the state and meet the needs of its citizens. This program would be a unique program in the state, and a fairly rare program in the nation, providing the institution with national and international recognition and signaling UGA's commitment to providing creative endeavors, exploring new theories, and enhancing cultural life. The nature of this work allows the institution to continue to promote cultural, ethnic, gender, and racial diversity through projects, music, and media that tell the stories of all peoples and cultures and engage those that have been historically underserved by academia.

2. Need for the Program

Explain why this program is necessary.

This certificate fills a very specific and growing need in the current musical job market. The production of music for media is a thriving industry, and the skills involved are useful in a range of musical settings. Students completing the certificate will be strong candidates for jobs in this industry, but they will also gain important skills in recording, editing, and production. As the film, television, and video game industries grow in the state of Georgia, this certificate will help UGA be a part of this growth.

The University of Georgia recently launched a new Master of Fine Arts in Film, Television, and Digital Media that seeks to produce highly trained filmmakers. This certificate is designed to help complement and support that new program by providing music—a critical and essential component of any media production—and musicians to accompany this work.

In addition, provide the following information:

- a. Semester/Year of Program Initiation:** Fall 2022
- b. Semester/Year of Full Implementation of Program:** Fall 2023
- c. Semester/Year First Certificates will be awarded:** Spring 2024
- d. Annual Number of Graduates expected (once the program is established):** 6-8
- e. Projected Future Trends for number of students enrolled in the program:** 10-12

3. Student Demand

a. Provide documentation of evidence of student demand for this program, which may include a student survey.

A survey was distributed to the entire student body in the School of Music, asking the students to select all statements that apply to them from the criteria below. The survey was distributed to approximately 450 students (approximately 200 of which were graduate students). There were 66 responses, including 13 from graduate students.

- 1) I think it is a good idea for the HHSOM to institute a film/media scoring certificate.
- 2) Having a film/media certificate will be valuable to me in my intended profession.
- 3) I am interested in enrolling in a film/media scoring certificate.
- 4) I know people who would be interested in enrolling in a film/media scoring certificate.

5) If a film/media scoring certificate had been available when I began my degree, I would have enrolled.

Results of the survey show broad interest from students overall and graduate students specifically:

Question	Overall Yes	Graduate Yes
1	98.5%	100%
2	63.6%	53.8%
3	62.1%	46.2%
4	51.5%	53.8%
5	57.8%	53.8%

b. Provide evidence that demand will be sufficient to sustain reasonable enrollment.

Based on the results of the survey, the School of Music is confident there will be significant interest in this certificate. Students strive to be as marketable as possible in an ever-changing and challenging musical environment.

The composition and music theory faculty have also collected strong anecdotal evidence of demand. In particular, there has been notable student interest in media composition expressed through the annual interviews the area conducts with prospective majors for at least the past decade. There has also been increasing inquiry about opportunities for study in media composition by students from outside the composition major and outside the Hodgson School of Music. This interest has been consistent for several years and it is likely, given current trends, to only grow stronger in the future.

c. To what extent will minority student enrollments be greater than, less than, or equivalent to the proportion of minority students in the total student body?

With this certificate drawing on more commercially-minded music incorporating world music and jazz music with orchestral music, it is designed to naturally attract students who feel that traditional classical music is not reflective of their cultures and backgrounds. Due to this, the department expects that enrollment in this program will be more diverse than current enrollment in our existing majors. Much of the work may also center around films and documentaries that feature underrepresented cultures; the current classes have already done extensive work with documentaries relating to cultural and racial issues here on campus and are currently working on music for a major documentary celebrating fifty years of Pamoja organizations on the UGA campus.

4. Program of Study

Provide a detailed program of study for the certificate program, including:

- a. **Specific course prefixes, numbers, and titles**
- b. **Identify any new courses created for this program**

Core Classes – 6 hours

Complete both of the following classes:

- MUSI 6650, Media Composition and Production I (3 hours)
- MUSI 6660, Media Composition and Production II (3 hours)

Production Work – 3 hours

Complete a minimum of three credits from the following list:

- FILM 6280, Audio Production (3 hours)
- FILM 6680, Intro to DV Production (3 hours)
- MUSI 6xxx, Game Composition and Production (3 hours) - NEW
- MUSI 6xxx, Orchestration and Arranging for Film - NEW
- MUSI 7610, Media Composition Instruction (2 hours)
- MUSI 7800, Introduction to Recording (3 hours)
- MUSI 7802, Classical Recording (2 hours)

Elective – 3 hours

Choose from the following list. Any courses or hours from the Production list that go beyond the three-hour minimum may also be used to fulfill the elective requirement.

- FILM 6250, History of Cinema I (1895-1945) (3 hours)
- FILM 6260, History of Cinema II (1945-1990) (3 hours)
- FILM 6270, History of Cinema III (1990-Present) (3 hours)
- FILM 6600, Women and Film (3 hours)
- FILM 6620, Genre Cinema (3 hours)
- FILM 6650, French Film History (3 hours)
- FILM 6660, History of Animation (3 hours)
- FILM 6670, Film Technology and Style (3 hours)
- FILM 7640, Directing for the Cinema (3 hours)
- FILM(LACS) 6640, Latin American Film and Media (3 hours)
- MUSI 6190, Special Topics in Music Theory and Analysis (3 hours)
- MUSI 6xxx, History of Film Music (3 hours) - NEW
- MUSI 7830, Music and Media Internship (3 hours)
- THEA 7880, Sound Effects for Stage and Screen (3 hours)
- WMST(MUSI) 6310, Gender and Music Video (3 hours)

* MUSI Special topics courses and seminars that deal with film/media music and related areas may also count towards the elective portion of the certificate with departmental approval.

5. Model Program and Accreditation

- a. **Identify any model programs, accepted disciplinary standards, and accepted curricular practices against which the proposed program could be judged. Evaluate the extent to**

which the proposed curriculum is consistent with these external points of reference and provide a rationale for significant inconsistencies and differences that may exist.

At the moment, there are very few programs similar to the graduate certificate being proposed. Additionally, there are only a few institutions that offer a master's degree in this topic, and a couple of professional schools that offer stand-alone certificates with no degree. The uniqueness of this potential certificate would be a strong advantage for the University of Georgia in the marketplace, as it would offer hands-on coursework focused on the specific skills of media scoring to students earning a graduate degree in a related field. Of note is the fact that other graduate programs are geographically distant from the film and television industry that is thriving in the state of Georgia.

In proposing a graduate certificate that could overlay existing graduate degrees at UGA in music, theatre, film, and other related fields, this program intends to both attract a diverse pool of students, and to acknowledge the multi-disciplinary realities of contemporary commercial media. Faculty believe this approach will be more valuable to a broader audience of UGA graduate students than the stand-alone certificates and degrees found in most of the descriptions below.

Indiana University's Jacob School of Music offers a Graduate Certificate in Music Scoring for Visual Media (<https://music.indiana.edu/degrees-programs/areas-of-study/visual-scoring.html>). This 12-credit hour program requires work in topics classes related to music scoring for visual media and a capstone project. UGA's program would be similar to this, but differ in the specificity of coursework, as well as the available elective work in film history, film genres, and broader aesthetic topics. Indiana University also offers a Master of Music in Music Scoring for Visual Media, which requires 18 hours of specific coursework in scoring for visual media.

New York University offers a Master of Music in Music Theory and Composition: Screen Scoring (<https://steinhardt.nyu.edu/degree/mm-music-theory-and-composition-screen-scoring/curriculum>). This degree requires 15 credits in screen scoring work and also includes work in composition lessons and general music electives. The screen scoring courses are similar to those found in this proposal.

The University of Miami (Florida) Frost School of Music offers a Master of Music in Media Scoring and Production (<https://bulletin.miami.edu/graduate-academic-programs/music/music-media-industry/mm-in-media-writing-and-production/#text>). This degree requires 18 hours of work in Media Scoring and/or Production, with classes similar to those in this proposal.

The Berklee College of Music offers an Online Master of Music in Film Scoring (<https://online.berklee.edu/music-degrees/graduate/film-scoring>). There are 36 credits in Film Scoring classes required for this degree, with coursework similar to that found in this proposal. Berklee also offers several stand-alone certificates (mostly 9 credits) in related topics, though they don't require a completed bachelor's degree for enrollment.

The University of Southern California Thornton School of Music offers a two-semester Master of Music in Screen Scoring (<https://uscscoring.com/>). While their website does not detail credit-hour breakdowns, there are 18 courses required for this program, all similar in nature to those found in this proposal. It should be noted that USC did offer a graduate certificate in the past, but recently replaced that certificate with this master's program.

The proposed certificate does not seek to replicate a full degree in the subject, but the 12-hour program of study would emulate a substantial percentage of the media-scoring coursework found in these exemplary degree programs. This program would fill a unique need in the state and in the nation, and faculty believe that demand would be high.

b. If program accreditation is available, provide an analysis of the ability of the program to satisfy the curricular standards of such specialized accreditation.

Certificate programs are not reviewed by the National Association of Schools of Music, the main accrediting agency. All of the coursework, however, aligns with current standards of practice and goals as expresses in the NASM Handbook.

6. Student Learning Outcomes

Describe the proposed learning outcomes for the certificate program.

Specific learning outcomes include

- Understanding of composition aesthetics for media
- Use of technology to compose for media
- Composition of new music to accompany film, video, games, and other media
- Adaptation of existing music to accompany film, video, games, and other media
- Orchestration and arranging for live instrument recording
- Recording live instruments for media scores
- Using samples and computer instruments to create media scores
- Mixing skills
- Production skills
- Editing skills
- A broad understanding of the role and significance of music in various media
- Specific creation and production of scores for media projects

7. Assessment

Describe how the learning outcomes for the program will be assessed.

In this certificate, students will be assessed by quizzes, papers, and working on individual projects, and scenes.

8. Describe the process and criteria for how students will be admitted to and retained in the program.

Prospective students will complete a short application, including a brief resume and statement of purpose, to be reviewed by a faculty panel. The panel may choose to engage applicants in a short interview if appropriate. The program will be open to non-music majors and non-degree seeking students. Non-music majors may be asked to document or demonstrate their ability to read music.

Documentation of Approval and Notification

Proposal: Graduate Certificate in Film and Media Scoring

College: Franklin College of Arts and Sciences

Department: Hugh Hodgson School of Music

Proposed Effective Term: Fall 2022

Department:

- Hugh Hodgson School of Music Director, Dr. Peter Jutras, 9/20/21

School/College:

- Franklin College of Arts and Sciences Associate Dean, Dr. Jean Martin-Williams, 10/8/21

Graduate School:

- Graduate School Associate Dean, Dr. Anne Shaffer, 11/18/21

Additional Support:

- Theatre and Film Studies Department Head, Dr. David Saltz, 9/27/21