UNIVERSITY OF GEORGIA

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University Council

October 12, 2018

UNIVERSITY CURRICULUM COMMITTEE – 2018-2019
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Dear Colleagues:

The attached proposal from the Franklin College of Arts and Sciences and the Grady College of
Journalism and Mass Communication for a new major in Film, Television, and Digital Media (M.F.A.)
will be an agenda item for the October 19, 2018, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair
University Curriculum Committee

cc: Interim Provost Libby Morris
        Dr. Rahul Shrivastav

USG ACADEMIC PROGRAM PROPOSAL
(Effective 2/22/18)

Institution: University of Georgia

Date Completed at the Institution: October 1, 2018

Name of Proposed Program/Inscription: Film, Television and Digital Media (M.F.A.)

Degree: Master of Fine Arts

Major: Film, Television, and Digital Media

CIP Code:

School/Division/College: Franklin College of Arts and Sciences; Grady College of Journalism and Mass Communication

Department: Department of Theatre and Film Studies; Department of Entertainment and Media Studies

Anticipated Implementation Date: Fall 2019

Requesting Differential Tuition Rate _____**Yes[1]** **X No**
Delivery Mode (Check all that apply):

On-campus, face-to-face only: Athens, GA	x
Off-campus location, face-to-face only (specify the location): Pinewood Studios, Fayetteville, GA	x
Online Only *If this program will be offered online, within two weeks after Board approval, the USG institution must upload requisite information into Georgia ONmyLINE using the institutional PDA account.* *See Appendix II for the specific questions involved for Georgia ONmyLINE.*	
Combination of on-campus and online (specify whether 50% or more is offered online for SACSCOC)	
Combination of off-campus and online (specify whether 50% or more is offered online for SACSCOC)	
Hybrid, combination delivery, but less than 50% of the total program is online based on SACSCOC	
Contractual Location (specify the location and timeframe/start and end dates):	

[1] All documents and forms requesting a differential tuition rate must be submitted to the Office of Fiscal Affairs prior to Academic Affairs Review of the Degree Proposal.

1) **Forecast:** If this program was not listed on year one of the past two-year academic forecasts provide an explanation concerning why it was not forecasted, but is submitted at this time.

   This proposal was not included in the University of Georgia's Academic Forecast because it had not been submitted through the faculty governance process.

2) **Academic Framework:** Within the context of strategic planning of all resources and divisions within short-term and long-term perspectives, provide a narrative that explains campus leadership review and attention to newly institutionally approved programs within the last four years, low-producing programs, and post-approval enrollment analyses prior to approving the proposed program for submission to the system office.

   The Office of Instruction reviews newly institutionally approved programs, low-producing programs, and post-approval enrollment to monitor and assess future viability of all programs.

3) *Rationale:* Provide the rationale for proposing the new academic program. *(In other words, does the state need the program; should your institution offer the program; and can your institution develop and implement the program.)*

   The State of Georgia currently ranks among the top three film and television production centers in the nation. During the fiscal year 2016 alone, 245 film and television productions generated an economic impact of over $7.2 billion. With over 300 productions in Georgia for fiscal 2017, that financial tally is expected to increase steadily. Moreover, Governor Nathan Deal has announced a High Demand Career Initiative for the state's film, television, and interactive entertainment media.

   Given the industry's meteoric growth, we need to plan for and ensure a sustainable, resilient, and permanent ecosystem for film and television in Georgia where there is a steady supply of talent to create, retain, and attract industry production in the state.

   To that end, we are proposing a Master of Fine Arts degree program with a major in Film, Television, and Digital Media. Students will learn the basics of film making and will be able to take elective courses to hone a specialty in producing film and media, screenwriting, or directing. This would be the first step toward the ultimate goal of establishing a conservatory for Film and Media Production that combines the M.F.A. program and other professional entertainment industry training with a larger public-private partnership to provide grants, equity investment, and distribution avenues for productions initiated and shot in Georgia.

   We envision the program to form the foundational core of what will become the state's public arts conservatory, serving as the educational piece of a larger economic development initiative aimed at creating and sustaining a permanent entertainment industry in Georgia.

4) **Mission Fit and Disciplinary Trends:** Description of the program's fit with the institutional mission and nationally accepted trends in the discipline (explain in narrative form). If the program is outside the scope of the institutional mission and sector, provide the compelling rationale for submission.

   We see this Film, Television, and Digital Media (M.F.A.) program functioning in a way that is groundbreaking, featuring close working relationships among The Georgia Film Academy, Pinewood Atlanta Studios, industry professionals, industry trade unions, and a cross-disciplinary core of expert faculty from the Grady College of Journalism and Mass Communication and the Franklin College of Arts and Sciences at the University of Georgia, the state's flagship higher education institution. This initial program would train students across the range of work in the industry, with emphasis on applied skills in demand in the film and television production sector. We are proposing a 62-credit-hour, six-semester program over two years, including summers.

   The University of Georgia is uniquely positioned to recruit high-caliber M.F.A. students requisite for the creation of above-the-line professionals, such as writers, directors, producers, cinematographers, production designers, editors.   As one of Georgia's flagship institutions, UGA is already has a good foundation with which to build this program with faculty expertise in film production and screenwriting in the Department of Theatre and Film Studies and the Department of Entertainment and Media Studies.

5) **Description and Objectives:** Program description and objectives (explain in narrative form). In early 2015, the USG Film Alliance Task Force issued the *Georgia Film and Television Industry Workforce Education Study* for the Board of Regents. The results of the study demonstrated that the entertainment industry faces challenges in locating adequate numbers of trained employees. The report's Executive Summary mentions several factors that justify UGA's expansion of academic and experiential opportunities for our students:

   "Half of industry professionals report having difficulty staffing a production in Georgia. The most common reasons given for not hiring locally were available crew lacks experience and experienced crews were often not available." "In order to innovate or create businesses in this space, students should learn the media industry workflow, intellectual property law, business models, as well as skills in technology and production."

   The new M.F.A. program in Film, Television, and Digital Media will prepare a new generation of graduate students with experience in contemporary production practices, specifically in producing, writing, directing, and management, as well as in the burgeoning digital media fields. They will generate content across multiple platforms, as well as find creative and management positions within this changing media landscape. Importantly, this new major bridges the strengths in faculty, facilities, and coursework from both Grady College and the Franklin College of Arts and Sciences.

The first year would be based in Athens, where students would take 32 credits of course work learning fundamentals of storytelling, film production, and film history, and criticism. In the second year, students will take 30 credits of course work. They will study, work, and live in residence at Pinewood Forest, adjacent to Pinewood Atlanta Studios while taking courses from UGA faculty. During their Pinewood Forest residency, production students will engage in capstone experiences and professional internships on Pinewood client productions provided and managed by The Georgia Film Academy. Meanwhile, some students in the writing program will work in observership either at Pinewood or at another production location in Northeast Georgia.

In addition, during their Pinewood Forest residency, students will participate in the professional production of their work, facilitated by the Georgia Film Academy and using the Academy's $9.5 million of production resources, including a 16,000-square-foot sound stage, state-of-the-art mill and workshop, production offices, fleet of trucks, post production suites, and a full range production equipment. The program will feature a competitive process where each year one or two student-created feature-length film projects will be produced in collaboration with industry professionals.

6) **Need:** Description of the justification of need for the program. (Explain in narrative form why the program is required to expand academic offerings at the institution, the data to provide graduates for the workforce, and/or the data in response to specific agency and/or corporation requests in the local or regional area, and/or needs of regional employers.) (A list of resources, not exhaustive, is available on the public web link along with the proposal form at: http://www.usg.edu/academic_programs/new_programs)

   In order to guarantee that Georgia continues to be a dynamic home to the best in film, media and dramatic production, the state needs a program that will train writers, directors, producers, cinematographers, production designers, editors and other key personnel to a world-class standard. The proposed Film, Television, and Digital Media (M.F.A.) program at the University of Georgia, the state's flagship institution, is designed to meet that critical need. This program is a natural and necessary next step in ensuring that Georgia becomes a self-sustaining, vital and admired production center for film, television, digital, and dramatic production.

   Students who graduate with the Film, Television, and Digital Media (M.F.A.) degree from the University of Georgia will be encouraged to remain in Georgia to pursue their careers, building a critical mass of creative talent capable of taking advantage of all Georgia has to offer in terms of industry infrastructure, diverse locations, tax and government incentives, and a population eager to participate in this exciting business.

7) **Demand:** Please describe the demand for the proposed program. Include in this description the supporting data from 1) existing and potential students and 2) requests from regional industries. How does the program of study meet student needs and employer requirements in terms of career readiness and employability, requirements to enter the profession, post-graduate study, and disciplinary rigor at the level required for professional success and

advanced educational pursuits? *(In other words, how does the program of study prepare students for the next step?)*

According to an August 2017 feasibility study conducted by Hanover Research, student interest in master's degrees in film production is increasing at 3.7 percent annually. They note that the degree completions are primarily clustered in two states: New York and California. This makes sense given that these two states are in the top three states for film production. Given that Georgia is now the third most active film production state in the U.S., a master's program on par with those at UCLA, USC, and NYU is fitting. The report concludes that if underlying interest exists, UGA can capture student interest with limited competition. We believe that our program will attract a significant number of students regionally and nationally for at least three reasons. First, our proposed program is a two-year program and the primary competitor (SCAD) in the region offers a three-year program. We believe this streamlined program will be more attractive to significant numbers of potential students. Second, our program will charge the standard UGA graduate in-state tuition rate of $363 per credit hour, so the yearly tuition and fees would total approximately $16,000 per year or $40,000 per year for out-of-state students. SCAD tuition and fees total $36,765 annually. Their total program tuition and fees total $110,295. This is approximately $78,000 more than our proposed program, which would total approximately $32,000 for in-state-students, and around $30,000 more than out-of-state students would pay in our proposed program.

8) **Duplication:** Description of how the program does not present duplication of existing academic offerings in the geographic area, within the system as a whole, and within the proposing institution regardless of academic unit. If similar programs exist, indicate why these existing programs are not sufficient to address need and demand in the state/institution's service region and how the proposed program is demonstrably different or complementary to other USG degrees and majors.

Within the USG system, there are a number of programs that include some film, television, and new media production components. As the Board of Regents Advisory Committee on Communication stated in their Fall 2014 "Summary of Film, TV & Media Production Assets," "USG Programs in media production are thriving, although they are not able to fully meet the demands arising from student interest or industry needs." Thus, there is a compelling need for all USG programs to expand their course and degree offerings. There is currently no other USG graduate M.F.A. program in Film and Media Production. Only the private Savannah College of Art and Design offers an M.F.A. in Film and Television.

The closest USG programs to the major degree proposed here would be Georgia State University's Masters of Arts degree in Film, Video, and Digital Imaging – which would provide complimentary education to the new professional training programs envisioned. This UGA initiative will not duplicate or conflict with any other USG program, rather it will help strengthen the joint Georgia Film and Television Industry Workforce Education initiative launched by the Board of Regents.

The University of Georgia is uniquely positioned to recruit high-caliber M.F.A. students requisite for the creation of above-the-line professionals. The Grady College of Journalism and Mass Communication and the Franklin College of Arts and Sciences Department of Theatre and Film Studies and are both highly ranked, and both units currently possess strong faculty expertise in film writing and production. With the addition of just four additional faculty members we will be able to launch a highly competitive program.

**Two-step option directions: Institutions that prefer to submit a new academic program proposal in two stages are required to answer questions #1 through #8 for system office preliminary review. This half-step will be shared with all system institutions and an affiliated system academic committee similar to practices that occur with a full, one-step proposal.

9.) **Collaboration:**   Is the program in collaboration with another USG Institution, TCSG institution, private college or university, or other entity?
Yes _x_   or No _____ (place an X beside one)

If yes, list the institution below and include a letter of support from the collaborating institution's leadership (i.e., President or Provost and Vice President for Academic Affairs) for the proposed academic program in Appendix I.

10.) **Admission Criteria:** List the admission criteria for the academic program, including standardized test and grade point average requirements for admission into the program. Also, at what point (e.g., credit hours completed) are students admitted to the program.

Students will be required to have completed a bachelor's degree (equal to 120 semester credit hours) from an accredited institution. They must have a GPA of 3.0 or higher in their undergraduate studies. A panel of faculty members will judge samples of their written work and/or of their film or digital productions. Students must also provide supportive references from at least three former professors or work supervisors.

11.) **Curriculum**

The curriculum will be designed to be intensive, innovative, and flexible in order to model the rapidly changing nature of the entertainment industries, given the fast-paced digital eco-system and the coming on-line of ever-improving creative and distribution technologies. Following a conservatory structure buttressed by courses in history, theory and criticism, students will spend most of their time producing creative work under the leadership of master writers, directors, producers, and craftsmen.

Each student will spend three semesters on the University of Georgia campus and three semesters at The Georgia Film Academy campus/studio at Pinewood in Fayetteville to take advantage of the dynamic creative environments that exist at those two world class institutions. Engagement with working professionals, creative artists and thought leaders who regularly work at Pinewood will be an important and singular part of the curriculum.

While the curriculum will be fluid to take advantage of opportunities afforded at Pinewood and the USG Film Alliance, the program will also draw on knowledge and expertise of faculty at the Grady and Franklin colleges at the UGA campus in Athens. Listed below are some of the courses currently offered at Franklin and Grady that will be incorporated into the curriculum.

    a. Specify whether the proposed program requires full-time study only, part-time study only, or can be completed either full time or part time.

This program requires full-time only study.

    b. If the proposed program will be offered online, describe measures taken by the academic unit to sufficiently deliver the program via distance education technologies and provide instructional and learning supports for both faculty and students in a virtual environment. Will the program be offered in an asynchronous or synchronous format?

This program will not be offered online.

    c. List the entire course of study required to complete the academic program. Include the course prefixes, course numbers, course titles, and credit hour requirement for each course. Indicate the word "new" beside new courses. Include a program of study.

Required Courses:
EMST 6000, Proseminar in Film, TV, Writing & Production (3 credits) (New)
EMST 6010, Directing I (3 credits) (New)
EMST 6041, Camera & Lighting I (4 credits) (New)
EMST 6045, Post Production I (4 credits) (New)
EMST 6110, Screen Writing (3 credits)
EMST 6111, Writing for the Screen II: Completing the Screenplay (3 credits) (New)
EMST 6220, Producing for Film and Television (3 credits)
EMST 7400, Film & Television Practicum (3 credits) (New)
JRMC 7300, Master's Thesis (3 credits, repeatable to 9 credits)

Elective Courses:
EMST 6011, Directing II (3 credits) (New)
EMST 6050, Industry Studies – Grady L.A. (3 credits)
EMST 6042, Camera & Lighting I (3 credits) (New)
EMST 6270, Audio Production (3 credits) (New)
EMST 7010, Directing III (3 credits) (New)
EMST 7045, Post Production II (3 credits) (New)
EMST 7110, Writing for the Screen III: Work-in-Progress Screenplay (3 credits) (New)
EMST 7111, Writing for the Screen IV (3 credits) (New)
EMST 7220, Media Industry Internship (1-6 credits)

EMST 7260, Advanced Production (3 credits)

EMST 7270, Documentary Production (3 credits)

EMST 7400, Film & Television Practicum (3 credits) (New)

FILM 7481, Topics in Cinema (3 credits)

FILM 7700, Internship in Film/Media (3 credits)

FILM 7800, Advanced Film Production (3 credits)

FILM 8200, Seminar in Film History (3 credits)

FILM 8400, Seminar in Film Theory and Criticism

JRMC 6000 Special Topics in Mass Communication (3 credits)

JRMC 8050, Research and Directed Readings in Mass Communication (3 credits)

THEA 7325, Costume Design for Film and Television (3 credits)

THEA 7700, Art Direction for Film & Television (3 credits)

MASTER OF FINE ARTS IN FILM, TELEVISION, AND DIGITAL MEDIA
Sample Program of Study (2 Years; 62 Hours)

YEAR 1	Semester 1 Fall (13 Credits)
	Course Title
	EMST 6000, Proseminar in Film, TV, Writing & Production (3 credits) (New) EMST 6010, Directing I (3 credits) (New) EMST 6040, Camera & Lighting 1 (4 credits) (New) EMST 6110, Screen Writing (3 credits)
	Semester 2 Spring (13 Credits)
	Course Title
	EMST 6045, Post Production I (4 credits) (New) EMST 6111, Writing for the Screen II: Completing the Screenplay (3 credits) (New) EMST 6220, Producing for Film and Television (3 credits) (New) THEA 7700, Art Direction for Film and TV (3 credits)
	Semester 3 Summer (6 Credits)
	Course Title
	EMST 7400, Film and Television Practicum (3 credits) (New) FILM 8200, Seminar in Film History (3 credits)

YEAR 2	**Semester 4 Fall (12 Credits)**
	Course Title
	EMST 6011, Directing II (3 credits) (New)
	EMST 7111, Writing for the Screen III: Work-in-Progress Screenplay (3 credits) (New)
	FILM 7800, Advanced Film Production (3 credits)
	JRMC 7300, Master's Thesis (3 credits)
	Semester 5 Spring (12 Credits)
	Course Title
	EMST 7111, Writing for the Screen IV (3 credits) (New)
	JRMC 7300, Master's Thesis (3 credits)
	THEA 7325, Costume Design for Film and Television (3 credits)
	Semester 6 Summer (6 Credits)
	Course Title
	FILM 7700, Internship in Film/Media (3 credits)
	JRMC 7300, Master's Thesis (3 credits)

New courses are identified with (New)

d. State the total number of credit hours required to complete the program, but do not include orientation, freshman year experience, physical education, or health and wellness courses that are institutional requirements as defined in the Academic and Student Affairs Handbook, Section 2.3.1 and the Board Policy Manual, 3.8.1.

Students will be required to complete 62 credit hours to complete the Film, Television, and Digital Media (M.F.A.) program.

e. Within the appendix, append the course catalog descriptions for new courses and their prerequisite courses. Include the course prefixes, course numbers, course titles, and credit hour requirements.

See Appendix

f. If this is an undergraduate program, how does or would the department/institution use eCore, eMajor, or dual enrollment?

N/A

g. If this is a doctoral program, provide the names of four external reviewers of aspirational or comparative peer programs complete with name, title, institution, e-mail address, telephone number, and full mailing address. External reviewers must hold the rank of associate professor or higher in addition to other administrative titles.

N/A

12a) **PROGRAM OF STUDY- GRADUATE ONLY (provide the program of study).**

See 11 C

14) **Alternative Curricular Pathway:** What alternative curricular pathways exist (for example for students who were not admitted to the major but are still in satisfactory standing at the institutional level)? Please describe them below and describe how these students are advised about the alternative(s).

N/A

15) **Prior Learning Assessment:** Does the program include credit for prior learning assessment? How will credit be assessed and for what specific courses in the curriculum inclusive of prerequisites? If this is not applicable, indicate "NA" in this section.

N/A

16) **Open Educational Resources:** Does the program include open educational resources that have been assessed for quality and permissions, can be connected with related curricular resources, and are mapped to learning outcomes? If this is not applicable, indicate "NA" in this section.

N/A

17) **Waiver to Degree-Credit Hour** (if applicable):

- All bachelor's degree programs require 120-semester credit hours.
- Master's level programs have a maximum of 36-semester hours. Semester credit-hours for the program of study that are above these requirements require a waiver to degree-credit hour request with this proposal.

  The program will require 62-semester hours. See appendix for waiver to degree-credit hour request.

- State whether semester credit-hours exceed maximum limits for the academic program and provide a rationale.
- This is not applicable for specialist in education and doctoral programs.

18) **Student Learning Outcomes:** Student Learning outcomes and other associated outcomes of the proposed program (provide a narrative explanation).

The new M.F.A. degree program in Film, Television, and Digital Media will prepare a new generation of graduate students with experience in contemporary production practices, specifically in producing, writing, directing, and management, as well as in the burgeoning digital media fields. They will generate content across multiple platforms, as well as find creative and management positions within this changing media landscape. Specific learning outcomes include:

- Students will demonstrate knowledge of the conceptual foundations of film, television and digital entertainment industry.

- Students will demonstrate the ability to produce well written scripts.

- Students will demonstrate knowledge of the role of a producer in the industry.

- Students will demonstrate knowledge of the fundamentals of directing a film, television or digital program.

- Students will demonstrate competence in their area of specialization: writing, directing, producing, or pre- and post-production capture and editing.

19) **Assessment**: Describe institutional assessments throughout the program to ensure academic quality, viability, and productivity as this relates to post-approval enrollment monitoring, degree productivity, and comprehensive program review.

Assessment of the program will occur throughout the program, and data will be gathered from specific classes in both years 1 and 2, as well as from an end of program evaluation. Data will be evaluated from student performance on exams and from evaluations from professors and from industry professionals who will judge student work performance and finished product quality.

Program Objectives and Outcomes

A. Students will demonstrate knowledge of the conceptual foundations of film, television and digital entertainment industry. (2 indices)
   a. Threshold for success: at least 80% of students will earn an S.
      i. Data to be collected: Groups of three students will do a 30-minute panel discussion about the foundations of the industry. These will be live-streamed to Industry Professionals who will evaluate each student S/U on his/her understanding.
   b. Threshold for success: at least 80% of students earn the grade of B or higher on the analysis project
      i. Data to be collected. Each student is presented with a short film to analyze. The successful student will be able to analyze and critique the foundational elements of the film.

B. Students will demonstrate the ability to produce well written scripts. (2 indices)
   a. Threshold for success: at least 80% of students will earn the grade of B or higher on a screen-writing project
      i. Data to be collected: Each student will write a short script. This will go through peer evaluation with the others in the cohort. Final edit of the script will be evaluated by professor.

b. Threshold for success: 100% of students will earn the grade of A- or higher on the rewrite of the script from above.
    i. Data to be collected: Comments from the professor will be synthesized by student to formulate a high-quality script.

C. Students will demonstrate knowledge of the role of a producer in the industry. (2 indices)
    a. Threshold for success: At least 80% of students will receive a grade of 80% or better on an exam that tests knowledge of producing in film, television, and digital media.
        i. Data to be collected: A course exam on producing.
    b. Threshold for success: 90% of students will earn an B or higher on a short film or other television or digital media project in which they served as producer.
        i. Data to be collected: Student performance will be judged on the instructor's evaluation of the quality of the program, instructor observations of the student's performance as producer, and peer evaluations of the production crew of the program.

D. Students will demonstrate knowledge of the fundamentals of directing a film, television or digital program. (2 indices)
    a. Threshold for success: At least 80% of students will receive a grade of 80% or higher on an examine testing the student's knowledge of directing.
        i. Data to be collected: A final course exam testing the student's comprehension of the director's role.

    b. Threshold for success: At least 80% of students will receive a grade of B or higher on the directing practicum
        i. Data to be collected: Each student will work with the undergraduate acting class to direct a two-minute promo for a campus production. The instructor will grade the student's performance as a director.

E. Students will demonstrate competence in their area of specialization: writing, directing, producing, or pre- and post-production capture and editing. (2 indices)
    a. Threshold for success: 100% of students will receive an S on specialized project
        i. Data to be collected: Each student will be involved in a capstone project within his/her area of specialization. Product will be evaluated by an Industry Professional.
    b. Threshold for success: 100% of students receive an S from the mini-internship

Data to be collected: Each student will spend one week intensely working as an assistant /intern to an industry professional, and that professional and the student's faculty advisor will grade their performance.

20) **Accreditation:** Describe disciplinary accreditation requirements associated with the program (if applicable, otherwise indicate NA).

N/A

21) **SACSCOC Institutional Accreditation**: Is program implementation contingent upon SACSCOC action (e.g., substantive change, programmatic level change, etc.)? Please indicate Yes or No.

No

ENROLLMENT SECTION *(Consult with Enrollment Management)*

22) **Recruitment and Marketing Plan**: What is the institution's recruitment and marketing plan? What is the proposed program's start-up timeline?

Recruitment and marketing remains somewhat dependent on whether the program is scheduled for launch in 2019 or 2020. If the decision is to launch in 2019, recruitment strategy will focus heavily on Grady College and Franklin College seniors interested in film and television production to build the initial cohort of 12 students. (see 23 below).

If the decision is made to launch in 2020, we will begin a more robust and national marketing effort, as we would have the benefit of a full year to announce the program to the film and television industry and recruit at a variety of industry and academic events. Through targeted marketing, event visits and SEO ads, we are confident in our ability to fashion a first- year cohort.

23) **Enrollment Projections:** Provide projected enrollments for the program specifically during the initial years of implementation.
   a) Will enrollments be cohort-based? Yes <u>X</u> or No__(place an X beside one)
   b) Explain the rationale used to determine enrollment projections.

   Given the momentum in the state's film and television production sector, the emphasis on providing "above-the-line" personnel to fill the burgeoning need for creative talent and the growing bricks-and-mortar studio and post-production ecosystem, the findings of the market analysis are further supported by our sense that there exists a dire need for such a program. The ability to attract excellent graduates of the University of Georgia – we expect there are many students 3-5 years out looking seriously at the M.F.A. program –combined with seniors about to graduate in a number of liberal arts majors at the university combines to make us extremely confident of our conservative enrollment projections. Indeed, our numbers could be exceeded quite easily, but we think it is vitally important to maintain rigorous admission standards to what we see as a world-class program.

   We recently completed a survey of 317 undergraduate students majoring in Franklin College's Department of Theatre and Film Studies or in Grady College's Department of Entertainment and Media Studies. Thirty-eight percent (123) of students indicated that they would definitely apply to the program, 51% (163) indicated they would consider applying, and 7% (23) of students indicated they definitely wouldn't apply if the degree program becomes available.

   Enrollment projections were arrived at by comparing both the number of students

attracted to the program with the number of students that could be effectively served by the faculty and resources that will be available. As the survey results indicate, the number of applicants will be well over the projected numbers. We anticipate that program acceptance will be very competitive and this will provide the program with a promising and talented student cohort each year.

	First FY	Second FY	Third FY	Fourth FY
I. ENROLLMENT PROJECTIONS				
Student Majors				
Shifted from other programs	0			
New to the institution	12	18	24	30
Total Majors	12	30	42	54

22) Faculty

a) Provide the total number of faculty members that will support this program: _17_

b) Submit your SACSCOC roster for the proposed degree. Annotate in parentheses the person who will have administrative responsibility for the program. Indicate whether any positions listed are projected new hires and currently vacant.

Associate Dean Jeff Springston will be the primary administrator over the operation of the program, and Associate Dean Jean Martin-Williams will assist. (Dr. Springston will work with Dr. David Saltz, department head of Theatre and Film Studies and Dr. James Hamilton, department head of Entertainment and Media Studies to determine scheduling and specific faculty teaching assignments from each department).

Faculty Name	Rank F=Full Time	Courses Taught and Semesters Taught. Time	Degrees	Current Workload	Other Qualifications
Franklin College					
Antje Ascheid	Associate Professor F	FILM7481 Topics in Cinema (spring, fall)	PhD	4 courses per year	Active Industry Experience
		FILM 7700 Internship in Film and Media (summer)			
Mike Hussey	Associate Professor F	THEA5810 Comp Animation Dram Media (fall)	MFA	4 courses per year	Active Industry Experience
Ivan Ingermann	Associate Professor F	FILM 7800 Advanced Film Production. F	MFA	4 courses per year	Active Industry Experience
Rielle Navitski	Assistant Professor F	FILM7481 Topics in Cinema (spring)	PhD	4 courses per year	
		FILM 6260 History of Cinema II (fall)			
Richard Neupert	Professor F	FILM 8200 Film History (fall, spring, summer)	PhD	3 courses a year	
		FILM 8400 Film Theory & Criticism (fall)			
Julie Ray	Associate Professor F	THEA7700 Art Direction for Film & TV (fall)	MFA	4 courses per year	Active Industry Experience
		THEA 7325 Costume Design (spring)			
Christopher Sieving	Associate Professor F	FILM7481 Topics in Cinema (fall)	PhD	4 courses per year	
TBD 2019	New Clinical Professor F	EMST 6000 (Fall), EMST 6045 (Fall), EMST 7400 (Summer)		6 courses per year	Active Industry Experience
TBD 2020	New Clinical Professor F	EMST 6010 (Fall), EMST 6011 (Spring), EMST 6050 (Fall)		6 courses per year	Active Industry Experience
Grady College					
James Biddle	Senior Lecturer F	EMST 7260 Advanced Production (spring)	MA	6 courses per year	Active Industry Experience
Kate Fortmueller	Assistant Professor F	EMST 6050 Industry Studies (spring)	PhD	4 courses per year	
Anne Gilbert	Assistant Professor F	EMST 6050 Industry Studies (fall)	PhD	4 courses per year	
Nate Kohn	Professor F	EMST 6110 Writing for the Screen (fall)	PhD	3 courses a year	Active Industry Experience
Booker T. Matison	Assistant Professor F	EMST 6220 Producing for Film & Television (spring)	MFA	4 courses per year	Active Industry Experience
Jeff Springston	Professor F	EMST 6040 International Film Markets (summer)	PhD	1 course per year	Will administer the program.
TBD 2019	New Clinical Professor F	EMST 6000 (Fall), EMST 6045 (Fall), EMST 7400 (Summer)		6 courses per year	Active Industry Experience
TBD 2019	New Clinical Professor F	EMST 6010 (Fall), EMST 7011 (Fall), EMST 7260 (Summer)		6 courses per year	Active Industry Experience

c) Does the institution require additional faculty to establish and implement the program?

Yes or No.____X____Yes_____No. Please indicate your answer in the space provided.

Describe the institutional plan for recruiting additional faculty members in terms of required qualifications, financial preparations, timetable for adding faculty, and whether resources were shifted from other academic units, programs, or derived from other sources. Explain clearly whether additional faculty hires can be supported with institutional funds.

Two new clinical faculty members will be hired in year one and again in year two. Two of the faculty lines will reside in the Franklin College and two in the Grady College. Faculty hired in year one will be based in Athens and will work with the first-year students. Those hired in the second year will be based primarily in Fayetteville and will work with second-year students at the Pinewood Studios facilities. These faculty members will be recruited from the rich talent of industry professionals in Georgia and beyond. The two colleges will begin a search in spring 2019 once the program receives Board of Regents approval. These clinical professors will be people with appropriate advanced degrees (e.g., M.F.A.) and with strong industry experience in the areas of screenwriting, directing, producing, and pre- and post- production, with premium consideration given to those with teaching experience. Given that these individuals will be coming from the industry, we are confident that we can conduct and complete our search in a shorter timetable than is typical for a research-line, tenure track professor. These faculty lines will be supported by funding supplied to both colleges from UGA upper administration.

23) Fiscal, Tuition, and Estimated Budget
a) Describe the resources that will be used specifically for the program.

Current faculty will maintain their existing course offerings, while two new faculty will be hired in year 1 and two additional faculty hired in year 2. Funds are allocated for visiting professionals in the area of master writers, directors, producers and craftsmen to provide industry expertise and real-world experience. A program director will oversee the recruitment, application process, enrollment and advisement of the two-year graduate program. In addition to the one-time start-up costs of $3.28M to overhaul the production studio and outfit two finishing suites, six student field production kits will be developed. Travel costs are estimated based on faculty visits to Pinewood, as well as the Pinewood faculty visits to the UGA campus. Marketing and promotional expenses are budgeted at $35K/year to adequately promote the newly established program over multiple platforms. An equipment repair and replacement budget will ensure students have access to equipment used in major production facilities.

b) Does the program require a tuition cost structure different from or above a regular tuition designation for the degree level? Yes_____or No X (place an X beside one)

c) Does the program require a special fee for the proposed program? Yes_ or No_ X (place an X beside one)

d) If the program requires a different tuition cost structure or special fee, such requests require approval through both the Committee on Academic Affairs (for the academic program) and the Committee on Fiscal Affairs (for the tuition increase or special fee designation). The resultant tuition and/or fee request for a new degree is to be submitted

to both the academic affairs and fiscal affairs offices. Complete Appendix III that includes information for a differential tuition cost structure involving a proposal for a new academic program.

e) Note: The web link for approved tuition and fees for USG institutions is located at the following url: http://www.usg.edu/fiscal_affairs/tuition_and_fees

f) Budget Instructions: Complete the form further below and **provide a narrative to address each of the following**:

g) For Expenditures (*ensure that the narrative matches the table*):
    i. Provide a description of institutional resources that will be required for the program (e.g., personnel, library, equipment, laboratories, supplies, and capital expenditures at program start-up and recurring).

To launch the program, Grady and Franklin Colleges have teamed to prepare the proposed degree, which will deploy existing resources as well as significant renovation and equipment costs at start-up. These are all detailed in the financial section.

    ii. If the program involves reassigning existing faculty and/or staff, include the specific costs/expenses associated with reassigning faculty and staff to support the program (e.g., cost of part-time faculty to cover courses currently being taught by faculty being reassigned to the new program, or portion of full-time faculty workload and salary allocated to the program).

Over half of the available courses in the proposed program already exist and current faculty will continue to teach those courses as they have.

While the newly hired clinical faculty members envisioned by the proposal will be able to teach all the new necessary courses, existing faculty will also have an opportunity to teach some of those new courses if desired. In the event that existing faculty are assigned to teach one of the new courses, department heads of both units will assign the new clinical faculty members to teach other existing courses. Everyone's load will remain the same, so no additional resources will be required.

h) For Revenue (*ensure that the narrative matches the table*):

   i. If using existing funds, provide a specific and detailed plan indicating the following three items: source of existing funds being reallocated; how the existing resources will be reallocated to specific costs for the new program; and the impact the redirection will have on units that lose funding.

     Current faculty will maintain their existing course load. Over half of the available courses in the proposed program already exist and current faculty will continue to teach those courses as they have. No units will see a loss of funding.

   ii. Explain how the new tuition amounts are calculated.

     Tuition is calculated at a rate of $363/credit hour, or a flat rate of $4,352 for twelve or more credit hours. Each fall and spring, the program of study would qualify for the flat rate, while the charge for summer semesters would be $363 multiplied by 6 credit hours.

	First Year	Second Year	Third Year	Fourth Year
Year 1 12 students	Fall = 12 x $4,352 Spring = 12 x $4,352 Summer = 12 x $2,178 Total = $130,584	Fall = 12 x $4,352 Spring = 12 x $4,352 Summer = 12 x $2,178 Total = $130,584	Graduated	Graduated
Year 2 18 students	N/A	Fall = 18 x $4,352 Spring = 18 x $4,352 Summer = 18 x $2,178 Total = $195,876	Fall = 18 x $4,352 Spring = 18 x $4,352 Summer = 18 x $2,178 Total = $195,876	Graduated
Year 3 24 students	N/A	N/A	Fall = 24 x $4,352 Spring = 24 x $4,352 Summer = 24 x $2,178 Total = $261,168	Fall = 24 x $4,352 Spring = 24 x $4,352 Summer = 24 x $2,178 Total = $261,168
Year 4 30 students	N/A	N/A	N/A	Fall = 30 x $4,352 Spring = 30 x $4,352 Summer = 30 x $2,178 Total = $326,460
Grand Total	$130, 584	$326,460	$457,044	$587,628

   iii. Explain the nature of any student fees listed (course fees, lab fees, program fees,

etc.). Exclude student mandatory fees (i.e., activity, health, athletic, etc.).

N/A

    iv. If revenues from Other Grants are included, please identify each grant and indicate if it has been awarded.

    N/A

    v. If Other Revenue is included, identify the source(s) of this revenue and the amount of each source.

    If the M.F.A. proposal is approved by UGA and USG, the Grady College of Journalism is prepared to allocate funds from current and future donations to the UGA/Grady Capital Campaign. State funds will also be applied to meet qualifying operational expenses.

i) Revenue Calculation: Provide the revenue calculation, in other words, the actual calculation used to determine the projected tuition revenue amounts for each fiscal year involving start-up and implementation of the proposed program.

j) When Grand Total Revenue is not equal to Grand Total Costs:
    i. Explain how the institution will make up the shortfall. If reallocated funds are the primary tools being used to cover deficits, what is the plan to reduce the need for the program to rely on these funds to sustain the program?

    If the MFA proposal is approved by UGA and USG, the Grady College of Journalism is prepared to allocate funds from current and future donations to the UGA/Grady Capital Campaign. State funds will also be applied to meet qualifying operational expenses.

    ii. If the projected enrollment is not realized, provide an explanation for how the institution will cover the shortfall.

    If the M.F.A. proposal is approved by UGA and USG, the Grady College of Journalism is prepared to allocate funds from current and future donations to the UGA/Grady Capital Campaign. State funds will also be applied to meet qualifying operational expenses or shortfalls.

    iii. If the projected enrollment is not realized, what are your next action steps in terms of bolstering the program, potentially altering the program, teach-outs, a planned phase-out, etc.

    If projected enrollment is not realized, we will analyze our marketing strategy and make changes accordingly. If a new marketing and promotion effort does not yield sufficient enrollment we will cease admitting a new cohort, serve the existing students until graduation, then phase-out the program.

I. EXPENDITURES	First FY Dollars	Second FY Dollars	Third FY Dollars	Fourth FY Dollars
Personnel – reassigned or existing positions				
Faculty **(see 16 b)**	50,018	51,018	52,039	53,080
Part-time Faculty **(see 16 b)**				
Graduate Assistants **(see 16 b)**				
Administrators**(see 16 b)**				
Support Staff **(see 16 b)**				
Fringe Benefits	15,506	15,816	16,132	16,455
Other Personnel Costs				
Total Existing Personnel Costs	65,524	66,834	68,171	69,535

EXPENDITURES (Continued)				
Personnel – new positions (see 16 d)				
Faculty	190,000	382,700	390,354	398,161
Part-time Faculty	10,000	10,000	10,000	10,000
Graduate Assistants				
Administrators	46,849	35,839	24,327	24,813
Support Staff				
Fringe Benefits	73,422	129,747	128,551	131,122
Other personnel costs (Visiting Professionals)	110,000	110,000	110,000	110,000
Total New Personnel Costs	430,271	668,286	663,232	674,096
Start-up Costs (one-time expenses) (see 15 a.i)				
Library/learning resources				
Equipment				
Other				
Physical Facilities:				
Total One-time Costs				
Operating Costs (recurring costs – base budget) (see 15 a.i)				
Supplies/Expenses				
Travel	11,787	19,601	19,601	19,600
Equipment (repair/replacement)	35,000	35,000	35,000	35,000
Library/learning resources - Capstone Projects		66,667	133,333	200,000
Other (promotion & marketing)	35,000	35,000	35,000	35,000
Total Recurring Costs	81,787	156,268	222,934	289,600
GRAND TOTAL COSTS	577,582	891,388	954,337	1,033,231
III. REVENUE SOURCES				
Source of Funds				
Reallocation of existing funds **(see 15 b.i)**	65,524	66,834	68,171	69,535

New student workload				
New Tuition **(see 15 b.ii)**	130,584	326,460	457,044	587,628
Federal funds				
Other grants **(see 15 b.iv)**				
Student fees **(see 15 b.iii)** Exclude mandatory fees (i.e., activity, health, athletic, etc.).				
Other **(see 15 b.v)** Capital Campaign Funds General University Funds	365,274 16,200	457,594 40,500	277,832 151,290	111,157 309,375
New state allocation requested for budget hearing				
GRAND TOTAL REVENUES	577,582	891,388	954,337	1,077,695
Nature of Revenues				
Recurring/Permanent Funds	212,308	500,461	809,838	1,077,695
One-time funds	365,274	390,927	144,499	0
Projected Surplus/Deficit (Grand Total Revenue – Grand Total Costs) **(see 15 c.i. & c.ii)**.	0	0	0	44,464

24) Facilities/Space Utilization for New Academic Program Information

Facilities Information — Please Complete the table below.

			Total GSF
a.	**Indicate the floor area required for the program in gross square feet (gsf). When addressing space needs, please take into account the projected enrollment growth in the program over the next 10 years.**		4,030
b.	**Indicate if the new program will require new space or use existing space. (Place an "x" beside the appropriate selection.)**		

	Type of Space		**Comments**
i.	Construction of new space is required (x).-à		N/A
ii.	Existing space will require modification (x). à	x	Studio 3 and Production Area Renovation
iii.	If new construction or renovation of existing space is anticipated, provide the justification for the need.		Studio upgrades, cyclorama wall, power distribution and acoustical wall treatment.
iv.	Are there any accreditation standards or guidelines that will impact facilities/space needs in the future? If so, please describe the projected impact.		N/A

v.	Will this program cause any impact on the campus infrastructure, such as parking, power, HVAC, other? If yes, indicate the nature of the impact, estimated cost, and source of funding.		Yes, HVAC upgrades and phased power will be included in the renovations. Costs are included in the YR 0 Facilities Renovation Costs of $3.82M
vi.	Indicate whether existing space will be used.	x	Feasibility Study – See Appendix

c.	**If new space is anticipated, provide information in the spaces below for each category listed:**	
i.	Provide the estimated construction cost.	
ii.	Provide the estimated total project budget cost.	
iii.	Specify the proposed funding source.	
iv.	What is the availability of funds?	
v.	When will the construction be completed and ready for occupancy? (Indicate semester and year).	
vi.	How will the construction be funded for the new space/facility?	
vii.	Indicate the status of the Project Concept Proposal submitted for consideration of project authorization to the Office of Facilities at the BOR. Has the project been authorized by the BOR or appropriate approving authority?	

d.	**If existing space will be used, provide information in the space below.**
	Provide the building name(s) and floor(s) that will house or support the program. Indicate the campus, if this is part of a multi-campus institution and not physically located on the main campus. Please do not simply list all possible space that could be used for the program. We are interested in the actual space that will be used for the program and its availability for use.
	Journalism Building – 0062, First Floor Studio 3, Suite 145, Suite 142, 136A, 136B and 136C. This space is available to renovate to support this program.

e.	**List the specific type(s) and number of spaces that will be utilized (e.g. classrooms, labs, offices, etc.)**			
i.	**No. of Spaces**	**Type of Space**	**Number of Seats**	**Assignable Square Feet (ASF)**
		Classrooms		
		Labs (dry)		
		Labs (wet)		
		Meeting/Seminar Rooms		
		Offices		
		Other (specify)		
Total Assignable Square Feet (ASF)				

ii.	If the program will be housed at a temporary location, please provide the information above for both the temporary space and the permanent space. Include a time frame for having the program in its permanent location.		
	Year 2 of the program will be held off-campus		

Chief Business Officer or Chief Facilities Officer Name & Title	Phone No.	Email Address	
Brooke F. Rooks	706-542-4991		
	Signature		

Note: A Program Manager from the Office of Facilities at the System Office may contact you with further questions separate from the review of the new academic program.

FINAL NOTE:

Appendices that do not apply to the proposed program should not be attached.

Appendix I
(items available upon request)

Use this section to include letters of support, curriculum course descriptions, and recent rulings by accrediting bodies attesting to degree level changes for specific disciplines, and other information.

GFA Support Letter
Franklin College Support Letter
Grady College Support Letter
Hanover Market Feasibility Report
CAPA Course Descriptions
Credit-hour Waiver

September 10, 2018

Charles N. Davis
Dean, Grady College of Journalism and Mass Communication
University of Georgia
120 Hooper Street
Athens, GA 30602

Dean Davis,

On behalf of the Georgia Film Academy, I write to express support for new Masters of Fine Arts degree program in Film, Television, and Digital Media at the Grady College of the University of Georgia.

This degree program is critical to a key mission of the Film Academy, building a permanent and sustainable entertainment industry in our state. Presently, there are no professional training programs, particularly at the graduate level, in any of the University System of Georgia institutions that prepare students for careers in filmmaking or, more specifically, the "above-the-line" trades such as screen and television writing and producing.

Those who work in these content-creation fields generate the stories and "IP" which drive the entertainment business. As such, if Georgia is to have its own sustainable business, we must begin by professionally training our content creators and incentivizing them to stay in our state. This new MFA program at the Grady College will do just that, serving as a key part of the state's entertainment industry education pipeline, both training students and ensuring that their work is made. The Film Academy views this new program as a critical component of our efforts to build Georgia's creative workforce and the associated creative community that drive the film industry as well as all businesses in the state which rely on content creation.

As part of our strong support for and partnership with Grady on this new MFA program, the Film Academy, through its revenue-sharing models, intends to make available equipment, facilities, resources, as well as industry relationships to help place students in this program into internships, apprenticeships, and unique capstone field experiences. We are also committed to continuing to direct philanthropic support from stakeholders in the entertainment industry to this program.

If I can provide any further detail, please don't hesitate to be in touch.

All best!

Jeffrey Stepakoff
Executive Director, Georgia Film Academy

UNIVERSITY OF
GEORGIA
1785

Old College
Athens, Georgia 30602
TEL 706-542-3400
www.franklin.uga.edu

Franklin College of Arts and Sciences
Office of the Dean

September 18, 2018

Fiona Liken
Director of Curriculum Systems
University of Georgia
318 Old College
UGA Athens Campus

Dear Fiona:

The Franklin College of Arts and Sciences Curriculum Committee and Faculty Senate has reviewed and approved the following:

> *One-Step Academic Program Proposal*
> *Master of Fine Arts in Theatre and Film Studies*

If you have any questions or need further information, please feel free to contact my office.

Sincerely,

Jean Martin-Williams

Dr. Jean Martin-Williams
Josiah Meigs Distinguished Teaching Professor of Music
Associate Dean, Franklin College

Grady College of Journalism and Mass Communication
Office of the Dean

October 10, 2018

Libby Morris, Senior Vice President for Academic Affairs and Provost
203 Administration Building
University of Georgia
Athens, GA 30602

Dear Provost Morris,

It is with great enthusiasm that the Grady College supports this proposal to create a new Master of Fine Arts in Film, Television, and Digital Media degree program. We believe this program will be transformational for our college. It represents a logical extension to the College's mission to prepare students for careers in the state's $6.5 billion entertainment industry.

As you know, we have worked closely with our colleagues in Franklin College, as well as with representatives from the Georgia Film Academy and Pinewood Studios to craft what we think is the nation's most innovative curriculum. We're thrilled to have such incredible partners in this initiative.

In addition to answering the state of Georgia's call for greater numbers of film and television production professionals, the new program will also contribute to the University's strategic plan to increase graduate student enrollment. We look forward to this collaboration with the Franklin College of Arts and Sciences to provide a world class program for our students.

Sincerely,

Charles N. Davis, Dean

ONE-STEP ACADEMIC PROGRAM PROPOSAL
Request for Waiver to Degree Credit-Hour Length

1. Degree requested for an extension of credit hours:

   Master of Fine Arts

2. Rationale for credit hour increase:

   Most MFA degree programs nationally average 60 - 90 hours depending on whether they are 2-year or 3-year programs. For example, Florida State University's three-year Film Production MFA requires 90 credit hours, including a 15-credit thesis course. UCLA's MFA in Film and Television Production requires 72 credits on a 12-quarter system. At UGA, the Theatre and Film Studies MFA in Dramatic Media is an accredited 61-credit hour program. Our proposed two-year program of 62 credit hours is very comparable to the programs mentioned. The MFA is considered a terminal degree, not to be confused with an MA degree.

3. External accrediting body that has mandated a change to curricula nationwide:

   N/A

4. Documentation of external accrediting body requirements:

   N/A

5. Curriculum Program of study before and after the increase:

YEAR 1					
Semester 1 Fall (13 Credits)		**Semester 2 Spring (13 Credits)**		**Semester 3 Summer (6 Credits)**	
Credit Hours	**Course**	**Credit Hours**	**Course**	**Credit Hours**	**Course**
3	**EMST 6000*** Proseminar in Film, TV, Writing & Production	4	**EMST 6045*** Post Production I	3	**EMST 7400*** Film & Television Practicum
3	**EMST 6010*** Directing I	3	**EMST 6111*** Writing for the Screen II: Completing the Screenplay	3	**FILM 8200** Seminar in Film History
4	**EMST 6041*** Camera & Lighting I	3	**EMST 6220*** Producing for Film & Television		
3	**EMST 6110*** Screen Writing	3	**THEA 7700** Art Direction for Film & Television		

*New Course

ONE-STEP ACADEMIC PROGRAM PROPOSAL
Request for Waiver to Degree Credit-Hour Length

YEAR 2					
Semester 4 Fall (12 Credits)		Semester 5 Spring (12 Credits)		Semester 6 Summer (6 Credits)	
Credit Hours	Course	Credit Hours	Course	Credit Hours	Course
3	**EMST 6011*** Directing II	3	**EMST 7111*** Writing for the Screen IV	3	**FILM 7700** Internship in Film/Media
3	**EMST 7110*** Writing for the Screen III: Work-in-Progress Screenplay	3	**JRMC 7300** Master's Thesis	3	**JRMC 7300** Master's Thesis
3	**FILM 7800** Advanced Film Production	3	**THEA 7325** Costume Design for Film & Television		
3	**JRMC 7300** Master's Thesis	3			

*New Course

6. Statement of impact on students and student matriculation:

    The proposed number of credit hours is necessary for students to receive a comprehensive and thorough grasp of the subject matter. The proposed number of credit hours is in line with our peer/aspirational institutions, as described in item 2 above.

7. Statement of Impact on faculty and faculty workload:

The proposed number of credit hours will not have a negative impact on faculty workload.

CAPA Course Descriptions

Course Prefix/Number	Credit Hours	Course Title	Course Description
EMST 6000	3	Proseminar in Film, TV, Writing & Production	This course introduces students to the various industry roles in the film, television and digital media industries. Students will examine the dimensions of these different roles, and they will hear from professionals who actively work as directors, producers,

				post-production supervisors, screenwriters, and other members of the trade craft.
EMST 6010	3	Directing I		Analysis and practice of directing narrative film and episodic television using the single camera shooting style. An examination of the aesthetics, theory and practice of camera placement, shot execution, and directing the actor. Students develop their voice, unique visual style, and directing aesthetic. Co-requisite: (The Equipment Workshop class I recommended)
EMST 6011	3	Directing II		A course that builds on Directing 1, focusing on broadening the understanding and execution of the aesthetic and technical tools available to the director to create, develop and analyze content; refining the techniques of staging shots, directing the actor and developing voice and directorial style. Pre-requisite: Directing 1
EMST 6041	4	Camera & Lighting I		A hands-on course that trains students in the aesthetic and technical aspects of camera and lighting for episodic television and narrative film production. Students will be exposed to a variety of lighting and camera styles, and the instruments and equipment used to plan and execute them. Co-requisite: (The Equipment Workshop class I recommended)
EMST 6045	4	Post Production I		Development and practice of editing theory and style, and the planning and sequence of efficient post-production workflow. An analysis of the evolution of editing aesthetics in the planning and visualization of moving pictures in preproduction, production and postproduction.
EMST 6110	3	Screen Writing		The course explores the politics, poetics, art, and craft of writing screenplays for film, television, the web and other platforms. Students read about and discuss films and their scripts from a variety of theoretical, aesthetic, and politico-economic perspectives. Students will read screenplays and view films. And each student will write either a feature length screenplay or two

			short film screenplays and a teleplay. The course is structured as a discussion/workshop.
EMST 6111	3	Writing for the Screen II: Completing the Screenplay	Students will rigorously revise their screenplays and teleplays. Students will add to and/or complete their screenplays or two additional episodes of their television series. Pre-requisite: Screen Writing
EMST 6220	3	Producing for Film & Television	Producing for Film and Television is an introductory course to the business, art, and craft of producing motion pictures, web and television content. The course focuses on the functions and duties of the producer as s/he shepherds an idea through the life cycle of a "project": development, financing, pre-production, production, post-production, marketing, distribution, and exhibition.
EMST 7110	3	Writing for the Screen III: Work-in-Progress Screenplay	Students continue to revise and polish previous screenplays and teleplays and begin work on a second screenplay and teleplay that will become the thesis project. Pre-requisite: Screen Writing II
EMST 7111	3	Writing for the Screen IV	The course instructs students in the production and screenwriting worlds with emphasis on topics such as freelancing and the current media environment. Students also complete and submit their final screenplays and teleplays. Pre-requisite: Screen Writing III
EMST 7400	3	Film & Television Practicum	The course covers terms and core elements of film and television, introduces students to the basic elements of screen media as an artistic and communicative form, and looks at film and television and the relationship and impact on society.
FILM 7700	3	Internship in Film/Media	Under the supervision and approval of an advisor, students perform the duties of an internship within film, television, animation, and media. Students report to work as required by their employers, maintain a record of duties, and write a final

			paper summarizing their experiences and responsibilities.
FILM 7800	3	Advanced Film Production	Digital video production, with emphasis on directorial creativity and professional-level post-production techniques. Students participate in personal and/or small group projects from the proposed idea through scripting, pre-production, production, editing, and sound mixing for a completed short film project, demonstrating knowledge and skills in these areas.
FILM 8200	3	Seminar in Film History	Digital video production, with emphasis on directorial creativity and professional-level post-production techniques
JRMC 7300	3	Master's Thesis	Thesis writing under the direction of the major professor
THEA 7325	3	Costume Design for Film & Television	Introduction of character development via as used in motion picture and television as well as working knowledge of wardrobe
THEA 7700	3	Art Direction for Film & Television	Provides a foundation in taking script and transforming it from written word to visual image

Approvals on File

Proposal: New Major in Film, Television, and Digital Media (M.F.A.)

College: Franklin College of Arts and Sciences/Grady College of Journalism and Mass Communication

Proposed Effective Term: Fall 2019

School/College:

- Franklin College of Arts and Sciences Associate Dean, Dr. Jean Martin-Williams, 9/18/2018
- Grady College of Journalism and Mass Communication Dean, Dr. Charles Davis, 10/10/2018

Graduate School:

- Graduate School Dean, Dr. Suzanne Barbour, 9/20/2018