Bachelor of Fine Arts Film (Narrative Emphasis)

First Year

STDA 102 3D Design
Introduction to basic elements, principles, and tools of 3D design as means to develop unique and powerful works of contemporary art, film, and photography. Work critically through formal and conceptual problems while learning basic elements and principles of 3D design. Additional topics include: health and safety, research, drawing, and archiving. Prerequisite(s): None.

STDA 110 2D / Color
Introduction to elements, principles, and tools of 2D Design as means to develop unique and powerful works of contemporary art, film, and photography. Work critically through formal and conceptual problems while learning basic elements and principles of 2D design. Additional topics include research, drawing, and archiving. Prerequisite(s): None.

STDA 115 Lens-Based Communication
Introduction to technical and aesthetic foundations in photography utilizing digital camera techniques. Topics include: exposure; lighting; composition; camera controls; file management; image adjustments; digital printing. Develop personal vision as well as knowledge of the medium's history and current practices. Prerequisite(s): None.

DSNA 114 4D Design
An introduction to sequential design and time-based media. Students begin to explore how to create meaning and communicate ideas through time and sequence using various techniques including drawing, design, audio, video editing, and animation. Focus will be placed on transformation, timing, rhythm, and motion. Prerequisites/Corequisites: None.

FILM 115 Film Language
An introduction to storytelling as communicated through the visual medium of filmmaking. Incorporates the effective use of film language through story analysis and structure. Projects include written story exercises and the practice of visual storytelling using drawn and photographed images. Prerequisite(s): None.

FILM 124 Introduction to Filmmaking
Introduction to storytelling in motion pictures. Intensive experience focused on creation of stories and their translation into motion pictures through screenwriting, camera operation, sound recording, and editing. Examine story construction through interaction of characters, locations, and props. Use tools to capture and manipulate motion picture images and sounds. Conceive, write, and translate story into film through use of motion picture tools and techniques. Instruction in: designing visual and aural world of film; introducing and revealing story characters; creating moments that pull audience into film. Focus on conflict as essential component of storytelling in film. Prerequisite(s): None.

Second Year

FILM 222 Editing for Film
Introduction to postproduction process in digital filmmaking. Develop basic picture- and sound editing principles and techniques. Introduction to professional non-linear editing systems and software. Prerequisite(s): Open to Film Majors only.

FILM 225 Directing

Introduction to directing in digital film. Explore basics of director's role in digital film, from planning and production through to the postproduction process. Develop practical skills, including: script analysis; creation of shot lists; storyboarding; working with crew and actors. Prerequisite(s): Open to Film majors only.

FILM 229 Production Design

Production design is the visual art and craft of cinematic storytelling. It is how an empty room in 2010 becomes Watson's study, or a gamekeeper's home in Kenya, or the cockpit of a jet fighter in the future-and it does it in a way that the audience believes in its authenticity. The visualization of a film is created by the imagination, artistry and collaboration of the director (team), director of photography (team) and the production designer with the production team. Students in this course will become production design teams that research the world in which a film takes place to establish its visual sense of mood and authenticity. The production design team will interpret and transform the story (i.e. script, short story, micro fiction), characters, and narrative into designs that encompass architecture, costume, decor, environment, props, etc. As needed, the production design team uses sketches, illustrations, photographs, models, production storyboards, and constructs sets while considering budgets and scheduling. The final result is the transformation of the physical I psychological environments and characters of a narrative script into the visual reality of a completed theoretical or real film. Prerequisite(s): None.

FILM 252 Cinematography

Advanced digital cinematography techniques and concepts. Achieve proficiency in use of advanced digital cinematography equipment. Instruction in alternative techniques in manipulation and control of camera images and equipment. Critical analysis of cinematography masterworks. Prerequisite(s): None.

FILM 231 Writing the Short Film I

Introduction to writing the short film script. Fundamentals of: research methods; story structure; character; theme; myth; genre. Develop stories; produce short treatments and screenplays. Critical analysis of own work and that of master screenwriters. Introduction to professional screenplay software. Exposure to non-traditional screenplay forms. Prerequisite(s): Open to Film majors only.

FILM 333 Sound Design

Introduction to creative sound design in filmmaking. Emphasis on practical knowledge and skills necessary for effective audio utilization. Creation of compelling audio design through use of tools and processes of creative sound design. Instruction in: use of digital audio recorders in the field; types of microphone; signal processing; post production and sound editing of dialogue; ADR; Foley; music; effects. Exploration of importance of music, both practical and score. Prerequisite(s): None.

Third Year

FILM 232 Producing

Introduction to the role of producer in film. Exploration of all facets of film producer's job, including: development; preproduction; production; postproduction; distribution. Topics include: structure of production team; decision-making; above- and below-the-line positions; funding and in-kind support; department structures and oversight; production management; production scheduling and budgeting; problem-solving strategies; production trends; employment opportunities. Prerequisite(s): None.

FILM 321 Film Project

Write, produce, direct, and edit a digital film project. Utilize other students in class as crew. Engage in critical self-analysis as it relates to own project and work on other's projects. Prerequisite(s): All Sophomore film courses. Open to Film majors only.

FILM 322 Postproduction

Advanced picture editing techniques and concepts. Exposure to alternative methods for assembling scenes pursuant to specific narrative and thematic strategies. Instruction in industry standard non-linear editing software. Introduction to compositing, color correction and grading. Critical analysis of picture-editing masterworks. Prerequisite(s): None.

FILM 332 Writing the Short Film II

Advanced short script workshop. Topics include: story structure; character development; theme; myth; genre; research methods. Focus on: advanced script writing forms; approaches, and techniques to produce medium length short film scripts; commercial considerations for creating a short film screenplay. Exposure to non-traditional screenplay forms. Prerequisite(s): Writing the Short Film 1. Open to Film majors only.

Fourth Year

FILM 431 Film Thesis I

First semester of required senior thesis project in film. Creation of approved senior thesis films in collaboration with fellow students; may act in both above- and below-the-line roles. Creation of full-length screenplay may fulfill part of senior thesis requirements. Prerequisite(s): None.

FILM 432 Film Thesis II

Second semester of required senior thesis project in film. Creation of approved senior thesis films in collaboration with fellow students; may act in both above- and below-the-line roles. Creation of full-length screenplay may fulfill part of senior thesis requirements. Prerequisite(s): FILM 431.

FILM 421 Advanced Film Seminar

This is a seminar course designed to address advanced topics in filmmaking and ongoing thesis production workshops. Workshops will be taught by visiting artist/filmmakers. The seminar will provide a focused learning experience designed to enhance thesis productions conceptually, artistically and technically. Students will use a colloquium as a forum for discussing important digital filmmaking issues for the future of aspiring filmmakers. Prerequisite(s): None.

FILM 422 Business of Film

Introduction to business of film industry. Examines roles, responsibilities, and relationships of all players and constituencies within film industry. Topics include: industry structure; production decision-making; production apparatus; distribution systems; ancillary markets; industry trends and areas of growth; employment opportunity development. Prerequisite(s): None.

Bachelor of Fine Arts Film (Branded Entertainment Emphasis)

First Year

STDA 110 2D / Color

Introduction to elements, principles, and tools of 2D Design as means to develop unique and powerful works of contemporary art, film, and photography. Work critically through formal and conceptual problems while learning basic elements and principles of 2D design. Additional topics include research, drawing, and archiving. Prerequisite(s): None.

FILM 115 Film Language

An introduction to storytelling as communicated through the visual medium of filmmaking. Incorporates the effective use of film language through story analysis and structure. Projects include written story exercises and the practice of visual storytelling using drawn and photographed images. Prerequisite(s): None.

STDA 115 Lens-Based Communication

Introduction to technical and aesthetic foundations in photography utilizing digital camera techniques. Topics include: exposure; lighting; composition; camera controls; file management; image adjustments; digital printing. Develop personal vision as well as knowledge of the medium's history and current practices. Prerequisite(s): None.

DSNA 114 4D Design

An introduction to sequential design and time-based media. Students begin to explore how to create meaning and communicate ideas through time and sequence using various techniques including drawing, design, audio, video editing, and animation. Focus will be placed on transformation, timing, rhythm, and motion. Prerequisites/Corequisites: None.

STDA 102 3D Design

Introduction to basic elements, principles, and tools of 3D design as means to develop unique and powerful works of contemporary art, film, and photography. Work critically through formal and conceptual problems while learning basic elements and principles of 3D design. Additional topics include: health and safety, research, drawing, and archiving. Prerequisite(s): None.

FILM 124 Introduction to Filmmaking

Introduction to storytelling in motion pictures. Intensive experience focused on creation of stories and their translation into motion pictures through screenwriting, camera operation, sound recording, and editing. Examine story construction through interaction of characters, locations, and props. Use tools to capture and manipulate motion picture images and sounds. Conceive, write, and translate story into film through use of motion picture tools and techniques. Instruction in: designing visual and aural world of film; introducing and revealing story characters; creating moments that pull audience into film. Focus on conflict as essential component of storytelling in film. Prerequisite(s): None.

Second Year

FILM 252 Cinematography

Advanced digital cinematography techniques and concepts. Achieve proficiency in use of advanced digital cinematography equipment. Instruction in alternative techniques in manipulation and control of camera images and equipment. Critical analysis of cinematography masterworks. Prerequisite(s): None.

BOAD 230 Brand Strategy

Introduction to the value of a brand in the business environment and how to build, manage, assess and protect a brand. Specific areas covered include what a brand is, why it matters, how brands create value, how brands define their purpose, how brands use story, as well as the role of consumer research and consumer insight in strategic planning. Prerequisite(s): None.

FILM 222 Editing for Film

Introduction to postproduction process in digital filmmaking. Develop basic picture- and sound editing principles and techniques. Introduction to professional non-linear editing systems and software. Prerequisite(s): Open to Film Majors only.

FILM 229 Production Design

Production design is the visual art and craft of cinematic storytelling. It is how an empty room in 2010 becomes Watson's study, or a gamekeeper's home in Kenya, or the cockpit of a jet fighter in the future- and it does it in a way that the audience believes in its authenticity. The visualization of a film is created by the imagination, artistry and collaboration of the director (team), director of photography (team) and the production designer with the production team. Students in this course will become production design teams that research the world in which a film takes place to establish its visual sense of mood and authenticity. The production design team will interpret and transform the story (i.e. script, short story,

micro fiction), characters, and narrative into designs that encompass architecture, costume, decor, environment, props, etc. As needed, the production design team uses sketches, illustrations, photographs, models, production storyboards, and constructs sets while considering budgets and scheduling. The final result is the transformation of the physical I psychological environments and characters of a narrative script into the visual reality of a completed theoretical or real film. Prerequisite(s): None.

FILM 333 Sound Design

Introduction to creative sound design in filmmaking. Emphasis on practical knowledge and skills necessary for effective audio utilization. Creation of compelling audio design through use of tools and processes of creative sound design. Instruction in: use of digital audio recorders in the field; types of microphone; signal processing; post production and sound editing of dialogue; ADR; Foley; music; effects. Exploration of importance of music, both practical and score. Prerequisite(s): None.

FILM 260 Branded Storytelling I

Introduction to basic brand storytelling and scriptwriting skills and techniques. Practical writing assignments explore structure, character development, conflict, story arc, message-based writing and various screen media script formatting. The role of research and strategy is introduced while grammar and composition are reinforced. Prerequisite(s): None.

FILM 225 Directing

Introduction to directing in digital film. Explore basics of director's role in digital film, from planning and production through to the postproduction process. Develop practical skills, including: script analysis; creation of shot lists; storyboarding; working with crew and actors. Prerequisite(s): Open to Film majors only.

Third Year

FILM 232 Producing

Introduction to the role of producer in film. Exploration of all facets of film producer's job, including: development; preproduction; production; postproduction; distribution. Topics include: structure of production team; decision-making; above- and below-the-line positions; funding and in-kind support; department structures and oversight; production management; production scheduling and budgeting; problem-solving strategies; production trends; employment opportunities. Prerequisite(s): None.

FILM 360 Branded Entertainment Project

Write, produce, direct, and edit a branded entertainment project. Learn essential teamwork and collaboration skills necessary when working as part of a film production crew. Engage in critical analysis of course projects. Prerequisite(s): FILM 260 Branded Storytelling I.

FILM 322 Postproduction

Advanced picture editing techniques and concepts. Exposure to alternative methods for assembling scenes pursuant to specific narrative and thematic strategies. Instruction in industry standard non-linear editing software. Introduction to compositing, color correction and grading. Critical analysis of picture-editing masterworks. Prerequisite(s): None.

FILM 361 Branded Storytelling II

Builds on knowledge of brand storytelling fundamentals. Advanced writing assignments explore various media and genres. Emphasis on emotion, authenticity and personal connection to make brands stand out from the crowd. Students will also gain experience in professionally pitching and presenting their writing. Prerequisite(s): FILM 260 Branded Storytelling I.

BOAD 370 The Pitch: Persuasion and Presentation

Skill development necessary to persuade when presenting work and ideas. Students will develop verbal, visual, and written pitch presentations of creative ideas to be delivered to key stakeholders. The course focuses on effective communication of concepts, storytelling, creative vision, scope of work, logistics, and budget. Prerequisite(s): WRIT 151.

Fourth Year

FILM 431 Film Thesis I
First semester of required senior thesis project in film. Creation of approved senior thesis films in collaboration with fellow students; may act in both above- and below-the-line roles. Creation of full-length screenplay may fulfill part of senior thesis requirements. Prerequisite(s): None.

FILM 432 Film Thesis II
Second semester of required senior thesis project in film. Creation of approved senior thesis films in collaboration with fellow students; may act in both above- and below-the-line roles. Creation of full-length screenplay may fulfill part of senior thesis requirements. Prerequisite(s): FILM 431.

FILM 460 Topics in Branded Entertainment
Addresses current and evolving issues in branded entertainment. Topics allow students to conduct forward-thinking initiatives and explore areas such as new media, brand engagement, brand activation, brand extensions and innovations in communication. The content of the course is flexible and defined each fall. Typically students engage in a variety of activities which could include research, strategy, concept development, script writing, film and video production to develop advanced, portfolio-worthy solutions. Prerequisite(s): FILM 361.

FILM 465 Business of Branded Entertainment
Introduction to business of branded entertainment and preparation for entry into the profession. Examines roles, responsibilities, and relationships of all players and constituencies within the industry. Guest speakers provide career insights. Topics include: portfolio/reel preparation, written communication, interviewing, industry structure, industry trends, employment opportunity development. Prerequisite(s): FILM 361.