This template is to be used only by programs that have received specific written approval from the Provost's office to proceed with internal proposal development and review. The proposal template should be completed in full and submitted to the University Provost's Office [mailto: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

College/School/Institute:	Herberger Institute for Design and the Arts
Department/Division/School:	The Sidney Poitier New American Film School
Proposing faculty group (*if applicable***):**	
Are two or more academic units collaborating on this program?	No, this is not a joint degree program

If "Yes", list all the additional college(s)/school(s)/institute(s) that will be involved in the development and resources for the degree program by offering courses, faculty or facilities. Please note: This question does not refer to official joint degree programs. Official joint degree programs are ones in which the degree is jointly conferred by two colleges. If the program is jointly conferred, please complete the Proposal to Establish a New Joint Undergraduate Degree Program.

CLAS/Department of English/ Film and Media Studies (offering required courses)

Degree type:	BFA-Bachelor of Fine Arts
If other; provide degree type title and proposed abbreviation:	
Name of degree program (major):	Film and Media Production
Are any concentrations to be established under this degree program?	Yes, concentrations will be established.
Is a program fee required?	Yes, a program fee is required.
What is the first catalog year available for students to select on the undergraduate application for this this program?	2021-2022

Delivery method and campus or location options: select all locations that apply

☐ Downtown Phoenix   ☐ Polytechnic   ☒ Tempe   ☐ Thunderbird   ☐ West   ☐ Other: _____

☐ **Both** on-campus and ☐ ASU Online* - (check applicable campus(es) from options listed above)

☐ ASU Online only (all courses online and managed by ASU Online)

Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

Proposal Contact

Name:	Jason Davids Scott	**Title:**	Associate Professor/Interim Director Film
Phone number:	480-884-0056	**Email:**	jdscott7@asu.edu

DEAN APPROVAL(S)
This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name: Stephani Etheridge Woodson

Signature: _____   **Date:** 1/9/2020

College/School/Division Dean name:
(if more than one college involved)

Signature: _____   **Date:** / /20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

1. Purpose and Nature of Program

Provide a brief program description. Include the distinctive features of the program that make it unique.

The BFA in film and media production emphasizes five foundational principles across multiple courses and learning experiences: storytelling and writing for screens; digital image and sound media technologies and aesthetics; ethical and professional practices; creative media making processes; and the expression of each student's unique voice and artistic vision. Students will find multiple opportunities for interdisciplinary collaboration, while developing a deeper understanding of the responsibility of the media artist to the community and society. This is an open-enrollment Bachelor of Fine Art degree, with no "audition" required for entrance. Multiple points of review are incorporated into the program to assure progress, achievement, and preparation for career and post-graduate opportunities. Students will earn a Bachelor of Fine Arts in Film and Media Production, with the option of upper-division tracks in Directing or Technical Production and specialized tracks in several discreet areas of film and media making.

2. Student Learning Outcomes and Assessment Methods

Assessment Plan
Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at https://uoeee.asu.edu/assessment-portal or contact uoeee@asu.edu with any questions.

3. Academic Curriculum and Requirements

A. **Major Map**
Attach a copy of the "proposed" major map for this degree program. If this program will be delivered online as well as in-person, attach a copy of both the major map and the online major map. Instructions on how to create a "proposed major map" in BAMM can be found in the Build a Major Map Training Guide.

B. **Summary of Credit Hours Required for this Program**
Total credit hours must be 120 and include first year composition, general studies, core/required courses, program specific electives, and any additional requirements (e.g., concentration credits).

Requirements	Credit Hours
First Year Composition	6
ASU 101 (or equivalent)	1
General Studies	26
Core/required courses	54
Program specific electives	27
Additional requirements	0
Other; please explain (university electives)	6
Total	**120**

C. **Curriculum Checksheet**
Attach a PDF copy of the curriculum checksheet from BAMM to the proposal submission. The curricular checksheet should outline all core/required courses and program specific electives. To retrieve the checksheet in BAMM:
1. Select the "Checksheet" tab for the program.
2. From the tab, select "Preview Checksheet." The preview will open in a new window.
3. Select "Save as PDF" in upper right-hand corner of the page.

2021 Course List for
Film and Media Production (BFA) (BA) (Proposed)

Herberger Institute for Design and the Arts | FQTZORI

Major Requirements	Credit Hours	Min. Grade
Intro Courses		
FMP 180: Principles of Production Technology 🚩	3	C
FMP 250: Sex and Violence in Film and TV: Ethics Survey	3	C
THF 160: Introduction to Storytelling (HU)	3	C
Film Core		
FMS 100: Introduction to Film and Media Studies (HU) OR	6	C
FMS 200: Film and Media History ((L or HU) & H)		
Film Major		
FMP 210: Principles of Filmmaking 🚩	3	C
FMP 261: Principles of Screenwriting OR	3	C
FMS 209: Screenwriting Fundamentals		
FMP 280: Introduction to Film and Media Production	3	C
FMP 285: Portfolio Preparation and Review I 🚩	1	C
FMP 300: Short Film Production 🚩	3	C
FMP 335: Careers in Film and Media Industry	3	C
FMP 360: The Filmmaker's Voice 🚩	3	C
FMP 361: Intermediate Screenwriting OR	3	C
Upper Division Producing Course OR		
FMP 215: Beginning Post-Production for Film & Television: Adobe Premier Pro OR		
FMP 220: Film and Media Post-Production I OR		
FMP 315: Sound Design for Film and Media I OR		
FMP 320: Film and Media Post-Production II OR		
FMP 345: Cinematography I 🚩		
FMP 370: Producing for Film and Media OR	3	C
Upper Division Screenwriting Course OR		
FMP 318: Directing for Film and Media I OR		
FMP 350: Directing for Documentary Media OR		
FMP 320: Film and Media Post-Production II OR		
FMP 415: Sound Design for Film and Media II OR		
FMP 420: Film and Media Post-Production III OR		
FMP 445: Cinematography II 🚩		
FMP 385: Portfolio Project Development OR	2	C
FMP 398: Capstone Development 🚩		
FMP 403: Independent Film (HU)	3	C
FMP 417: Business and Legal Practices in Entertainment OR	3	C
Upper Division Screenwriting Course OR		
FMP 418: Directing for Film and Media II OR		
Upper Division Technical Course		
FMP 485: Portfolio Preparation and Review II 🚩	1	C
FMP OR FMS Upper Division Elective	3	C
FMS Upper Division Elective	3	C
THF 101: Acting Introduction OR	3	C
THP 194: Understanding Acting		
THF 126: Professional Development: Communication and Collaboration.	2	C
Creative Arts Course	6	C
Upper Division Film Elective	3	
Upper Division Portfolio Project Course	6	C
Upper Division Producing Course	3	C
Upper Division Service and Production Corps Course	6	C

Electives	Credit Hours	Min. Grade
Electives		
Elective	3	

Track/Groups

Creative Arts Courses	Producing Courses	Screenwriting Courses
ART 116: Introduction to Digital Media	FMP 318: Directing for Film and Media I	FMP 361: Intermediate Screenwriting
ART 201: Photography I (HU)	FMP 330: Professional and Technical Writing for Film/TV Industry	FMP 365: Developing a Series
DCE 202: Dance in U.S. Popular Culture (HU & C)	FMP 350: Directing for Documentary Media	FMP 461: Advanced Screenwriters Workshop 🚩
DCE 240: Media for Dance (CS)	FMP 355: Transborder Digital Media Making	FMP 465: Series Writers Workshop
FMP 215: Beginning Post-Production for Film & Television: Adobe Premier Pro 🚩	FMP 370: Producing for Film and Media	FMP 475: Producing Series
FMP 225: Introduction to Visual Effects	FMP 411: Film Spark Engagement: Welcome to Hollywood	FMP 494: Writing the Feature
FMP 240: Introduction to Animation for Film	FMP 417: Business and Legal Practices in Entertainment	FMS 309: Intermediate Screenwriting
FMS 110: Introduction to New Media (HU)	FMP 475: Producing Series	FMS 409: Advanced Screenwriting
THF 215: Design and Composition for Theatre and Film (HU)	HDA 252: Foundations Arts and Design Entrepreneurship	THP 394: Writing for Horror, SciFi, and Fantasy
THP 213: Introduction to Technical Theatre	IAP 364: Documentaries	
THP 214: Introduction to Costuming	THP 351: Arts Management	
THP 218: Directing I: Introduction to Directing		
THP 260: Introduction to Playwriting		
THP 340: Scene Design		

Service and Production Corps Courses	Film Electives	Upper Division Technical Courses
FMP 380: Film Production Crew	ARS 445: History of Animation	ART 308: 2D Digital Animation
FMP 484: Internship	FMP 294: Special Topics	ART 346: 3-D Computer Imaging and Animation (CS)
FMP 401: Senior Practicum: Topic: Directing 🚩	FMP 350: Directing for Documentary Media	ART 348: Animation Motion Studies
FMP 401: Senior Practicum: Topic: Producing/Screenwriting 🚩	FMP 394: Special Topics	ART 417: Storyboarding and Narrative Sequencing
FMP 401: Senior Practicum: Topic: Technical Production 🚩	FMP 404: World Cinema (G)	ART 449: Computer Animation and Video
	FMP 405: Film and Television: Pioneers, Practices and Innovations (HU)	DCE 438: Dance Theatre Performance/Production
	FMP 494: Special Topics	FMP 315: Sound Design for Film and Media I 🚩
	IAP 364: Documentaries	FMP 320: Film and Media Post-Production II
	THE 406: American Multicultural Film (HU & C)	FMP 325: Guerilla VFX
	THE 421: Shakespeare: Stage and Film (L or HU)	FMP 345: Cinematography I
	THE 430: History of Fashion I (HU)	FMP 380: Film Production Crew
	THE 431: History of Fashion II: 20th-Century Fashion	FMP 394: Non-Linear Editing for Film and Media
		FMP 400: Advanced Short Film Production 🚩
		FMP 415: Sound for Film and Media II 🚩
		FMP 420: Film and Media Post-Production III
		FMP 445: Cinematography II
		FMP 484: Internship
		THP 330: Costume Design
		THP 340: Scene Design

Additional Program Requirements, if any:
List and describe any capstone experiences, milestone, and/or additional requirements.

Concentration Specific Courses (9) - See Below. Note: these courses vary by informal "track" and are listed as such below. Major Maps included for all concentrations, with track options indicated in maps.

Milestone: TERM FOUR; faculty review of creative and personal portfolio, including personal interview, required for admission to preferred upper division concentration and track (via required FMP 285).

Milestone: TERM SIX; faculty review and approval of senior portfolio projects (via required FMP 385)

Service and Professional Development: Every student will be required to earn at least six credit hours in Production Crew, Internship, or service to the film area and/or HIDA Design and Arts Corps or other ASU-related entities.

Portfolio: Every student will graduate with a self-designed, curated, and faculty-approved professional digital portfolio, built with Digication (or the student's digital platform of choice). The primary creative material in the portfolio will be developed in a three-semester ideation/production/exhibition sequence, equivalent to the production of senior projects or capstones. Successful completion of portfolio is a key outcome and requirement for graduation (delivered via FMP 485).

Concentrations

i. Are any concentrations to be established under this degree program? Yes, concentrations will be established.

ii. If yes, are concentrations required? No, concentrations will not be required.

iii. List courses & additional requirements for the proposed concentration(s)

Concentration Name	Total credit hours	Core/Required Courses for Concentration (Prefix, # & Title)	Total Core credit hours	Program Specific Electives (include course name and prefix)	Total Elective credit hours	Additional Requirements (i.e. milestones, capstones)
Directing	9	FMP 318 Directing I FMP 418 Directing II OR FMP 350 Directing Doc FMP 220 Post-Prod I	6	Options on major map	3	
Production Technology	9	FMP 320 Post-Prod II FMP 420 Post-Prod III OR FMP 345 Cinematography I FMP 445 Cinematography II OR FMP 315 Sound I FMP 315 Sound II	6	Options on major map	3	

4. New Course Development

A. Will a new course prefix (es) be required for this degree program? No
If yes, list prefix name(s) (i.e. ENG- English):

Note: A request for a New Prefix form must be completed for each new prefix required and submitted with this proposal: New prefix request form.

B. New Courses Required for Proposed Degree Program
List all new courses required for this program, including course prefix, number and course description.

FMP 180   Principles of Production Technology
An introduction to the basic terms, functions, theories and applications of film and media making equipment and technology related to camera, sound and editing.

FMP 210   Principles of Filmmaking
This course is designed to introduce majors to the world of professional film and media production, and examine all aspects of the process from a practical, real-world perspective. Students will learn the importance of each phase of the creative process through the five stages of filmmaking: development, pre-production, production, post-production, and marketing/distribution.

FMP 215   Beginning Post-Production for Film & Television: Adobe Premier Pro
Introduction to the basics of post-production for digital narrative media, including instruction on Adobe Premiere Pro.

FMP 285   Portfolio Preparation and Review I
Course designed to introduce students to the basics of the Digication Portfolio platform, including preparation and presentation of sophomore portfolio milestone for faculty review and admission to upper division.

FMP 315   Sound Design for Film and Media I
An introduction to the creative and technical aspects of sound design for film and digital media production, including introduction to Avid Pro Tools software.

FMP 360   The Filmmaker's Voice
Exploring the various ways in which film artists demonstrate their unique perspective and ability, via extended analysis of noted works defined by strong artistic vision, discussion of cultural and historical values, and development of each student's creative voice.

FMP 385   Portfolio Project Development
Provides the opportunity for all Film and Media Production majors to conceive, develop and complete the intellectual property that will form the basis of their senior portfolio projects.

FMP 401   Senior Practicum
Weekly advising and consulting with faculty and peers on senior portfolio projects, professional development, and career planning.

FMP 415   Sound Design for Film and Media II
Advanced sound design and delivery for film and media, including post-production sound, music, effects, ADR, and other elements; advanced use of Avid Pro Tools and other industry standard audio recording and producing hardware and software.

FMP 461   Advanced Screenwriters Workshop
For advanced screenwriting students to create screenplays for television, film and new media in support of senior projects and professional portfolios.

FMP 485   Portfolio Preparation and Review II
Course designed to help students in the advanced development, design, preparation and presentation of senior portfolio milestone for faculty review, as well as mentor fellow students in early portfolio development.

Note: New course requests must be submitted electronically via Curriculum ChangeMaker and undergo all internal university review and approval steps including those at the unit, college, and university levels.

5. Program Need

Explain why the university needs to offer this program (include target audience and market).

The Bachelor of Fine Arts in Film and Media Production fulfills the mission of ASU and the Herberger Institute through non-juried entry to maximize access for all learners, enable self-determined student success, and to project all voices: the program's foundation in ethical filmmaking practices emphasizes the value of assuming responsibility for the cultural health of one's community. The market for this degree is already established with the current Bachelor of Arts in Film degree program with over 650 students enrolled in the Filmmaking Practices and Film and Media Production concentrations with freshman enrollment steadily growing past 140 new First Time First Year Students per year, making this one of the largest and fastest-growing programs in the Herberger Institute of Design and the Arts. Further growth and interest are anticipated upon the establishment of the BFA.

The BA Film (Filmmaking Practices) concentration will remain and may in the future be utilized as a basis for an entirely online degree program. Some students with unique needs (double-major, desire to delay education or study abroad) may choose this degree plan, we imagine it will continue to house up to 100 majors at a time.

6. Impact on Other Programs

List other academic units that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs). Attach letters of collaboration/support from impacted programs.

This degree will have an impact on Film and Media Studies (FMS) in the Department of English in The College of Liberal Arts and Sciences, however the faculty in the two programs have collaborated on course offerings in the past and the intent is to continue this collaboration. The current BA in film requires students to take six credits (FMS 100 and FMS 200), and encourages other Film and Media Studies courses by suggesting "film-related electives." In addition to preserving the current requirement of 6 credits in Film and Media Studies, the BFA in Film and Media Production will require an additional three upper- division credits from Film and Media Studies offerings with additional recommended elective options. The two programs are working together to more effectively share curricular resources, eliminate course redundancy, and better manage scheduling, staffing, and service-related matters. The Director of Film and Media Studies has provided an impact letter strongly in support of this request for the Bachelor of Fine Arts in Film and Media Production.

7. Projected Enrollment

How many new students do you anticipate enrolling in this program each year for the next five years?

5-YEAR PROJECTED ANNUAL ENROLLMENT					
	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)	4th Year (Yrs 1, 2, 3 continuing + new entering)	5th Year (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	140	310	500	700	750

8. Accreditation or Licensing Requirements

If applicable, provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

Some of our post-production courses (FMP 220, FMP 320, and FMP 420) teach AVID Media Composer, and we offer professional AVID certification to students in these courses. We are an AVID Learning Partner and the instructors of these courses must be AVID Certified. More details on the AVID Learning Partner program are at https://www.avid.com/education/avid-learning-partner-program. We were the first public school in Arizona to become an AVID Learning Partner, and have maintained a relationship in good standing with AVID for several years.

9. Faculty & Staff

A. Current Faculty

List the name, rank, highest degree obtained, and area of specialization or expertise of all current faculty who will teach in the program, and estimate their level of involvement.

The following faculty will teach in this program as 100% of their full-time teaching commitment:

Gregory Bernstein, Associate Professor, MFA - Producing, Screenwriting

Carla Carter-Bishop, Assistant Professor, MFA – Documentary, Production, New Media (Fall 2021)

Janaki Cedanna, Clinical Assistant Professor, Production Manager, MFA - Production, Post-Production

Paul DeNegris, Instructor, BA- Post Production and Visual/Special Effects

Joseph Fortunato, Senior Lecturer, MA (Ph.D. in Progress) - Production, Screenwriting, Online Instruction and Learning

C.A. Griffith, Associate Professor, MFA - Documentary, Production, Cinematography

Reina Higashitani, Assistant Professor, MFA – Production, Directing

Philip Klucsarits, Assistant Professor, MFA - Cinematography, Production

Christopher LaMont, Clinical Assistant Professor, Area Coordinator, BA - Production, Producing, Career Development

Rodrigo Meirelles, Clinical Assistant Professor, MA - Sound Design, Sound Recording, Production Technology

Eliciana Nascimento, Assistant Professor, MFA - Cinematography, Production

Jason Davids Scott, Associate Professor, Interim Director, Ph.D. - Producing, Marketing, Industry History, Ethics

Andres Torres-Vives, Professor of Practice, MFA - Directing, Production, Transborder Studies

The following faculty offer part-time instructional support and service:

Max Bernstein, Lecturer, MFA - Media Authorship: 50%

Rebekah Cheyne, Instructor, HIDA Staff Videography, BA - Production, Post-Production: 25%

Adam Collis, Professor of Practice, Director of Film Spark, MFA - Directing, Production, Professional Development: 50%

Gene Ganssle, Lecturer, BA - Acting for Camera, Production, Online Instruction: 75%

Tiffany Ana Lopez, Professor, Director of the School of Film, Dance and Theatre, Ph.D.-Authorship, Culture, History: 5%

Peter Murrieta, Professor of Practice, Southwest Borderlands Professor - Screenwriting and producing for television: 80%
Guillermo Reyes, Associate Professor, MFA - Screenwriting: 25%

B. New Faculty
Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

For 2021-2022 (positions funded by program growth to address areas of need):
- Clinical Assistant Professor of Post-Production (hire delayed by pandemic, nearing completion)
- Clinical Assistant Professor, Production (search in progress)

For 2021-2022 (positions funded by program growth to address areas of need):
- Lecturer - Film Production Generalist

For 2022-2023 (positions funded by program growth to address areas of need):
- Assistant Professor (Tenure Track) - Documentary and/or New Media Production
- Instructor or Lecturer - Screenwriting

Other hires are anticipated for developing master's programs in conjunction with AME and Cronkite

C. Administration of the Program
Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

Current administrative procedures in the film area are being revised in order to facilitate growth and retention; area leadership is developing new organizational structures, strategies for measuring student success via entrance and exit surveys and revised assessment plans, and working more closely with advising to ensure student progress through the degree plan. New courses, particularly the portfolio development courses and milestones, will support more direct student engagement and allow for increased retention and graduation rates. New "pipeline" programs and accelerated courses of study to encourage non-traditional, first generation, community college, and out-of-state students are in development to complement the Bachelor of Fine Arts.

The Director for the New American Film School oversees all issues related to curriculum development, faculty engagement, assessment, and program development; the Area Coordinator helps facilitate course scheduling, committee assignments, public programming, and other related duties. There is currently an Assistant Director of Undergraduate

Studies to assist in all issues related to student life and success; and we anticipate developing a senior-level Associate Director to assist the Director with basic operations. Faculty rotate through service assignments such as portfolio review, festival showcase selection, and committee work for the area.

The Herberger Institute has a centralized advising staff to provide academic advising. Sidney Poitier New American Film School staff provide recruitment, scheduling, business management, and curriculum planning support. Additional advising staff will be necessary as the program grows and these needs will be monitored and assessed within the Institute. Internship and outreach events are offered in conjunction with Film Spark (based at ASU's California Center in Santa Monica), which also offers several courses and events for Tempe campus students designed to connect them with the professional industries in Los Angeles.

10. Resources (necessary to launch and sustain the program)

A. Required Resources

Describe any new resources required for this program's success, such as new support staff, new facilities, new library resources, new technology resources, etc.

As the program grows, additional advisors will be required to provide support for students. This support is provided centrally and the Herberger Institute reviews staffing levels to adjust as necessary.

Leadership is already negotiating with our studio landlord, Sun Studios of Arizona, to expand and extend our lease of their space and facilities, minimizing impact on need for space or resources on Tempe campus.

Discussions are ongoing about the future of the ASU film programs at the proposed Mesa Campus, beginning 2022. This new degree plan is a key part of facilitating a smooth and manageable transition to that new facility: the major map has been specifically designed to ensure that students will have little difficulty navigating their schedule between campuses, and courses will be scheduled strategically to ensure that all students will have equal access to contact hours and resources.

B. Resource Acquisition

Explain how the resources to support this program will be obtained.

By focusing on program growth and increased high-population online and hybrid courses, the BFA will be able to sustain our current rate of growth for several years. We are also hoping to develop innovative ways of using experienced students as peer mentors in both classroom, portfolio development, and production assignments to alleviate the need for extra administrative or educational staff.

Additional resources in the form of FTE will come from numerous courses designed to appeal to a broad array of ASU students and disciplines, including online/distance/digital immersion learning offerings in basic media production technology, and mass-appeal elective courses that could be run in summer sessions as well as during the traditional academic year.

We are also working with Film and Media Studies (FMS) in The College to more effectively share curricular resources, eliminate course redundancy, and better manage scheduling, staffing, and service-related matters. A restructuring of the BA in Film and Media Studies degree will bring more students of The College into production-oriented classes, supporting growth for large-population lower division courses.

Future plans to support FTE include revising the Film and Media Production Minor and/or developing a certificate program in Creative Digital Media Production and Authorship (one that could be achieved in a summer session as well as across multiple semesters).

APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS
(This information is used to populate the Degree Search/catalog website.)

1. **Program Name (Major):** Film and Media Production

2. **Marketing Description** (*Optional.* 50 words maximum. The marketing description should not repeat content found in the program description)

   If you are interested in an inclusive, hands-on program that focuses on developing your unique artistic vision and voice through challenging creative and collaborative projects, this program is an excellent choice.

3. **Program Description** (150 words maximum)

   The BFA program in film and media production connects students with creative experiences and pre-professional training, focusing on ethical practices and interdisciplinary collaboration. Students are empowered to master digital technologies to create stories that reflect their unique vision and voice.

   Beginning with foundational courses that situate the film and media artist as an active citizen-storyteller with a responsibility to their community, students work through a series of structured milestones and projects that culminate in the presentation of a professional digital portfolio. The curriculum also includes interdisciplinary requirements and elective options from across ASU to ensure that students experience connections between the arts, cultures and the creative process.

   Graduates are prepared for success in the growing media industry, to pursue a graduate degree, or to pioneer new careers that will require advanced media production skills, a professional work ethic and a strong creative voice.

4. **Contact and Support Information**

Building code and room number: *(Search ASU map)*	GHALL 232
Program office telephone number: (*i.e. 480/965-2100*)	480/965-5337
Program Email Address:	filmadmissions@asu.edu
Program Website Address:	https://film.asu.edu

5. **Delivery/Campus Information Options:**   On-campus only (ground courses and/or iCourses)

   Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus <u>then</u> complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

6. **Campus/Locations** *indicate <u>all</u> locations where this program will be offered.*

   ☐ Downtown Phoenix   ☐ Polytechnic   ☒ Tempe   ☐ Thunderbird   ☐ West   ☐ Other: _____

7. **Additional Program Description Information**

   A. Additional program fee required for this program?   Yes

   B. Does this program have a second language requirement?   No

8. **Career Opportunities**
   Provide a brief description of career opportunities available for this degree program. (150 words maximum)

   Graduates who earn this degree are prepared to pursue a wide array of skilled professional careers, including:

   - animation and visual effects artist

- film, television, documentary and new media director
- film and media teacher
- media editor
- producer
- production, studio, or network executive
- professional videographer
- public relations specialist for arts and entertainment
- sound designer
- sound recording engineer
- talent manager

9. **Additional Freshman Admission Requirements**
   If applicable, list any freshman admission requirements that are higher than and/or in addition to the university minimum undergraduate admission requirements.

   n/a

10. **Additional Transfer Admission Requirements**
    If applicable, list any admission requirements for transfer students that are higher than and/or in addition to the university minimum undergraduate transfer admission requirements.

    n/a

11. **Change of Major Requirements**
    Standard change of major text is as follows: A current ASU student has no additional requirements for changing majors. Students should refer to https://students.asu.edu/changingmajors for information about how to change a major to this program.

    If applicable, list any additional requirements for students who may change their major into this program.

    A current ASU student must have an overall GPA of 2.50 in order to transfer into this program.

12. **Change of major email address:** filmadmissions@asu.edu

13. **Keywords**
    List all keywords used to search for this program (limit 10). Keywords should be specific to the proposed program.

    digital media, television, videography, editing, cinematography, screenwriting, producing, directing, documentary

14. **Advising Committee Code**
    List the existing advising committee code to be associated with this degree.

    UGHA01

    Note: If a new advising committee needs to be created, please complete the following form:
    [Proposal to create an undergraduate advising committee](#)

15. **First Required Math Course**
    List the first math course required in the major map.

    MAT 142 College Mathematics (MA)

16. **WUE Eligible**
    Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for WUE?

    No

    Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.

17. **Math Intensity**
    a. List the highest math course required on the major map. (This will not appear on Degree Search.)

    MAT 142

b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: https://catalog.asu.edu/mathintensity

General

18. **ONET Codes**

Identify ONET/SOC codes that should be displayed on Degree Search. ONET/SOC codes can be found at: http://www.onetonline.org/crosswalk/SOC/. Alternate titles displayed on Degree Search may vary and can be found at: https://catalog.asu.edu/alternate-career-titles.

27-2012.01	27-1014.00
27-2012.02	27-4032.00
27-3031.00	27-4031.00
13-1011.00	27-4011.00
27-3099.00	27-4014.00

19. **Area(s) of Interest**

A. Select **one (1)** primary area of interest from the list below that applies to this program.

- ☐ **Architecture & Construction**
- ☒ **Arts**
- ☐ **Business**
- ☐ **Communications & Media**
- ☐ **Computing & Mathematics**
- ☐ **Education & Teaching**
- ☐ **Engineering & Technology**
- ☐ **Entrepreneurship**
- ☐ **Exploratory**
- ☐ **Health & Wellness**
- ☐ **Humanities**
- ☐ **Interdisciplinary Studies**
- ☐ **Law, Justice, & Public Service**
- ☐ **STEM**
- ☐ **Science**
- ☐ **Social and Behavioral Sciences**
- ☐ **Sustainability**

B. Select **one (1)** secondary area of interest from the list below that applies to this program.

- ☐ **Architecture & Construction**
- ☐ **Arts**
- ☐ **Business**
- ☒ **Communications & Media**
- ☐ **Computing & Mathematics**
- ☐ **Education & Teaching**
- ☐ **Engineering & Technology**
- ☐ **Entrepreneurship**
- ☐ **Exploratory**
- ☐ **Health & Wellness**
- ☐ **Humanities**
- ☐ **Interdisciplinary Studies**
- ☐ **Law, Justice, & Public Service**
- ☐ **STEM**
- ☐ **Science**
- ☐ **Social and Behavioral Sciences**
- ☐ **Sustainability**

THP 344: Drafting
THP 345: Lighting Design
THP 350: Sound Design
THP 355: Media Design for Performance
THP 442: Rendering for Design and Production
THP 445: Advanced Lighting Design
THP 455: Advanced Media Design
THP 494: Art Direction
THP 494: Properties for the Stage
THP 494: Stage & Film Rendering in Photoshop

Portfolio Project Courses
FMP 400: Advanced Short Film Production 🚩
FMP 461: Advanced Screenwriters Workshop 🚩
FMP 465: Series Writers Workshop
FMP 475: Producing Series
FMP 480: Film Lab I: Production 🚩
FMP 481: Film Lab II: Post-Production 🚩
THF 497: Senior Project

BFA in Film and Media Production

Mission

The BFA in Film and Media Production emphasizes the skill and mastery of five foundational practices across multiple courses and learning experiences: storytelling and writing for screens; digital image and sound media technologies and aesthetics; ethical and professional practices; creative media making production processes; and the expression of each student's unique voice and artistic vision.   Students will find multiple opportunities for interdisciplinary collaboration, while developing a deeper understanding of the responsibility of the media artist to the community and society. This is an inclusive, open-enrollment BFA, with multiple points of review to assure progress, achievement, and preparation for career and post-graduate opportunities.

Goals

Demonstrated experience with and/or mastery of: storytelling and writing for screens; media technology and aesthetics; ethical and professional practices; media production processes; expression of personal vision and voice.

Outcome 1

PERSONAL VISION AND VOICE: Demonstrated ability to conceive, develop, revise, and present unique, personal creative work that reflects the student's artistic style, technical skills, and professional vision.

Concepts

Students will express their unique artistic voice developed through their understanding of various forms of storytelling; knowledge of digital media technology; knowledge of industry standard production and project management; and professional development.

Competencies

Successful presentation of multiple works (or work samples) on which the student had a primary creative, executive, or technical role, including review by faculty, peers, and self-assessment; successful self-introduction to professional/career opportunities via public portfolio presentation.

Assessment Process: 1.1: Completion of these courses will require that each portfolio is reviewed and approved by no fewer than two full-time faculty members in the School of Film, Dance, and Theatre, as well as the course instructor. While the course instructor will issue the final grade for the project, it will be based on a faculty-approved rubric and consider input from all faculty reviewers. 1.2: Data collected from exit surveys and Film Spark enrollment/attendance.

Measure 1
Portfolio Review in FMP 285 and FMP 485

Performance Criterion 1
1.1.1: 90% of students enrolled successfully submit completed portfolio for faculty review. 1.1.2: 75% of students receive a grade of "B" or better on final project.

Measure 2
Successful engagement with professional opportunities

Performance Criterion 2

BFA in Film and Media Production

1.2.1: 75% of graduating students will have completed at least one credit of FMP 484 Internship and/or received course credit for work with an ASU-based media project. 1.2.2: 60% of all graduating students will have had direct engagement with a class, program, or event hosted by Film Spark in Los Angeles in the calendar year prior to their graduation.

Outcome 2

ETHICAL AND COLLABORATIVE PRACTICES: Demonstrated understanding of ethical discourse and practices in film and media making, civil discourse in critical and cultural response to film and media, and the value of professional and creative collaboration.

Concepts

Students will demonstrate ethical filmmaking practices through engaging with multiple opportunities for peer feedback and mentorship; critical inquiry into the relationship between artist, text, and audience; sensitivity to issues surrounding the use of language, violence, sexuality, race/ethnicity, and other topics of controversy; inclusionary, safe, and equitable production practices.

Competencies

These measures indicate the students' ability to document, synthesize, contextualize, and evaluate responses to a controversial text from multiple perspectives; and to employ a developed and effective peer-review process as a mentor.

Assessment Process: 2.1: Assignment graded with rubric 2.2: Peer Assessment form and evaluation developed by faculty and graded with rubric; in this class, sophomore and senior students work in pairs/groups to mentor/review each other's portfolios prior to faculty presentation.

Measure 1
Midterm Assignment in FMP 250

Performance Criterion 1
2.1.1: 80% of FMP students in course earn "C" or better on midterm assignment 2.1.2: 70% of FMP students in course earn "B" or better on midterm assignment.

Measure 2
Peer Mentor Assessment in FMP 485

Performance Criterion 2
2.2.1: 80% of FMP students in course earn "C" or better on assignment   2.2.2: 70% of FMP students in course earn "B" or better on assignment.

Outcome 3

CRITICAL UNDERSTANDING OF CULTURAL INSTITUTIONS: Synthesis of research, critical thinking, and communication skills from multiple disciplines as applied to the making, viewing, and study of film/media, drawn from American cultural institutions, creative practices, and storytelling traditions.

Concepts

Competencies

BFA in Film and Media Production

BFA1571321926
Approved
Ability to effectively research and analyze creative and critical texts relating to interdisciplinary and disciplinary-specific creative practices; ability to demonstrate critical thinking that considers creative and cultural texts from various theoretical, historical, and methodological perspectives.

HI-Herberger Institute for Design and the Arts
Students demonstrate ability to apply theories of narrative and performance drawn from theatrical and other cultural forms to mediamaking and digital storytelling; demonstrate an understanding of the relationship between personal artistic vision, industry standards and practices, and cultural markets.

Assessment Process: 3.1: Data collected from course instructors, with faculty-approved rubric. 3.2: Data collected from course instructors, with faculty-approved rubric.

Measure 1
Final Project in THF 220

Performance Criterion 1
3.1.1: 80% of FMP students in course earn "C" or better on assignment 3.1.2: 70% of FMP students in course earn "B" or better on assignment.

Measure 2
Final Project in FMP 403

Performance Criterion 2
3.2.1: 80% of FMP students in course earn "C" or better on assignment 3.2.2: 70% of FMP students in course earn "B" or better on assignment.

General Education Knowledge Areas

Composition, Communication & Rhetoric

Mathematics/ quantitative reasoning

Literature, Fine Arts & Humanities

Social/ behavioral sciences

Natural sciences

American Institutions, Economics & History

Ethics and Ethical Reasoning

Last Action:
August 12, 2020 4:24 PM

Last User:
Stephani Woodson Etheridge (swoodson)

BFA in Film and Media Production

**Civil Discourse/ Civic
Knowledge**

**Global Awareness, Diversity &
Inclusion**

2021 - 2022 Major Map

Film and Media Production (BFA), (Proposed)

School/College:
FQTZORI

Term 1 0 - 16 Credit Hours Critical course signified by 🔻	Hours	Minimum Grade	Notes
🔻 THF 125: Orientation to Film, Dance and Theatre	1	C	• An SAT, ACT, Accuplacer, IELTS or TOEFL score determines placement into first-year composition courses.
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	• Mathematics Placement Assessment score determines placement in mathematics course.
FMP 180: Principles of Production Technology	3	C	• ASU 101 or college-specific equivalent First-Year Seminar required of all freshman students. THF 125: Orientation to Film, Dance and Theatre fulfills this requirement for film majors.
FMS 100: Introduction to Film and Media Studies (HU) OR FMS 200: Film and Media History ((L or HU) & H)	3	C	
THF 160: Introduction to Storytelling (HU)	3	C	
Mathematics (MA)	3		• Join a student club or professional organization.
Maintain 3.00 GPA in Theatre and Film courses.			
Minimum 2.50 GPA ASU Cumulative.			
Term hours subtotal:	16		

Term 2 16 - 30 Credit Hours Critical course signified by 🔻	Hours	Minimum Grade	Notes
🔻 THF 126: Professional Development: Communication and Collaboration.	2	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
FMP 250: Sex and Violence in Film and TV: Ethics Survey	3	C	
FMS 100: Introduction to Film and Media Studies (HU) OR FMS 200: Film and Media History ((L or HU) & H)	3	C	
Literacy and Critical Inquiry (L)	3		
🔻 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Maintain 3.00 GPA in Theatre and Film courses.			
Minimum 2.50 GPA ASU Cumulative.			
Term hours subtotal:	14		

Term 3 30 - 46 Credit Hours Critical course signified by 🔻	Hours	Minimum Grade	Notes
🔻 FMP 210: Principles of Filmmaking	3	C	• Establish career interests.
FMP 261: Principles of Screenwriting OR FMS 209: Screenwriting Fundamentals	3	C	
Creative Arts Course	3	C	
Computer/Statistics/Quantitative Applications (CS) (FMP 255 recommended)	3		
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		

Complete Mathematics (MA) requirement.

Complete First-Year Composition requirement.

Maintain 3.00 GPA in Theatre and Film courses.

Minimum 2.50 GPA ASU Cumulative.

	Term hours subtotal:	16

Term 4 46 - 60 Credit Hours Critical course signified by ❗	Hours	Minimum Grade	Notes
❗ FMP 280: Introduction to Film and Media Production	3	C	• Develop soft skills.
❗ FMP 285: Portfolio Preparation and Review I	1	C	
Creative Arts Course	3	C	
Natural Science - Quantitative (SQ)	4		
Social-Behavioral Sciences (SB) AND Cultural Diversity in the U.S. (C)	3		
Maintain 3.00 GPA in Theatre and Film courses.			
Minimum 2.50 GPA ASU Cumulative.			
Term hours subtotal:	14		

Term 5 60 - 75 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ FMP 300: Short Film Production	3	C	• Begin aligning your degree with your career goals.
FMP 360: The Filmmaker's Voice	3	C	
FMP 361: Intermediate Screenwriting OR Upper Division Producing Course OR FMP 215: Beginning Post-Production for Film & Television: Adobe Premier Pro OR FMP 220: Film and Media Post-Production I OR FMP 315: Sound Design for Film and Media I OR FMP 320: Film and Media Post-Production II OR FMP 345: Cinematography I	3	C	
THF 101: Acting Introduction OR THP 194: Understanding Acting	3	C	
Social-Behavioral Sciences (SB) AND Global Awareness (G)	3		
Maintain 3.00 GPA in Theatre and Film courses.			
Minimum 2.50 GPA ASU Cumulative.			
Term hours subtotal:	15		

Term 6 75 - 91 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
FMP 335: Careers in Film and Media Industry	3	C	• FMS Upper Division Elective is any upper-division course with the FMS subject.
FMP 370: Producing for Film and Media OR Upper Division Screenwriting Course OR FMP 318: Directing for Film and Media I OR FMP 350: Directing for Documentary Media OR FMP 320: Film and Media Post-Production II OR FMP 415: Sound Design for Film and Media II OR FMP 420: Film and Media Post-Production III OR FMP 445: Cinematography II	3	C	
FMP 385: Portfolio Project Development OR FMP 398: Capstone Development	2	C	
Upper Division Film Elective	3		
Upper Division Service and Production Corps Course	2	C	
FMS Upper Division Elective	3	C	
⭐ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Maintain 3.00 GPA in Theatre and Film courses.			
Minimum 2.50 GPA ASU Cumulative.			
Term hours subtotal:	16		

	Minimum

Term 7 91 - 105 Credit Hours Necessary course signified by ⭐	Hours	Grade	Notes
⭐ Upper Division Portfolio Project Course	3	C	• Start networking.
FMP 403: Independent Film (HU)	3	C	
FMP 417: Business and Legal Practices in Entertainment OR Upper Division Screenwriting Course OR FMP 418: Directing for Film and Media II OR Upper Division Technical Course	3	C	
Upper Division Service and Production Corps Course	2	C	
Upper Division Literacy and Critical Inquiry (L)	3		
Maintain 3.00 GPA in Theatre and Film courses.			
Minimum 2.50 GPA ASU Cumulative.			
Term hours subtotal:	14		

Term 8 105 - 120 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ Upper Division Portfolio Project Course	3	C	• Transfer students will complete one additional hour of elective credit in term 8 to reach the university required minimum of 120 hours, because THF 125 in Term 1 is not required for transfer students.
FMP 485: Portfolio Preparation and Review II	1	C	
Upper Division Producing Course	3	C	
Upper Division Service and Production Corps Course	2	C	
FMP OR FMS Upper Division Elective	3	C	
Elective	3		
Maintain 3.00 GPA in Theatre and Film courses.			
Minimum 2.50 GPA ASU Cumulative.			
Term hours subtotal:	15		

Hide Course List(s)/Track Group(s)

Creative Arts Courses

ART 116: Introduction to Digital Media

ART 201: Photography I (HU)

DCE 202: Dance in U.S. Popular Culture (HU & C)

DCE 240: Media for Dance (CS)

FMP 215: Beginning Post-Production for Film & Television: Adobe Premier Pro

FMP 225: Introduction to Visual Effects

FMP 240: Introduction to Animation for Film

FMS 110: Introduction to New Media (HU)

THF 215: Design and Composition for Theatre and Film (HU)

THP 213: Introduction to Technical Theatre

THP 214: Introduction to Costuming

THP 218: Directing I: Introduction to Directing

THP 260: Introduction to Playwriting

THP 340: Scene Design

Producing Courses

FMP 318: Directing for Film and Media I

FMP 330: Professional and Technical Writing for Film/TV Industry

FMP 350: Directing for Documentary Media

FMP 355: Transborder Digital Media Making

FMP 370: Producing for Film and Media

FMP 411: Film Spark Engagement: Welcome to Hollywood

FMP 417: Business and Legal Practices in Entertainment

FMP 475: Producing Series

HDA 252: Foundations Arts and Design Entrepreneurship

IAP 364: Documentaries

THP 351: Arts Management

Screenwriting Courses

FMP 361: Intermediate Screenwriting

FMP 365: Developing a Series

FMP 461: Advanced Screenwriters Workshop

FMP 465: Series Writers Workshop

FMP 475: Producing Series

FMP 494: Writing the Feature

FMS 309: Intermediate Screenwriting

FMS 409: Advanced Screenwriting

THP 394: Writing for Horror, SciFi, and Fantasy

Service and Production Corps Courses	Film Electives	Upper Division Technical Courses
FMP 380: Film Production Crew	ARS 445: History of Animation	ART 308: 2D Digital Animation
FMP 484: Internship	FMP 294: Special Topics	ART 346: 3-D Computer Imaging and Animation (CS)
FMP 401: Senior Practicum: Topic: Directing	FMP 350: Directing for Documentary Media	ART 348: Animation Motion Studies
FMP 401: Senior Practicum: Topic: Producing/Screenwriting	FMP 394: Special Topics	ART 417: Storyboarding and Narrative Sequencing
FMP 401: Senior Practicum: Topic: Technical Production	FMP 404: World Cinema (G)	ART 449: Computer Animation and Video
	FMP 405: Film and Television: Pioneers, Practices and Innovations (HU)	DCE 438: Dance Theatre Performance/Production
	FMP 494: Special Topics	FMP 315: Sound Design for Film and Media I
	IAP 364: Documentaries	FMP 320: Film and Media Post-Production II
	THE 406: American Multicultural Film (HU & C)	FMP 325: Guerilla VFX
	THE 421: Shakespeare: Stage and Film (L or HU)	FMP 345: Cinematography I
	THE 430: History of Fashion I (HU)	FMP 380: Film Production Crew
	THE 431: History of Fashion II: 20th-Century Fashion	FMP 394: Non-Linear Editing for Film and Media
		FMP 400: Advanced Short Film Production
		FMP 415: Sound for Film and Media II
		FMP 420: Film and Media Post-Production III
		FMP 445: Cinematography II
		FMP 484: Internship
		THP 330: Costume Design
		THP 340: Scene Design
		THP 344: Drafting
		THP 345: Lighting Design
		THP 350: Sound Design
		THP 355: Media Design for Performance
		THP 442: Rendering for Design and Production
		THP 445: Advanced Lighting Design
		THP 455: Advanced Media Design
		THP 494: Art Direction
		THP 494: Properties for the Stage
		THP 494: Stage & Film Rendering in Photoshop

Portfolio Project Courses
FMP 400: Advanced Short Film Production

FMP 461: Advanced Screenwriters
Workshop

FMP 465: Series Writers Workshop

FMP 475: Producing Series

FMP 480: Film Lab I: Production

FMP 481: Film Lab II: Post-Production

THF 497: Senior Project

Notes:

- - First-Year Composition: All students are placed in ENG 101 unless submission of SAT, ACT, Accuplacer, IELTS, or TOEFL score, or college-level transfer credit or test credit equivalent to ASU's first-year composition course(s), determine otherwise. Students on Polytechnic, Downtown Phoenix and West Campuses are encouraged to complete the Directed Self-Placement survey to choose the first-year composition option they believe best suits their needs. Visit: https://cisa.asu.edu/DSP
  - Mathematics Placement Assessment score determines placement in first mathematics course.

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for
Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2021 - 2022 academic year.

January 26, 2021

Letter of Support for the Revised BFA Program in Film and Media Production

The Department of English supports the revised BFA program in Film and Media Production. This new degree program has been carefully designed and will give students at ASU an innovative way to study media production and prepare themselves for the workplace.

This new degree will require students to take six Film and Media Studies (FMS) credits (FMS 100 and FMS 200) offered by our department as well as three additional FMS upper-division credits with other recommended elective options. This will benefit the FMS Program by giving us the opportunity to train FMS students to analyze media, understand the social and cultural contexts in which it is made and consumed, and communicate effectively about the film, television and digital narratives they will be working to create.

Sincerely,

Aya Matsuda, PhD
Associate Chair for Curriculum

Department of English - An academic unit of The College of Liberal Arts and Sciences
Arizona State University P.O. Box 871401 Tempe, AZ 85287-1401
p: 480-965-3168 **f:** 480-965-3451 **web:** english.asu.edu

Hello, please find attached an updated letter of support and collaboration from the FMS program and The College for HIDA's new BFA program.

We have a few questions about our on-hold courses in changemaker and processes. Once this goes through all the further approval processes and is approved, will you move our new courses forward? We are asking since planning for Fall 2021 is ongoing and we need to put placeholders into the system to hold spots and rooms and times and well, all the things.

with appreciation, Stephani

_____

Stephani Etheridge Woodson

Interim Associate Dean of Students

Herberger Institute for Design and the Arts

The FDT Evelyn Smith Professor | School of Music, Dance and Theatre

Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps

She/Her/Hers

COVID-19 Resources for Students

From: Paul LePore <Paul.Lepore@asu.edu>

Date: Thursday, January 28, 2021 at 8:58 AM

To: Stephani Etheridge Woodson <swoodson@asu.edu>

Cc: "Jeffrey Cohen (Dean)" <Jeffrey.J.Cohen@asu.edu>, Jenny Smith <jenny.smith@asu.edu>, "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>, Paul LePore <Paul.Lepore@asu.edu>, Amanda Smith <Amanda.A.Smith@asu.edu>

Subject: Requesting a letter of support for the revised BFA in Film and Media Production

Here you go Stephani – good luck with the revisions to the BFA and the new Film School (how exciting – the virtual ribbon cutting was wonderful by the way).

PL

PAUL C. LEPORE, Ph.D.
Associate Dean
The College of Liberal Arts and Sciences

Armstrong Hall, Suite 152-H
1100 South McAllister Avenue
Arizona State University | P.O. Box 872601 | Tempe, Arizona 85287-2601
480.965.6506 | Fax: 480.965.2110 | e-mail: paul.lepore@asu.edu

The College of Liberal Arts and Sciences — *First Year Forward*

From: Aya Matsuda
Sent: Tuesday, January 26, 2021 10:47 PM
To: Paul LePore <Paul.Lepore@asu.edu>
Cc: Bradley Ryner <Bradley.Ryner@asu.edu>; Amanda Smith <Amanda.A.Smith@asu.edu>; Jenny Smith <jenny.smith@asu.edu>
Subject: Re: Requesting a letter of support for the revised BFA in Film and Media Production

Dear Paul,

Here is the impact statement for the revised BFA proposal. Please let me know if you have any questions or concerns.

All the best,
Aya

Aya Matsuda, PhD (she/her/hers)
Associate Professor & Associate Chair for Curriculum
Department of English
Barrett Honors Faculty
Arizona State University

Ross-Blakley Hall (RBHL) 170C
Tempe, AZ 85287-1401
p: 480-965-7504
email: aya.matsuda@asu.edu

ASU #1 in the U.S. for innovation
—U.S. News & World Report

From: Paul LePore <Paul.Lepore@asu.edu>
Date: Friday, January 22, 2021 at 2:42 PM
To: Bradley Ryner <Bradley.Ryner@asu.edu>
Cc: Amanda Smith <Amanda.A.Smith@asu.edu>, Jenny Smith <jenny.smith@asu.edu>
Subject: FW: Requesting a letter of support for the revised BFA in Film and Media Production

Brad, would you be so kind and review the attached proposal and provide an impact statement? An email to me is sufficient.

Thanks,
PL

PAUL C. LEPORE, Ph.D.
Associate Dean

The College of Liberal Arts and Sciences
Armstrong Hall, Suite 152-H
1100 South McAllister Avenue
Arizona State University | P.O. Box 872601 | Tempe, Arizona 85287-2601
480.965.6506 | Fax: 480.965.2110 | e-mail: paul.lepore@asu.edu

The College of Liberal Arts and Sciences — *First Year Forward*

From: Stephani Etheridge Woodson
Sent: Thursday, January 21, 2021 2:59 PM
To: Jeffrey Cohen (Dean) <Jeffrey.J.Cohen@asu.edu>; Paul LePore <Paul.Lepore@asu.edu>
Cc: Jason Scott <jdscott7@asu.edu>
Subject: Requesting a letter of support for the revised BFA in Film and Media Production

Hello, The Herberger Institute has updated and revised our BFA in Film and Media Production proposal and the provost's office is requesting an updated letter of support from y'all (since the last one was two years ago). I am attaching our updated proposal for you to look over (it has not changed radically from what y'all reviewed previously).

Please note that our new name is not public yet, our naming ceremony is the 25th at 11am. We hope to see you there! (Let me know if you did not receive an invitation).

with appreciation, Stephani
_____
Stephani Etheridge Woodson
Interim Associate Dean of Students
Herberger Institute for Design and the Arts
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre
Director, Design and Arts Corps | herbergerinstitute.asu.edu/design-and-arts-corps
She/Her/Hers

COVID-19 Resources for Students

February 5, 2020

To Whom it May Concern:

I am writing to support the proposal, put forward by Dr. Jason Scott, for a BFA in Film and Media Production in the School of Film, Dance and Theatre in the Herberger Institute for Design and the Arts. This new degree program is designed to foster the success of ASU students as practicing creative artists and industry professionals through a curriculum focused on media production.

In addition to strengthening this path for students in the Herberger Institute for Design and the Arts to focus on the study of creative practices and production to prepare for launch into careers as industry professionals, this degree will also contribute to strengthening opportunities of engagement for students in other programs across the university, most notably in The College, because of its specificity of curriculum and pedagogy.

Sincerely,

Dr. Tiffany Ana López
Director of the School of Film, Dance and Theatre and Foundation Professor
Herberger Institute for Design and the Arts
Senior Advisor to the Dean for Equity Practices and Engagement

School of Film, Dance and Theatre
P.O. Box 872002 Tempe, AZ 85287-2002
p: 480-965-5337 **f:** 480-965-5351 **web:** filmdancetheatre.asu.edu

Dear Kathryn,

The Cronkite School has examined the proposed BFA degree in Film and Media Studies as proposed by the School of Film, Dance, and Theatre. This new degree will have no negative impact on the Cronkite School or its students. We wish you the best of luck with the new program.

Regards,

Mark Lodato
Associate Dean|Walter Cronkite School of Journalism and Mass Communication
Associate General Manager|Arizona PBS
Arizona State University | 555 North Central Avenue, Suite 302|Phoenix, AZ 85004
Mark.Lodato@asu.edu |602.496.9415|@MarkLodatoASU | Facebook/DeanLodato

To whom it may concern,

As Interim Director of the School of Arts, Media, and Engineering, I have consulted with our Graduate Program Director Todd Ingalls, and reviewed the proposed program. We are happy to support the program and work with the program participants and students.

Sincerely,

Pavan Turaga
Interim Director
School of Arts, Media and Engineering

Herberger Institute for Design and the Arts
Ira A. Fulton Schools of Engineering
School of Arts, Media and Engineering

PO Box 878709 Tempe, AZ 85287-8709
(480) 965-9438 Fax: (480) 965-0961
http://ame.asu.edu

Hi Jason,

The School of Music has no concerns about these courses.

I'd like permission to add them to the BA Popular Music Major Map next year, possible?

In addition, once our music composition and theory searches are complete, I think it would be good to have a meeting with the faculty teaching sound design, electronic music, music production, etc.

Thanks,

Heather Landes, director

ASU School of Music

On Oct 7, 2019, at 2:53 PM, Jason Scott <jdscott7@asu.edu> wrote:

Hello Heather -

As you know, we are developing a BFA in Film and Media Production. Two of our upper-division electives require an Impact Statement from the New College.

The syllabi for these two courses are attached: these courses are Sound Design for Film and Media (parts I and II). These are courses that immerse students in Avid ProTools and other audio recording and design technologies. While this is not a required course, it is a highly recommended elective and part of our "technical" course options.

We have been teaching these as special topics for several semesters, and now have a permanent faculty member (whom we hired from Brazil's largest television network) to develop this course and our offerings in sound. These are taught in lab classes of no larger than 24.

Please let me know if you have any questions; I hope that we can count on your support. Thank you!

jds

Great. If the School is fine with it, then New College has no problems. Please let me know if you can use this message as confirmation that we anticipate no negative impacts on New College or if you'd need something more formal. Thank you!

Patty

Patricia Friedrich, PhD
She, Her, Hers
Associate Dean of Academic Programs and Faculty Affairs,
New College of Interdisciplinary Arts and Sciences
Professor of Sociolinguistics,
School of Social and Behavioral Sciences

Arizona State University
P. O. Box 37100
4701 W. Thunderbird Rd. Mail Code 3051
Phoenix, AZ, USA 85069-7100
voice 602 543-6046

From: Kathryn Maxwell <K.Maxwell@asu.edu>
Date: Monday, March 23, 2020 at 2:15 PM
To: Patricia Friedrich <Patricia.Friedrich@asu.edu>
Subject: Re: FRequest for impact statement for BFA Film and Media Production

Hi Patricia,
I hope you are well and surviving the ongoing disruption brought to us by the pandemic.

I received word from Dr. Mendoza that the School of Humanities, Arts, and Cultural Studies is now OK with all three of the courses with which they had some concern. (Please see trail below.) Given this, I am hoping I can get an impact statement at this time. I am still hopeful to get this moved forward.

Thanks and stay healthy,
Kathryn

Kathryn Maxwell
Associate Dean for Student Success
Professor of Printmaking

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September 11, 2018

I am writing in support of the program proposal put forward by Dr. Jason Scott, Assistant

Professor in the School of Film, Dance and Theater in the Herberger Institute for Design

and the Arts, for a BFA in Film and Media Production. This new degree program has

been carefully designed and will give students at ASU an innovative way to study media

production and prepare themselves for the workplace.

This new degree will benefit the Film and Media Studies Program within CLAS by

giving us the opportunity to train the students from the Film and Media Production

Program to analyze media, understand the social and cultural contexts in which it is made

and consumed, and communicate effectively about the film, television and digital

narratives they will be working to create.

This collaboration between CLAS and the Herberger Institute with the new BFA will

establish a basis for the two-degree program we are currently working to build.

Sincerely,

Dr. Aaron Baker
Professor and Director of Film and Media Studies