

New Program Proposal

NOTE: This form should be used for new minors, or new concentrations to existing degrees. For new majors/degrees, complete the HECC new program proposal form as well as this form.

New Program name: Digital Cinema BA/BS

CIP Code: (Classification of Instructional Program): **50.0602 – Cinematography and Film/Video Production**

Impact statement:

- 1. What is the expected effect of this program on existing courses (both within your department/program or elsewhere in the SOU curriculum)?**

The new Digital Cinema major grows out of the existing Digital Cinema concentration within the Communication major and will continue to be offered as a second major within the Communication program and under the supervision of the Communication chair and a faculty member serving as Program Coordinator.

Most existing COMM-prefixed classes that focus on Digital Cinema will be converted to the newly proposed DCIN prefix, some with new names and updated course descriptions, and several new courses will also be proposed (course proposals for both new and substantially revised courses will follow). A few existing COMM classes will be dropped from the catalog.

Enrollment in COMM 125, COMM 195, COMM 210, COMM 225, and BA 131 will see a modest decline in demand, as these will no longer be required of Digital Cinema students. However, all of these are already popular, high-in-demand courses, so this change may actually help alleviate some pressure. They will all continue to be offered as electives in the Digital Cinema major.

- 2. Will any prerequisites or other course requirements affect other departments/programs? If so, the relevant chairs or program directors should be notified to determine if those departments/programs have sufficient capacity to meet these requirements. Please document your research into this possible impact.**

We will be requiring no prerequisites from other programs. The Digital Cinema major will continue to require COMM 460E and a new course, COMM 300B, and the Communication program is prepared to meet this demand.

Several programs on campus have proposed electives, and they have been included as options.

3. Program Resource evaluation:

- a. **Faculty: Cite faculty availability or needs and impact on other teaching obligations. If additional faculty teaching hours are needed, how will that need be met?**

Current faculty resources are adequate if supplemented with 14 ELU of term-by-term instruction. If the new major meets our growth projections, we anticipate needing additional term-by-term ELU or searching for a new faculty line in 2021 or 2022.

- b. **Facilities: Cite any additional need for classrooms, equipment or laboratory space and how that need will be met.**

Classroom, equipment, and lab resources are adequate at this time. A course fee of up to \$90 per a production course will be implemented to support maintenance of current equipment resources and acquisitions of new resources.

- c. **Library: Are Hannon Library resources sufficient to meet the needs of this program? (Check with the library staff and *attach a copy of their report.*)**

Yes. The report is attached.

- d. **Other: Are any other resources needed to support this program? If so, please document them and explain how they will be obtained.**

No.

4. Catalog copy for the new program, including requirements and electives.

The BA/BS degree in Digital Cinema provides students with a highly experiential education in visual storytelling, creative problem-solving, and professional collaboration. While rooted in the film school tradition, the Digital Cinema major embraces entrepreneurship and innovation to prepare students for dynamic careers in an expanding video arts and entertainment landscape that includes conventional motion pictures, documentary media, streaming television, web series, virtual reality, social and mobile media, live and interactive media experiences, film festivals, and cinematic platforms and technologies that have yet to be invented.

Each course in the DCIN upper and lower division core is problem-based, merges theory with practice, and aids students in the development of essential skills like leadership, communication, adaptability, critical thinking, cultural agility, teamwork, and conflict resolution. Career pathways for the graduating Digital Cinema student include entry-level crew positions in film and video production

or post-production services, creative development, or graduate study in film and video, as well as opportunities in video journalism, advertising and marketing, corporate and non-profit communications, event videography, and independent media production.

COMMON PROGRAM PREREQUISITES: Up to 6 credits

- DCIN 101 – Production Tools 1: Audio (2 credits)
- DCIN 102 – Production Tools 2: DSLR Video (2 credits)
- DCIN 103 – Production Tools 3: Non-Linear Editing (2 credits)

DIGITAL CINEMA BA/BS: 76 credits

DIGITAL CINEMA CORE: 64 credits

- DCIN 200 – Storytelling Foundations (4 credits)
- DCIN 201 – Intro to Film Analysis (4 credits)
- DCIN 202 – History of Cinema (4 credits)
- DCIN 203 – Digital Cinema Production (4 credits)
- COMM 300B – Creativity & Research (4 credits)
- Choose 4 credits from:
 - COMM 325 – Design Thinking (2 credits)
 - COMM 327 – Creative Careers Bootcamp (4 credits)
 - COMM 424 – Creative Entrepreneurship (4 credits)
 - DCIN 301 – Innovations in Creative Media (1 credit; repeatable)
 - COMM 195 – Digital Life (2 credits)
 - COMM 221 – Creative Industries (2 credits)
- DCIN 313 – Design Problems in Sound & Light (4 credits)
- DCIN 321 – Visual Storytelling I: Cinematography (3 credits)
- DCIN 322 – Visual Storytelling II: Editing (3 credits)
- DCIN 340 – Entrepreneurial Producing (4 credits)
- Choose 12 credits from:
 - DCIN 350 – The Crew Experience (12 credits)
 - or any 12-credit combination of the following:
 - DCIN 409 – Practicum (1-12 credits)
 - DCIN 472 – Advanced Production Projects (2-4 credits)
 - DCIN 472A – Advanced Documentary Production (4 credits)
 - DCIN 472C – Advanced Promotional Production for Clients (4 credits)
 - DCIN 472D – Advanced Short Film Production (4 credits)
 - DCIN 472F – Advanced Virtual Reality Production (4 credits)
- Choose 4 credits from:
 - DCIN 363 – Film Theory & Practice: Documentary (4 credits)
 - DCIN 364 – Film Theory & Practice: Narrative Cinemas (4 credits)
 - EMDA 321 – Theory & Practice in Emerging Media & Digital Arts (4 credits)

- [EMDA 330 – Virtual Reality and Algorithmic Culture \(4 credits\)](#)
- DCIN 410A – Capstone Research & Development (2 credits)
- DCIN 410B – Capstone Production (2 credits)
- DCIN 410C – Capstone Post-Production & Portfolio (2 credits)
- COMM 460E – Visual Communication (4 credits)

ELECTIVES: 12 credits*

Digital Cinema:

- DCIN 216 – Studio Production for Film & Television (4 credits)
- DCIN 331 – Screenwriting 1: The Short Script (4 credits)
- DCIN 332 – Screenwriting 2: Features & Pilots (4 credits)
- DCIN 334 – Directing for the Screen (4 credits)
- DCIN 363 – Film Theory & Practice: Documentary (4 credits)
- DCIN 364 – Film Theory & Practice: Narrative (4 credits)
- DCIN 409 – Practicum (1-15 credits)
- DCIN 444 – Film Festival Programming & Promotion (2-4 credits)
- DCIN 472 – Advanced Production Projects (2-4 credits)
- DCIN 472A – Advanced Documentary Production (4 credits)
- DCIN 472C – Advanced Promotional Production for Clients (4 credits)
- DCIN 472D – Advanced Short Film Production (4 credits)
- DCIN 472F – Advanced Virtual Reality Production (4 credits)

Communication:

- COMM 200 – Communication Across Cultures (4 credits)
- COMM 203 – Media Literacy (4 credits)
- COMM 206 – Multimedia Writing (4 credits)
- COMM 210 – Public Speaking (4 credits)
- COMM 214 – Mobile Image Making (4 credits)
- COMM 221 – Creative Industries (2 credits)
- COMM 225 – Small Group Communication (4 credits)
- COMM 302 – Communication and Media Theory (4 credits)
- COMM 310 – Advanced Public Speaking (4 credits)
- COMM 323 – Strategic Social Media (4 credits)
- COMM 324 – Nonverbal Communication (4 credits)
- COMM 325 – Design Thinking (2 credits)
- COMM 326 – Multimedia Storytelling (4 credits)
- COMM 327 – Creative Careers Bootcamp (4 credits)
- COMM 330 – Interviewing and Listening (4 credits)
- COMM 344 – Media Photography (4 credits)
- COMM 424 – Creative Entrepreneurship (4 credits)
- COMM 441 – International Communication (4 credits)
- COMM 455 – Conflict Resolution (4 credits)
- COMM 456 – Negotiation (4 credits)

- COMM 460 – Topics in Communication (4 credits)
- COMM 472E – Advanced Broadcast Journalism (4 credits)
- COMM 482 – Mass Media Ethics and Law (4 credits)
- COMM 485 – Advanced Social Media Campaigns (4 credits)

Business

- BA 131 – Business Computer Applications (4 credits)
- BA 218 – Personal Finance (4 credits)
- BA 226 – Business Law (4 credits)
- BA 330 – Principles of Marketing (4 credits)
- BA 430A – Nonprofit Grant Writing (4 credits)

Emerging Media & Digital Arts

- EMDA 203 – Digital Interactive Foundations (2 credits)
- EMDA 203R – Digital Interactive Foundations: Recitation (2 credits)
- EMDA 321 – Theory & Practice in Emerging Media & Digital Arts (4 credits)
- EMDA 330 – Virtual Reality and Algorithmic Culture (4 credits)
- EMDA 331 – The Art of Data (4 credits)
- EMDA 340 – Responsive Web Design (4 credits)
- EMDA 342 – Motion Graphics (4 credits)
- EMDA 348 – Concept Art and Preproduction Methods (4 credits)
- EMDA 362 – Transmedia Storytelling Genres (4 credits)
- EMDA 363 – Digital Performance Methods (4 credits)
- EMDA 365 – Sound Art and Experimental Music (4 credits)

Theatre

- TA 167 - Script Analysis (4 credits)
- TA 246 - Introduction to Acting (4 credits)
- TA 424 - Film Acting (4 credits)
- TA 425 - Advanced Film Acting (4 credits)

Other Programs:

- NAS 275 - Native American Cinema(s) (4 credits)
- GSWS 321 - Media Studies in Gender, Sexuality, and Women's Studies (4 credits)

*** Courses used to meet requirements may not also be counted toward elective credits.**

5. Please provide written verification of contact with the Chair of any other departments or programs affected by the new program.

See emails documenting contact with Robin Strangfeld, Chair of Creative Arts (Art, Creative Writing, and EMDA), and David Humphrey, Director of OCA.

10/11/18