
**BACHELOR OF FINE ARTS
FILM PRODUCTION**

REQUEST: Approval of a Bachelor of Fine Arts (BFA) in Film Production through the School of Media within Potter College of Arts and Letters.

FACTS: The BFA in Film Production is a pre-professional major providing an immersive, conservatory-style educational experience for students pursuing a career in the film industry. Hands-on instruction in pre-production (writing, producing), production (directing, cinematography, production design), and post-production (editing, sound, visual effects) provides students foundational concepts and practical skills which are reinforced through their work on short films. Film studies courses emphasize critical and analytical thinking through the study of global film culture, history, and aesthetics.

BFA in Film Production students will rotate through “below the line” (technical) and “above the line” (creative) roles on two short film production cycles, leading to a final thesis film cycle where seniors choose an area of emphasis (directing, cinematography, producing, production design, editing, sound). By the time of their graduation, every BFA in Film Production student will be ready to enter the workplace with nearly 30 student film credits for their resume.

Students seeking the BFA in Film Production must take 12 hours of film core curriculum their first year and submit to a portfolio review their second semester. Twenty-four students will be selected per year for admission into the program. After admission, students follow a prescribed class schedule to ensure completion of the program in four years. The BFA in Film Production does not allow for a minor or second major.

BUDGETARY IMPLICATIONS: An additional full-time faculty has been approved by the Provost and funded by WKU's Strategic Investment Fund. Implementation date will be Fall 2020.

RECOMMENDATION & IMPLEMENTATION DATE: President Timothy C. Caboni recommends approval of the Film Production major leading to the Bachelor of Fine Arts with implementation Fall 2020.

MOTION: Approval to establish a major in Film Production effective Fall 2020.

Potter College of Arts & Letters
School of Media
Proposal to Create a New Major
(Action Item)

Contact Person: Travis Newton, Film Program Coordinator and Associate Professor of Film
travis.newton@wku.edu

1. Identification of program:

1.1 **Program title:** Film Production (Bachelor of Fine Arts)

1.2 **Required hours in program:** 81 hours

1.3 **Special information:** In AY 2018-2019, Western Kentucky University undertook a campus-wide Comprehensive Academic Program Evaluation (CAPE) assessing all academic programs on campus. The BA in Film major was one of fifteen academic programs to receive a Grow/Enhance recommendation. As a way to support these Grow/Enhance programs, the university has set aside funding in its new Resource Allocation, Management, and Planning (RAMP) budgeting model for a Strategic Investment Fund. This Fund will support a new full-time, tenure-track film faculty line with a specialization in the area of Production Design, covering courses in the proposed BFA in Film Production, as well as the current BA in Film.

1.4 **Catalog description:** The BFA in Film Production is a pre-professional major providing an immersive, conservatory-style educational experience for students pursuing a career in the film industry. Hands-on instruction in pre-production (writing, producing), production (directing, cinematography, production design), and post-production (editing, sound, visual effects) provides students foundational concepts and practical skills which are reinforced through their work on short films. Film studies courses emphasize critical and analytical thinking through the study of global film culture, history, and aesthetics.

BFA in Film Production students will rotate through “below the line” (technical) and “above the line” (creative) roles on two short film production cycles, leading to a final thesis film cycle where seniors choose an area of emphasis (directing, cinematography, producing, production design, editing, sound). By the time of their graduation, every BFA in Film Production student will be ready to enter the workplace with nearly 30 student film credits for their resume.

Students applying for the BFA in Film Production must take 12 hours of Film core curriculum their first year (FILM 100, 201, 202, and 250) and submit to a portfolio review during their second semester. Twenty-four students per academic year will be selected for admission into the program based on the quality of their creative portfolio, their professionalism in class and on set, and their scholastic work. After admission, students must follow a prescribed class schedule to ensure completion of the program in four years (including the first year of core courses).

The BFA in Film Production requires 81 semester hours. No course with a grade of “D” or below may be counted toward this major or fulfill prerequisite requirements for any major in the School of Media. The BFA in Film Production does not allow for a minor or second major.

In addition to a portfolio review, students applying for the BFA in Film Production must meet the following academic requirements:

1. Completion of a minimum of 30 hours of coursework applicable to a baccalaureate degree;
2. A minimum overall grade point average of 2.5;
3. Completion of ENG 100 with a grade of 'C' or better and 15 additional hours in the Colonnade Program;
4. Completion of the following courses with a grade of 'C' or better: FILM 100, FILM 201, FILM 202, FILM 250.

Students who are not selected for the BFA in Film Production or opt-out of the application process will have the option of pursuing the BA in Film if they meet the BA in Film's admission requirements.

1.5 **Classification of Instructional Program Code (CIP): 50.0602**

2. **Learning outcomes of the proposed program:**

Upon completion of the BFA in Film Production, students will be able to:

- Demonstrate technical proficiency in the below-the-line (technical) areas of camera, lighting, grip, sound, script supervising, and assistant directing.
- Develop visual storytelling proficiency in the above-the-line (creative) areas of writing, directing, producing, cinematography, production design, and editing.
 - Prepare a post-graduation employment plan based on an understanding of the film industry in both studio (Hollywood) and independent film production.
 - Evaluate films or solve production problems in an organized, coherent fashion using critical thinking and problem-solving skills.
 - Communicate effectively, orally and through the written word, on a film set or other professional setting that requires visual storytelling.
 - Manage a team or collaborate effectively as a team member, on a film set or other professional setting that requires visual storytelling.

3. **Rationale:**

3.1 **Reason for developing the proposed certificate program:** In order to gauge interest for a BFA in Film Production, an online survey was conducted via Qualtrics among current WKU film students and film alumni. Support among both groups for a BFA in Film Production was overwhelmingly positive. Of the 74 current students who responded, 85% (n=63) said they would have chosen a BFA in Film Production if it were an option when they arrived at WKU. Of the 28 alumni responses, 86% (n=24) answered similarly. Sixty-two percent (n=46) of student respondents said they would apply for the BFA in Film Production if it becomes available. Most tellingly, 57% (n=42) of current students and 50% (n=14) of alumni said they would have chosen a Kentucky university *other than WKU* if it had offered a BFA in Film Production. There is clearly a desire among students seeking an undergraduate degree in film for a BFA in Film Production.

- 3.2 Relationship of the proposed program to other programs now offered by the department:** The BFA in Film Production will be offered alongside WKU's BA in Film production. The BFA in Film Production will be an intensive pre-professional program which gives students numerous opportunities to make films without taking non-film courses concurrently. This option would be good for a student pursuing a career in the film/television industry in narrative filmmaking. The BA in Film is an open-ended liberal arts program giving students a wide breadth of knowledge through film electives and minor/double major options. This option would be good for a student who has a general interest in film, wants the option of double majoring, or intends to continue on to graduate school. Since many arts programs (including WKU's own Visual Art, Performing Arts, and Music programs), offer both degree types (pre-professional and liberal arts), there is precedent for the two programs to coexist at the same university.
- 3.3 Relationship of the proposed program to programs offered in other departments:** None
- 3.4 Projected enrollment in the proposed program:** 24-72 students
- 3.5 Similar programs offered elsewhere in Kentucky and in other states (including programs at benchmark institutions):** None with the same CIP code.

The BFA in Film Production will take four years to complete due to its lock-step scheduling and selective-entry cohort, so any student wishing to transfer to WKU to pursue the BFA in Film Production must bear this in mind. Transfer students wishing to complete a film degree in the 2+2 year model would be better served by choosing WKU's BA in Film degree, which is being revised to allow completion in two years.

However, WKU's film faculty is in early discussions with Bluegrass Community & Technical College to allow graduates of their AFA in Digital Cinematic Arts to bypass the introductory first year of classes and move directly into the first year of the BFA, assuming they are admitted into the program. They could then complete the BFA in Film Production in six semesters. As of October 2019, no articulation agreements have been drafted.

Relationship of the proposed certificate program to the university mission and objectives: The BFA in Film Production is designed to support the following aspects of WKU's strategic plan "Climbing to Greater Heights":

A Culture of Innovation

The BFA in Film Production prepares students to be productive, engaged, and socially responsible citizens through its two-pronged emphasis on film production and film studies. In production courses, students use the latest technology in a collaborative, immersive environment to learn technical and creative skills necessary to tell stories in a visual medium, skills that will make them employable should they choose to pursue filmmaking as a profession.

A Regional Lighthouse

In addition, students learn essential problem-solving, teamwork, and leadership skills necessitated by the collaborative process of filmmaking. No team can succeed without clear goals, structure, and communication, and production courses emphasize these "soft skills" as strongly as technical skills. BFA

in Film Production students interact with the community through location filming around south central Kentucky and public showcases of student work on campus.

Global Learning

Film studies courses, including world cinema, expose students to cultures and filmmakers from diverse backgrounds from around the world while encouraging students to be engaged and aware of how their own films contribute to the cultural conversation. Students develop strong writing, research, and critical thinking skills, while engaging with an art form that crosses cultural and national boundaries.

The BFA in Film Production is also designed to support the following objectives of Kentucky’s postsecondary education strategic agenda:

Career Readiness and Employability (Objective 9)

Through its emphasis on technical and creative skills, professional practices and equipment, as well as critical thinking and problem solving, the BFA in Film Production ensures students are prepared and attractive to potential employers. As more film productions choose to film in Kentucky due to its competitive tax incentives, it is imperative the state have a local workforce ready to greet them. With its extensive film production courses and focus on professional practices, the BFA in Film Production is designed to build such a workforce.

Increase Persistence and Timely Completion (Objective 6)

By design, students who enroll in the BFA in Film Production as freshmen will complete their degree in four years. This timely completion is made possible by the major’s “lock-step” curriculum, which ensures classes are taken in a prescribed progression and at a pre-assigned time in the student’s undergraduate career. In addition, students move through the program as a cohort, thereby increasing their chances for persistence and completion.

4. Curriculum:

Prefix & Number	Course Title	Credit Hours
FILM 100	Film Industry & Aesthetics	3
FILM 201	Introduction to Cinema	3
FILM 202	Basic Film Production	3
FILM 250	Screenwriting I	3
FILM 251	Film Directing I	2
FILM 252	Film Producing	2
FILM 253	Cinematography I	2
FILM 254	Production Design I	2

FILM 255	Film Sound	2
FILM 274	Film Editing I	3
FILM 289	Practicum: Pre-Production I	2
FILM 291	Practicum: Below-the-Line I	3
FILM 292	Practicum: Above-the-Line I	3
FILM 350	Screenwriting II	2
FILM 351	Film Directing II	2
FILM 353	Cinematography II	2
FILM 354	Production Design II	2
FILM 365	Film Genres	2
FILM 369	Introduction to World Cinema	3
FILM 374	Film Editing II	2
FILM 389	Practicum: Pre-Production II	3
FILM 391	Practicum: Below-the-Line II	3
FILM 392	Practicum: Above-the-Line II	3
FILM 394	Practicum: Post-Production I	3
FILM 466	Film Theory	3
FILM 486	Film Capstone	3
FILM 488	Thesis Development	3
FILM 489	Practicum: Pre-Production III	3
FILM 491	Practicum: Below-the-Line III	3
FILM 492	Practicum: Above-the-Line III	3
FILM 494	Practicum: Post-Production II	3

5. **Budget implications:** An additional full-time faculty has been approved by the Provost and funded by WKU's Strategic Investment Fund.
6. **Proposed term for implementation:** Fall 2020

7. Dates of prior committee approvals:

Committee	Date
School of Media	11/6/2019
PCAL Undergraduate Curriculum Committee	11/19/2019
Undergraduate Curriculum Committee	12/10/2019
University Senate	02/20/2020
Provost	03/03/2020
Board of Regents	

PRE-PROPOSAL FOR NEW ACADEMIC PROGRAM

Western Kentucky University

Institution Submitting Proposal

Bachelor of Fine Arts

Program Type

BFA in Film Production

Title of Proposed Degree Program

Undergraduate

Degree Level

EEO Status

CIP Code

50.0602

Academic Unit (e.g. Department, Division, School)

School

Name of Academic Unit

School of Media

Name of Program Director

Dr. Robert Dietle

Date of pre-proposal

End of review period

Intended Date of Implementation

Fall 2020

Name, Title and Information of Contact Person

Travis Newton
Film Program Coordinator
Associate Professor of Film
travis.newton@wku.edu

Is this program a pre-baccalaureate certificate or diploma program? **No**

- If YES, is the program Technical/Occupational/Vocational
- Please provide documentation that this program was approved by the KCTCS Board of Regents\

A. Centrality to the Institution’s Mission and Consistency with State’s Goals

1. Provide a brief description of the program.

a. Does this program have any specializations? No

The BFA in Film Production is a pre-professional major providing an immersive, conservatory-style educational experience for students pursuing a career in the film industry. Hands-on instruction in pre-production (writing, producing), production (directing, cinematography, production design), and post-production (editing, sound, visual effects) provides students foundational concepts and practical skills which are reinforced through their work on short films. Film studies courses emphasize critical and analytical thinking through the study of global film culture, history, and aesthetics.

BFA in Film Production students will rotate through “below the line” (technical) and “above the line” (creative) roles on two short film production cycles, leading to a final thesis film cycle where seniors choose an area of emphasis (directing, cinematography, producing, production design, editing, sound). By the time of their graduation, every BFA in Film Production student will be ready to enter the workplace with nearly 30 student film credits for their resumé.

Students seeking the BFA in Film Production must take 12 hours of film core curriculum their first year and submit to a portfolio review their second semester. Twenty-four students will be selected per year for admission into the program. After admission, students follow a prescribed class schedule to ensure completion of the program in four years. The BFA in Film Production does not allow for a minor or second major.

2. What are the objectives of the proposed program?

- 1) To ensure students are prepared and attractive to potential employers in the film industry, or wherever visual storytelling skills are needed, through emphasis on technical and creative skills, professional practices and equipment, as well as critical thinking and problem solving.
- 2) To build a workforce for film productions choosing to film in Kentucky due to its competitive tax incentives.
- 3) To produce competitive student resumé and portfolios, as well as increase their professional exposure through regional/national film festival screenings and award competitions.
- 4) To expose students through film studies courses to cultures and filmmakers from diverse backgrounds from around the world while encouraging students to be engaged and aware of how their own films contribute to the cultural conversation.

3. Explain how the objectives support the institutional mission and strategic priorities, and the statewide postsecondary education strategic agenda.

The BFA in Film Production is designed to support the following aspects of WKU’s strategic plan “Climbing to Greater Heights”:

A Culture of Innovation

The BFA in Film Production prepares students to be productive, engaged, and socially responsible citizens through its two-pronged emphasis on film production and film studies. In production courses,

students use the latest technology in a collaborative, immersive environment to learn technical and creative skills necessary to tell stories in a visual medium, skills that will make them employable should they choose to pursue filmmaking as a profession.

A Regional Lighthouse

In addition, students learn essential problem-solving, teamwork, and leadership skills necessitated by the collaborative process of filmmaking. No team can succeed without clear goals, structure, and communication, and production courses emphasize these “soft skills” as strongly as technical skills. BFA in Film Production students interact with the community through location filming around south central Kentucky and public showcases of student work on campus.

Global Learning

Film studies courses, including world cinema, expose students to cultures and filmmakers from diverse backgrounds from around the world while encouraging students to be engaged and aware of how their own films contribute to the cultural conversation. Students develop strong writing, research, and critical thinking skills, while engaging with an art form that crosses cultural and national boundaries.

The BFA in Film Production is also designed to support the following objectives of Kentucky’s postsecondary education strategic agenda:

Career Readiness and Employability (Objective 9)

Through its emphasis on technical and creative skills, professional practices and equipment, as well as critical thinking and problem solving, the BFA in Film Production ensures students are prepared and attractive to potential employers. As more film productions choose to film in Kentucky due to its competitive tax incentives, it is imperative the state have a local workforce ready to greet them. With its extensive film production courses and focus on professional practices, the BFA in Film Production is designed to build such a workforce.

Increase Persistence and Timely Completion (Objective 6)

By design, students who enroll in the BFA in Film Production as freshmen will complete their degree in four years. This timely completion is made possible by the major’s “lock-step” curriculum, which ensures classes are taken in a prescribed progression and at a pre-assigned time in the student’s undergraduate career. In addition, students move through the program as a cohort, thereby increasing their chances for persistence and completion.

4. Is an approval letter from Education Professional Standards Board (EPSB) required? No

B. Program Quality and Student Success

1. What are the intended student learning outcomes of the proposed program?

Upon completion of the BFA in Film Production, students will be able:

- 1) To demonstrate technical proficiency in the below-the-line (technical) areas of camera, lighting, grip, sound, script supervising, and assistant directing.
- 2) To demonstrate visual storytelling proficiency in the above-the-line (creative) areas of writing, directing, producing, cinematography, production design, and editing.

3) To prepare a post-graduation employment plan based on an understanding of the film industry in both studio (Hollywood) and independent film production.

4) To evaluate films or solve production problems in an organized, coherent fashion using critical thinking and problem-solving skills.

5) To communicate effectively, orally and through the written word, on a film set or other professional setting that requires visual storytelling.

6) To manage a team or collaborate effectively as a team member, on a film set or other professional setting that requires visual storytelling.

2. How will the program support or be supported by other programs within the institution?

The BFA in Film Production is housed within the School of Media, which is also home to the current BA in Film. Students wishing to pursue either major will take the same 12 hours of Film core curriculum their first year. These introductory courses emphasize basic competencies in the areas of film production, film studies, and screenwriting.

The majority of film studies courses are taught within the Department of English. This interdisciplinary partnership has been a cornerstone of the film program since its inception. Faculty members in the Department of English provide necessary instruction in the areas of film analysis and critical studies. In addition, the School of Media is exploring ways to collaborate with the Department of Art and its burgeoning Computer Animation program, since both disciplines focus on visual storytelling and the technology used in computer animation can also be used for visual effects in live-action films.

3. Will this program replace or enhance any existing program(s) or tracks, concentrations, or specializations within an existing program?

The BFA in Film Production will be offered alongside WKU's BA in Film production. The BFA in Film Production will be an intensive pre-professional program which gives students numerous opportunities to make films without taking non-film courses concurrently. This option would be good for a student pursuing a career in the film/television industry in narrative filmmaking. The BA in Film is an open-ended liberal arts program giving students a wide breadth of knowledge through film electives and minor/double major options. This option would be good for a student who has a general interest in film, wants the option of double majoring, or intends to continue on to graduate school. Since many arts programs (including WKU's own Visual Art, Performing Arts, and Music programs), offer both degree types (pre-professional and liberal arts), there is precedent for the two programs to coexist at the same university.

4. Will this be a 100% distance learning program? No

5. Will this program utilize alternative learning formats (e.g. distance learning, technology-enhanced instruction, evening/weekend classes, accelerated courses)?

- Accelerated courses (bi-terms)
- Instruction at nontraditional locations (practicum courses on filming locations)

6. Are new or additional faculty needed? Yes
- If yes, please provide a plan to ensure that appropriate faculty resources are available, either within the institution or externally, to support the program.
 - Note whether they will be full-time or part-time. Full-time

In AY 2018-2019, Western Kentucky University undertook a campus-wide Comprehensive Academic Program Evaluation (CAPE) assessing all academic programs on campus. The BA in Film major was one of fifteen academic programs to receive a Grow/Enhance recommendation. As a way to support these Grow/Enhance programs, the university has set aside funding in its new Resource Allocation, Management, and Planning (RAMP) budgeting model for a Strategic Investment Fund. This Fund will support a new full-time, tenure-track film faculty line with a specialization in the area of Production Design, covering courses in the proposed BFA in Film Production, as well as the current BA in Film.

7. Curriculum

- Explain how the curriculum achieves the program-level student learning outcomes by describing the relationship between the overall curriculum or the major curricular components and the program objectives.

Student Learning Outcome #1: Below-the-Line (Technical) Skills

These technical skills are the essential building blocks of working in film production. Beginning the second semester in Basic Film Production, students learn technical skills in below-the-line (crew) positions, as well as industry professional practices and set etiquette. Students hone these skills through classroom instruction and required lab hours.

Students demonstrate their competence in below-the-line skills through three cycles of film practicum courses which allow students to rotate through every technical position on their classmates' films. Students evaluate their peers in the areas of job performance, attitude, punctuality, reliability, and safety. A film production professor supervises the below-the-line practicums.

Student Learning Outcome #2: Above-the-Line (Creative) Skills

These creative skills are essential for successful visual storytelling. Beginning the first semester with Film Industry & Aesthetics, students learn the basics of visual storytelling through the study of composition, story structure, and script analysis. These skills are built upon in specialized courses, such as Screenwriting I & II, Directing I & II, Cinematography I & II, Editing I & II, etc. Students complete a series of exercises and assignments during class under faculty supervision or on their own in small teams.

Students demonstrate their competence in above-the-line skills through three cycles of film practicum courses which allow students to rotate through every major creative position on their classmates' films while working through the entire filmmaking process, from story pitch to finished film. Students receive faculty advisement from a professor specializing in the relevant position: director, cinematographer, editor, etc. These films are ultimately screened at an end of the year festival and submitted to film festivals and award competitions.

Student Learning Outcome #3: Film Industry Knowledge

Knowledge of the film industry is essential for successful student employment post-graduation. Students learn the basic "lay of the land" in Film Industry & Aesthetics, such as the modern studio system, talent representation, issues related to gender/race, etc. They also learn basic concepts in self-promotion, such

as resumés and reels, websites, networking, etc. These foundational concepts allow students to enhance their resumés and reels throughout the program and procure work or internships during the summers.

Students demonstrate their competence in the film industry during the Film Capstone course their final year. Students are expected to craft a post-graduation plan, such as potential employment opportunities, networking opportunities, monthly budgets and expenditures, etc. Class discussions and assignments are supplemented with in-person or Skype guest speakers.

Student Learning Outcome #4: Critical Thinking/Problem-Solving Skills

The ability to critically evaluate a film or solve a production problem in an organized, coherent fashion is essential for success on-set and in film studies. Since critical thinking and problem solving are the essence of filmmaking itself, students are expected to use these skills in every course in the BFA in Film Production. In film studies courses, students learn to think analytically about film from diverse backgrounds around the world. Students then, in turn, apply these analytical skills to their own completed films through peer-evaluation and feedback.

Making a film is, at its core, a series of problems that must be solved. From logistical problems, like finding an appropriate location or actor, to creative problems, like conveying the appropriate mood through lighting, students must successfully solve problems at every step of the process. In addition, in the “real world,” filmmakers must deal with the realities of budgets and schedules, so the film practicums simulate these problems by creating production parameters, such as limited runtimes, shooting days, or storage media. Students must find creative ways to tell their story while overcoming sometimes seemingly impassible problems.

Student Learning Outcome #5: Communication Skills

The ability to communicate effectively, orally and through the written word, is essential to success on set and in film studies, so it is emphasized throughout the entire curriculum. Starting with Intro to Cinema, students in film studies courses (World Cinema, Film Genres, Film Theory) learn to organize and communicate their thoughts through analytical papers and multimedia presentations. Since the world of film criticism has embraced forms like the video essay, students are also required to present their analytical work in a variety of mediums, such as video essays and blog posts.

In production courses emphasizing below-the-line skills, students learn to communicate within a rigid production structure through industry-standard protocols, such as walkie-talkie etiquette and chain-of-command. In production courses emphasizing above-the-line skills, such as the film practicums, students are expected to communicate their ideas to the faculty verbally and through the written word at every phase of the process. Students ultimately present a plan of action to the faculty in a formal presentation setting for each film they undertake. The faculty provide feedback on both the content and the delivery of these presentations to improve the students’ films and their presentation skills.

Student Learning Outcome #6: Teamwork/Leadership Skills

The ability to function as part of a team, or a team leader, is essential for success in film production. Filmmaking is collaborative in nature, so every course in the BFA in Film Production curriculum emphasizes this bedrock concept. However, since many incoming students have no background in film production or may have only worked on projects by themselves, collaboration is not a skill that comes naturally to them. Thankfully, the structure of a professionally-run film set provides an environment where students can learn teamwork and leadership by degrees.

Starting with Film Industry & Aesthetics, students work in “entry-level” positions, such as production assistant or art assistant on upperclassmen films. This allows them to observe the workings of a film set while serving an actual crew position. In Basic Film Production, students learn basic crew skills which they put to use on upperclassmen films in “skilled” positions, such as grip, camera assistant, or boom op. Ultimately, through content-area instruction and experience working on set, students are prepared to now serve in “head of department” positions, such as director, cinematographer, etc.

b. Please upload the curriculum including full course names and course descriptions (see Appendix A for curriculum table template).

See Appendix A.

C. Program Demand/Unnecessary Duplication

1. Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national levels; and any changes or trends in the discipline that necessitate a new program.

a. Student Demand (explain how faculty and staff systematically gathered data, studied the data and estimated student demand for the program. Anecdotal evidence is not sufficient.)

In order to gauge interest for a BFA in Film Production, an online survey was conducted via Qualtrics among current WKU film students and film alumni. Support among both groups for a BFA in Film Production was overwhelmingly positive. Of the 74 current students who responded, 85% (n=63) said they would have chosen a BFA in Film Production if it were an option when they arrived at WKU. Of the 28 alumni responses, 86% (n=24) answered similarly. Sixty-two percent (n=46) of student respondents said they would apply for the BFA in Film Production if it becomes available. Most tellingly, 57% (n=42) of current students and 50% (n=14) of alumni said they would have chosen a Kentucky university *other than WKU* if it had offered a BFA in Film Production. There is clearly a desire among students seeking an undergraduate degree in film for a BFA in Film Production.

b. Career Opportunities

With the expansion of the film industry into new markets, such as online streaming, nearly all projections for job growth at the national, state, and regional level are positive. The positions listed below are considered “high skill” jobs, skills which the BFA in Film Production is designed to provide through its rigorous curriculum.

	Regional	Regional Growth Projections	State	State Growth Projections	National	National Growth Projections
Type of Job	Producers and Directors					
Average Wage	\$49,175	11.11%	\$50,632	8.30%	\$71,680	5.00%
# of Openings	45	50	1,068	1,157	152,400	159,600
Type of Job	Film and Video Editors and Camera Operators					
Average Wage	No data	No data	\$49,447	17.40%	\$58,990	11.00%

# of Openings	No data	No data	115	135	69,200	77,100
Type of Job	Writers and Authors (Screenwriters)					
Average Wage	No data	No data	\$48,181	4.20%	\$62,170	0.00%
# of Openings	No data	No data	1,217	1,268	123,200	123,100
Type of Job	Art Directors					
Average Wage	No data	No data	\$80,373	1.00%	\$92,780	1.00%
# of Openings	No data	No data	573	579	101,000	101,900
Type of Job	Broadcast and Sound Engineering Technicians					
Average Wage	\$35,186	6.67%	\$39,827	12.00%	\$43,660	8.00%
# of Openings	30	32	341	382	144,300	155,800
Type of Job	International Alliance of Theatrical Stage Employees (IATSE) Member*					
Average Wage	Crew member working television shows				\$84,000 + benefits	
	Crew member working 10 commercials per month				\$72,000 + benefits	
	Crew member working independent feature films				\$50,000 + benefits	

Sources:

National Data: [Bureau of Labor Statistics' Occupational Outlook Handbook](#)

Regional and State Data: [Kentucky Center for Statistics](#)

**Since state and national labor data does not reflect a large percentage of crew positions in the film and television industry and since most major motion pictures, television shows, and commercials are covered by union contracts, Peter Kurland, Business Agent for International Alliance Theatrical Stage Employees (IATSE) Local 492 (Nashville office for the film crew union), provided some additional data about union crew member salaries in the region.*

c. Change in Discipline N/A

2. Specify any distinctive qualities of the program.

As of Fall 2019, no university in Kentucky offers a Bachelor of Fine Arts film degree. This means any Kentucky student seeking a *pre-professional undergraduate degree in filmmaking* must look out-of-state for their undergraduate education. Although a small group of Kentucky universities, including WKU, offer baccalaureate film programs (WKU's and Campbellsville's *BA in Film*, Asbury's *BA in Media Communication, Film Production emphasis*), these programs are liberal arts degrees by design, requiring a minor, second major, or significant elective credits for graduation. Since film production is as much a technical enterprise as it is creative, students wishing to enter the film industry would benefit from the enhanced focus and extended coursework provided by a Bachelor of Fine Arts in Film Production.

3. If similar programs exist (*the systems will populate a table based on CIP code*),
- Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.? If yes, please explain.
 - Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs? If yes, please explain.
 - Is access to existing programs limited? If yes, please explain.
 - Is there excess demand for existing similar programs? If yes, please explain.

Similar Program 1:

Institution: Asbury University
CIP Code: 50.0602

Program Name: MFA in TV and Film Production

a. Comparison of Objectives/Focus/Curriculum to Similar Programs: No information available about the MFA program on Asbury's website.

b. Comparison of Student Populations: WKU's BFA in Film Production does not overlap student populations because it is targeted solely at an undergraduate student population, whereas the Asbury's MFA is targeted at a graduate student population. According to the CPE program inventory, the MFA program is a hybrid face-to-face / distance learning program. WKU's BFA in Film Production is a 100% face-to-face program.

c. Access to Existing Programs: The Masters in TV and Film Production at Asbury University cannot reach WKU's BFA target population because it is targeted for students who have already completed a baccalaureate degree.

d. Excess Demand: No

Similar Program 2:

Institution: Bluegrass Comm. & Tech. College
CIP Code: 50.0602

Program Name: AFA in Digital Cinematic Arts

a. Comparison of Objectives/Focus/Curriculum to Similar Programs: While BCTC's Associate of Fine Arts in Digital Cinematic Arts and WKU's BFA in Film Production share similar objectives (both emphasize hands-on, projected-based learning of filmmaking), WKU's BFA in Film Production is over twice as many credit hours culminating in a baccalaureate degree. This allows for more hands-on experience over an extended period of time, ultimately culminating in an area of expertise (directing, cinematography, editing, etc.)

b. Comparison of Student Populations: WKU's BFA in Film Production does not overlap student populations because is it targeted solely at a student population pursuing a baccalaureate degree, whereas the AFA is targeted at students seeking a two-year degree. According to the CPE program inventory, the AFA in Digital Cinematic Arts is a hybrid face-to-face / distance learning program. WKU's BFA in Film Production is a 100% face-to-face program.

c. Access to Existing Programs: Students who complete BCTC's AFA degree could elect continue their studies in WKU's current BA in Film or the proposed BFA in Film Production. A transfer student who has already completed their general education requirements could complete the BA in Film in two years.

BCTC AFA students seeking the BFA in Film Production would require a three-year commitment to complete the degree.

d. Excess Demand: No

Similar Program 3:

Institution: Western Kentucky University
CIP Code: 09.0701

Program Name: BA in Film

a. **Comparison of Objectives/Focus/Curriculum to Similar Programs:** Although they share a common core curriculum, the BFA in Film Production is designed for students pursuing a career in the film/television industry in narrative filmmaking. The BA in Film would be ideal for students who have a general interest in film, want the option of double majoring, or intend to continue on to graduate school.

b. **Comparison of Student Populations:** Students wishing to pursue either the BFA in Film Production or the BA in Film will take the same film core curriculum courses their first year.

c. **Access to Existing Programs:** Students must apply for entry into the BFA in Film Production. Students who are not selected for the BFA or opt out of the application process will have the option of pursuing the BA in Film.

d. Excess Demand: No

Similar Program 4:

Institution: Asbury University
CIP Code: 09.0799

Program Name: BA in Media Communication

a. **Comparison of Objectives/Focus/Curriculum to Similar Programs:** Like WKU's own BA in Film, Asbury's BA in Media Communication, Film Production emphasis is a liberal arts degree by design. The total number of credit hours (50) in the Media Communication program requires students choose multiple general electives to complete their graduation requirements. WKU's BFA in Film Production (81 credit hours) does not require general electives and gives students a concentrated study of filmmaking across their entire academic career.

b. **Comparison of Student Populations:** Although Asbury's BA in Media Communication and WKU's BFA in Film Production seek to recruit from the same undergraduate population, many of these potential students will opt for a public university instead of a private, Christian university for any number of reasons, such as cost, religious affiliation, content restrictions, etc.

c. **Access to Existing Programs:** As mentioned above, many students will opt for a public university for a variety of reasons.

d. Excess Demand: No

4. Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions. Attach all draft articulation agreements.

The BFA in Film Production will take four years to complete due to its lock-step scheduling and selective-entry cohort, so any student wishing to transfer to WKU to pursue the BFA in Film Production must bear this in mind. Transfer students wishing to complete a film degree in the 2+2 year model would be better served by choosing WKU's BA in Film degree, which is being revised to allow completion in two years.

However, WKU's film faculty is in early discussions with Bluegrass Community & Technical College to allow graduates of their AFA in Digital Cinematic Arts to bypass the introductory first year of classes and move directly into the first year of the BFA, assuming they are admitted into the program. They could then complete the BFA in Film Production in six semesters. As of October 2019, no articulation agreements have been drafted.

D. Cost and Funding of the Proposed Program

1. Estimate the level of new and existing resources that will be required to implement and sustain the program using the spreadsheet below (if amount other than \$0, an explanation/justification required).

A. Funding Sources, by year of program	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Total Resources Available from Federal Sources					
New	0	0	0	0	0
Existing	0	0	0	0	0
Narrative Explanation/Justification:	N/A				
Total Resources Available from Other Non-State Sources					
New	0	0	0	0	0
Existing	0	0	0	0	0
Narrative Explanation/Justification:	N/A				
State Resources					
New	0	0	0	0	0
Existing	0	0	0	0	0
Narrative Explanation/Justification:	N/A				
Internal Allocation	0	0	0	0	0
Internal Reallocation	0	0	0	0	0
Narrative Explanation/Justification:	N/A				
Student Tuition					
New	253,101	506,202	759,303	759,303	759,303
Existing	614,452	614,452	614,452	614,452	614,452
Narrative Explanation/Justification:	<p>(New) Students accepted into the BFA in Film Production (24 per year) were multiplied by WKU's current yearly tuition rate minus mandatory student fees which must be allocated to units benefitting (\$10,802 tuition - 7% fees = \$10,046). Additionally, a proposed \$500 per year program fee covering course materials and equipment was assessed for each BFA student.</p> <p>(Existing) Students seeking admission (which WKU currently averages 60 with its current BA in Film) were multiplied by WKU's current yearly tuition rate minus mandatory student fees which must be allocated to units benefitting (\$10,802 tuition - 7% fees = \$10,046). Additionally, \$195 in course fees (\$65 x 3 courses) per year covering course materials and equipment were assessed for each seeking student.</p>				
TOTAL	\$867,553	\$1,120,654	\$1,373,755	\$1,373,755	\$1,373,755

B. Breakdown of Budget Expenses/ Requirements	1 st year	2 nd Year	3 rd Year	4 th Year	5 th Year
Staff: Executive, administrative, and managerial					
New	0	0	0	0	0
Existing	50610	50610	50610	50610	50610
Narrative Explanation/Justification:	The School of Media currently employs a school director (\$110,000/year) and an office coordinator (\$34,600/year). These positions carry an additional 40% in benefits. Since these positions serve four programs in the School of Media, the total yearly salary+benefits was divided by 4.				
Other Professional					
New	0	0	0	0	0
Existing	28350	28350	28350	28350	28350
Narrative Explanation/Justification:	The School of Media currently employs a student advisor (\$38,000/year) and a computer lab manager (\$43,000/year). These positions carry an additional 40% in benefits. Since these positions serve four programs in the School of Media, the total yearly salary+benefits was divided by 4.				
Faculty					
New	84000	84000	84000	84000	84000
Existing	324872	324872	324872	324872	324872
Narrative Explanation/Justification:	The School of Media currently employs four film faculty members: (\$65,688/year, \$60,180/year, \$53,604/year, \$52,579/year). These positions carry an additional 40% in benefits. An additional full-time faculty member (\$60,000/year + 40% benefits) has been approved by the Provost and funded by WKU's Strategic Investment Fund.				
Graduate Assistants					
New	0	0	0	0	0
Existing	0	0	0	0	0
Narrative Explanation/Justification:	N/A				
Student Employees					
New	4350	4350	4350	4350	4350
Existing	13050	13050	13050	13050	13050
Narrative Explanation/Justification for All Human Resources Expenses:	The School of Media currently employs 3 student workers (\$7.25/hour x 20 hours x 30 weeks) to manage the equipment room and production lab. The BFA in Film Production will require a fourth worker to manage the post-production hallway.				
Equipment and Instructional Materials					
New	35,000	32,000	30,000	35,000	30,000
Existing	3,000	3000	3000	3000	3000
Narrative Explanation/Justification:	The current BA in Film budgets \$1000/year for expendable materials, such as gels, tape, batteries, dry-erase markers, etc. Since the number of films produced in a year will triple, it is expected that these expendable costs will triple. Although the Film program has built up its equipment inventory over the years, the BFA will require an additional equipment package (camera, lighting, grip, sound). Since the package will not be needed until year four (when multiple shoots are happening simultaneously) it can be built up over time: Year One (Camera Accessories for current package), Year Two (Additional Lighting/Grip, and Sound Packages), Year Three (Additional Camera Package), Year Four (Additional Camera Accessories), Year Five (Editing Lab Computer Upgrade [splitting half of cost with Broadcasting program]).				

Library					
New	0	0	0	0	0
Existing	375	375	375	375	375
Narrative Explanation/Justification:	The School of Media's current library budget is \$1500/year. Since this budget is shared by four programs in the School of Media, it was divided by 4. This budget is sufficient for the BFA in Film Production's library needs. Additional funding is not required.				
Contractual Services					
New	2,479	2,479	2,479	2,479	2,479
Existing	5,324	5,324	5,324	5,324	5,324
Narrative Explanation/Justification	The School of Media currently licenses Adobe Creative Cloud, Avid Media Composer, and Avid Pro Tools post-production software through an annual subscription fee. Since this software is shared with the Broadcasting program in a 21 seat computer lab, the costs were assessed as follows: Creative Cloud (\$185.35/year x 21 / 2), Avid (\$83.62/year x 21 / 2), Pro Tools (\$85.32/year x 21 / 2). Additionally, the Film program subscribes to Final Draft screenwriting software for a 21 seat computer lab at a cost of \$1604/year (\$76.40 x 21). Additional editing computers have been designated for the BFA in Film Production. The year software subscription costs were calculated as follows: Creative Cloud (\$185.35/year x 7), Avid (\$83.62/year x 7), Pro Tools (\$85.32/year x 7).				
Academic and/or Student Services					
New	0	0	0	0	0
Existing	0	0	0	0	0
Narrative Explanation/Justification	The School of Media provides a student advisor for students prior to admittance into a SoM major. This cost has already been accounted for under Other Professional staff.				
Other Support Services					
New	0	0	0	0	0
Existing	0	0	0	0	0
Narrative Explanation/Justification	N/A				
Faculty Development					
New	0	0	0	0	0
Existing	6432	6432	6432	6432	6432
Narrative Explanation/Justification :	The School of Media's current faculty development budget is \$25,729/year. Since this budget is shared by four programs in the School of Media, it was divided by 4. This budget covers faculty conference registration and travel costs, as well as advanced training opportunities such as workshops and masterclasses.				
Assessment					
New	0	0	0	0	0
Existing	0	0	0	0	0
Narrative Explanation/Justification	N/A				
Student Space and Equipment					
New	0	0	0	0	0
Existing	0	0	0	0	0
Narrative Explanation/Justification	For doctoral programs only. N/A				
Faculty Space and Equipment					
New	0	0	0	0	0

Existing	0	0	0	0	0
Narrative Explanation/Justification:	For doctoral programs only. N/A				
Other					
New	0	0	0	0	2500
Existing	0	0	0	0	0
Narrative Explanation/Justification:	The School of Media intends to seek accreditation of the BFA in Film Production program by the National Association of Schools of Art & Design (NASAD) accrediting body. By year five, enough students will have graduated to begin the accrediting process. NASAD charges \$500 in application fees and recommends budgeting \$1000 per evaluator (x2) for a site visit. There is potential to share this cost with the Department of Art, since they are also accredited by NASAD, which will also be due for accreditation in five years..				
TOTAL					
New	\$125,829	\$122,829	\$120,829	\$125,829	\$123,329
Existing	\$432,013	\$432,013	\$432,013	\$432,013	\$432,013

F. Program Assessment

- Describe how each program-level student learning outcome will be assessed and how assessment results will be used for improving the program. *(Explain which student learning outcome(s) will be assessed by each assessment method and how frequently each assessment method is administered. Include both direct and indirect methods. Explain how assessment results will be used to make improvements to the program. Note that this item refers to program-level, not course-level, assessment and thus course grades are not an appropriate source of data for program –level assessment).*

Student Learning Outcome #1: Below-the-Line (Technical) Skills

Direct Assessments: Students accepted into the BFA in Film Production will be administered a written pre-test about key Below-the-Line skill areas (camera, lighting, sound, etc.) and film industry knowledge (SLO #3). In the senior capstone class, a follow-up post-test will also be administered. During courses emphasizing below-the-line skills, students will be administered timed practical exams to demonstrate competency over key skill areas. Students will be expected to score at least a 90% to be considered competent to perform the skill on set unsupervised.

Indirect Assessments: Students evaluate their peers' work on set in the areas of job performance, attitude, punctuality, reliability, and safety via online feedback form. The results of this feedback is tabulated and distributed to the students anonymously for their own self-improvement, as well as retained by faculty for program assessment.

Student Learning Outcome #2: Above-the-Line (Creative) Skills

Direct Assessments: In order to be admitted into the BFA in Film Production, students must submit to a portfolio review in their second semester at WKU, which will assess via rubric the quality of their creative work created prior to and during their first academic year. At the end of each academic year, portfolios will be resubmitted and reevaluated to ensure the quality of student work is commensurate with their class status.

Indirect Assessments: The quality of student creative work will be assessed via rubric by their peers following the completion of each short film. In addition, students' films will be assessed by: 1) critical feedback their senior year from an outside advisory board of film professionals and 2) acceptance to

peer-reviewed film festivals or awards presentations, such as the Ohio Valley National Academy of Television Arts & Sciences Student Production Awards.

Student Learning Outcome #3: Film Industry Knowledge

Direct Assessments: Students accepted into the BFA in Film Production will be administered a written pre-test about key Below-the-Line skill areas (SLO #1) and the film industry. In the capstone class, a follow-up post-test will also be administered. As part of their annual portfolio review, students will be expected to submit updated professional materials, such as resumés and reels appropriate for the film industry.

Indirect Assessments: Exit interviews will be administered to evaluate students' understanding of the film industry and assess student professional readiness. Job placement rates and employer feedback will also be considered.

Student Learning Outcome #4, 5, & 6: Critical Thinking/Problem-Solving Skills, Communication Skills, Teamwork/Leadership Skills

Direct Assessments: As part of the portfolio review process required for admission into the program, students will be interviewed individually and as part of a group. The group interview will require students complete a creative task that will demonstrate their abilities to solve a problem, communicate, and collaborate as a team. The candidates will be scored via rubric, and the results will be used in the program admission process. Once admitted, the primary instrument for evaluating SLOs 4, 5, and 6 are formal production presentations for the faculty, where students are expected outline their plan for making their films, effectively communicating how they creatively solved the problems associated with their short film in a way that is collaborative, cohesive, and appropriate to the director's vision.

Indirect Assessments: Students evaluate their peers' work on set in the areas of job performance, attitude, punctuality, reliability, and safety via online feedback form. The results of this feedback is tabulated and distributed to the students anonymously for their own self-improvement, as well as retained by faculty for program assessment.

Course Mapping

SLO #1 Below-the-Line (Technical) Skills: FILM 202 (Introduced); FILM 291 (Developed); FILM 391 (Developed); FILM 491 (Mastered)

SLO #2 Above-the-Line (Creative) Skills: FILM 100 (Introduced); FILM 250, 251, 252, 253, 254, 255, 274, 289, 292 (Developed); FILM 350, 351, 353, 354, 374, 389, 392, 394 (Developed); FILM 488, 489, 492, 494 (Mastered)

SLO #3 Film Industry Knowledge: FILM 100 (Introduced); FILM 486 (Mastered)

SLO #4 Critical Thinking/Problem-Solving Skills: FILM 100, 201, 202 (Introduced); FILM 289, 291, 292 (Developed); FILM 365, 369, 389, 391, 392, 394 (Developed); FILM 466, 488, 489, 491, 492, 494 (Mastered)

SLO #5 Communication Skills: FILM 100, 201, 202 (Introduced); FILM 289, 291, 292 (Developed); FILM 365, 369, 389, 391, 392, 394 (Developed); FILM 466, 488, 489, 491, 492, 494 (Mastered)

SLO #6 Teamwork/Leadership Skills: FILM 100, 202 (Introduced); FILM 289, 291, 292 (Developed); FILM 389, 391, 392, 394 (Developed); FILM 488, 489, 491, 492, 494 (Mastered)

Appendix A: Curriculum for the Film Production program, BFA degree

Catalog Description

The BFA in Film Production is a pre-professional major providing an immersive, conservatory-style educational experience for students pursuing a career in the film industry. Hands-on instruction in pre-production (writing, producing), production (directing, cinematography, production design), and post-production (editing, sound, visual effects) provides students foundational concepts and practical skills which are reinforced through their work on short films. Film studies courses emphasize critical and analytical thinking through the study of global film culture, history, and aesthetics.

BFA in Film Production students will rotate through “below the line” (technical) and “above the line” (creative) roles on two short film production cycles, leading to a final thesis film cycle where seniors choose an area of emphasis (directing, cinematography, producing, production design, editing, sound). By the time of their graduation, every BFA in Film Production student will be ready to enter the workplace with nearly 30 student film credits for their resumé.

Students applying for the BFA in Film Production must take 12 hours of Film core curriculum their first year (FILM 100, 201, 202, and 250) and submit to a portfolio review during their second semester. Twenty-four students per academic year will be selected for admission into the program based on the quality of their creative portfolio, their professionalism in class and on set, and their scholastic work. After admission, students must follow a prescribed class schedule to ensure completion of the program in four years (including the first year of core courses).

The BFA in Film Production requires 81 semester hours. No course with a grade of “D” or below may be counted toward this major or fulfill prerequisite requirements for any major in the School of Media. The BFA in Film Production does not allow for a minor or second major.

In addition to a portfolio review, students applying for the BFA in Film Production must meet the following academic requirements:

1. Completion of a minimum of 30 hours of coursework applicable to a baccalaureate degree;
2. A minimum overall grade point average of 2.5;
3. Completion of ENG 100 with a grade of ‘C’ or better and 15 additional hours in the Colonnade Program;
4. Completion of the following courses with a grade of ‘C’ or better: FILM 100, FILM 201, FILM 202, FILM 250.

Students who are not selected for the BFA in Film Production or opt-out of the application process will have the option of pursuing the BA in Film if they meet the BA in Film’s admission requirements.

Program Core Courses (81 Credit Hours)				
Prefix & Number	Course Title	Course Description	Credit Hours	New (Yes or No)
FILM 100	Film Industry & Aesthetics	Introduction of the film industry and aesthetics of cinematic visual storytelling, considered from both studio and independent practitioners' perspectives.	3	No

FILM 201	Introduction to Cinema	A study of the basic elements and techniques of the film medium, designed to increase the students' understanding and appreciation of the motion picture both as a communication medium and as an art form. A number of film masterpieces will be viewed and analyzed. Lecture and lab.	3	No
FILM 202	Basic Film Production	Introduction to film production equipment and on-set crew positions. Practical, hands-on experience rotating through crew positions in a workshop setting.	3	No
FILM 250	Screenwriting I	A concentrated study in the fundamentals of screenwriting for narrative film; conflict, character, structure, plot, dialogue, and subtext. Emphasis on visual storytelling through short screenplays.	3	No
FILM 251	Film Directing I	Course provides students with a concentrated study in the fundamentals of directing for narrative film: script analysis, working with actors, rehearsal process, blocking camera, staging actors, editing. Emphasis on visual storytelling through short filmed projects.	2	Yes*
FILM 252	Film Producing	A concentrated study in the fundamentals of producing for film: developing ideas, script evaluation, fundraising, budgeting, scheduling, and production management. Emphasis on creative and managerial skills through short projects.	2	Yes*
FILM 253	Cinematography I	A concentrated study in the fundamentals of cinematography: capture/presentation formats, lighting, camera, exposure, and composition. Emphasis on visual storytelling through short filmed projects.	2	Yes*
FILM 254	Production Design I	A concentrated study in the fundamentals of production design for narrative film: color and shape, form, wardrobe, hair/make up, and set design/decoration. Emphasis on visual storytelling through short projects.	2	Yes
FILM 255	Film Sound	A concentrated study in the fundamentals of postproduction sound for narrative film: dialogue editing and audio restoration, sound design, ADR & foley, pre-dubbing, final mix/re-recording. Emphasis on visual storytelling through short projects.	2	Yes*
FILM 274	Film Editing I	A concentrated study in the fundamentals of editing for narrative film: evaluating footage, technical editing, continuity editing, audio editing, basic mixing, collaboration. Emphasis on visual storytelling through short projects.	3	Yes
FILM 289	Practicum: Pre-Production I	Intensive, practical, project-based experience in pre-production strategies for narrative (fiction) filmmaking. Emphasis on the practical application of pre-production skills, strategies, and best practices covered and developed in previous course offerings. Specific focus designed in consultation with instructor.	2	Yes

FILM 291	Practicum: Below-the-Line I	Intensive, practical, hands-on experience in film production as below-the-line crew. Emphasis on techniques and strategies developed in previous Basic Film Production course related to key departments of below-the-line crew. Specific focus designed in consultation with instructor.	3	Yes
FILM 292	Practicum: Above-the-Line I	Intensive, practical, project-based experience in production strategies, skills and techniques for narrative (fiction) filmmaking. Emphasis on the practical application of above-the-line production skills, strategies, and best practices covered and developed in previous course offerings. Specific focus designed in consultation with instructor.	3	Yes
FILM 350	Screenwriting II	An advanced study in the fundamentals of screenwriting for narrative film: conflict, character, structure, plot, dialogue, and subtext. Emphasis on visual storytelling through short screenplays.	2	Yes
FILM 351	Film Directing II	Course provides intermediate students with a concentrated study and implementation of directorial style for narrative film: evaluating various directorial styles of master filmmakers by analyzing the composite elements of style (mise-en-scene, cinematography, editing & sound) as they apply to the director's duties pre-to-postproduction. Emphasis on visual storytelling through short projects.	2	Yes
FILM 353	Cinematography II	A concentrated study in advanced cinematography: professional practices, lighting, camera techniques, and color grading. Emphasis on visual storytelling through short filmed projects.	2	Yes
FILM 354	Production Design II	A concentrated study in advanced production design for narrative film: professional practices, set construction, design for visual and special effects, and character design. Emphasis on visual storytelling through short projects.	2	Yes
FILM 365	Film Genres	A survey course covering the historical development, thematic and stylistic conventions, and cultural significance of critical film genres. Surveys representative films from several genres, i.e. film noir, Westerns, crime & gangster, thriller, horror, science fiction, romantic comedy, etc.	2	Yes
FILM 369	Introduction to World Cinema	Examines cinema in several regions including China, India, Europe, Middle East, Africa, and Latin America. Viewing of representative films accompanied by background readings on history/culture.	3	No
FILM 374	Film Editing II	A concentrated study in advanced editing techniques for narrative film: complex continuity editing, dialogue editing, cutting action and suspense, scene transitions, visual effects. Emphasis on visual storytelling through short projects.	2	Yes

FILM 389	Practicum: Pre-Production II	Intensive, practical, project-based experience in pre-production strategies for narrative (fiction) filmmaking. Emphasis on the practical application of pre-production skills, strategies, and best practices covered and developed in previous course offerings. Specific focus designed in consultation with instructor.	3	Yes
FILM 391	Practicum: Below-the-Line II	Intensive, practical, hands-on experience in film production as below-the-line crew. Emphasis on techniques and strategies developed in previous Basic Film Production and Below-the-Line I courses related to key departments of below-the-line crew. Specific focus designed in consultation with instructor.	3	Yes
FILM 392	Practicum: Above-the-Line II	Intensive, practical, project-based experience in production strategies, skills and techniques for narrative (fiction) filmmaking. Emphasis on the practical application of above-the-line production skills, strategies, and best practices covered and developed in previous course offerings. Specific focus designed in consultation with instructor.	3	Yes
FILM 394	Practicum: Post-Production I	Practical, hands-on experience in post-production, designed to facilitate the production of a 6- to 8-minute film during the student's junior year. Emphasis on techniques and strategies developed in previous Editing and Sound courses, related to visual and audio post-production. Specific focus designed in consultation with instructor.	3	Yes
FILM 466	Film Theory	Study of major theories of narrative film and related media; specific theories examined will include formalist, auteurist, historical, structuralist, psychoanalytical, and political. Will include viewing of selected films.	3	No
FILM 486	Film Capstone	A senior capstone experience synthesizing and assessing the complete field of study for film majors. Includes an exploration of career and graduate study opportunities.	3	No
FILM 488	Thesis Development	Collaborative pre-production experience, designed to facilitate the production of a 10- to 12-minute film during the student's senior year. Emphasis on techniques and strategies developed in previous Screenwriting and Producing courses, related to screenplay and project development. Specific focus designed in consultation with instructor.	3	Yes
FILM 489	Practicum: Pre-Production III	An advanced intensive, practical, project-based experience in pre-production strategies for narrative (fiction) filmmaking. Emphasis on the practical application of pre-production skills, strategies, and best practices covered and developed in previous course offerings. Specific focus designed in consultation with instructor.	3	Yes
FILM 491	Practicum: Below-the-Line III	Intensive, practical, hands-on experience in film production as below-the-line crew. Emphasis on	3	Yes

		techniques and strategies developed in previous Basic Film Production, Below-the-Line I, and Below-the-Line II courses related to key departments of below-the-line crew. Specific focus designed in consultation with instructor.		
FILM 492	Practicum: Above-the-Line III	An advanced intensive, practical, project-based experience in production strategies, skills and techniques for narrative (fiction) filmmaking. Emphasis on the practical application of above-the-line production skills, strategies, and best practices covered and developed in previous course offerings. Specific focus designed in consultation with instructor.	3	Yes
FILM 494	Practicum: Post-Production II	Intensive hands-on experience in post-production, designed to facilitate the production of a 10- to 12-minute film during the student's senior year. Emphasis on techniques and strategies developed in previous Editing and Sound courses, related to visual and audio post-production. Specific focus designed in consultation with instructor.	3	Yes

** These courses currently exist in the course catalog, but have been rewritten extensively requiring a new course proposal. The existing courses will ultimately be suspended making a one-to-one swap.*

Dates of Committee Approvals:

Committee	Date Approved
Film Faculty	
School of Media	
Potter College of Arts & Letters	
Undergraduate Curriculum Committee	
University Senate	
Board of Regents	

Current Selections
 Market: National
 6-Digit CIP: 50.0602

Program Scorecard: 50.0602 - Cinematography and Film/Video Prod

Overall Score: 16

Percentiles: < 40% 40%+ 70%+ 90%+ 95%+ 98%+

GRAYASSOCIATES

Program Search Box

Market	National
6-Digit CIP	50.0602
Award Le...	
CIP Title	
4-Digit CIP	
2-Digit CIP	
Current P...	
WKD Pro...	
Program	CAPE: Rec to Regents

Students: 15-16: 0 16-17: 0 17-18: 0
 Select year(s) for economics data: 2015-2016 2016-2017 2017-2018
 Select calculation type: Total Per SCH

Category	Criterion	Value	Score	Total
Student Demand	Inquiries	Total (12 months): 8,213 Online (Included in Total): 1,090 Year-over-Year Change (Units): 2,427 Year-over-Year Change (%): 41.9%	7 1 1	7
	Google Search*	Total (3 months): 207,982 Year-over-Year Change (Units): 44,716 Year-over-Year Change (%): 27.4%	3 2	27
	Completions	Total (12 months): 6,237 Year-over-Year Change (Units): 531 Year-over-Year Change (%): 7%	2 2	2

Category	Criterion	Value	Score	Total
Competitive Intensity	Institutions	Campuses with Graduates**: 260 Year-over-Year Change (Units)**: 2	3 -1	3
	Cost Per Inquiry	Average Cost per Inquiry**: \$48	-1	-1
	Market Saturation	Completions per 1,000 Pop**: 0.11	0	0
	Google Search*	Cost per Click**: \$13 Competition Index**: 0.29 Average Completions/Institution: 32	0 0 0	1
Program Size	Median Completions/Institution	14	0	0
	Year-over-Year Change (Units)	-1	0	0
	Year-over-Year Change (%)	-4%	0	0
Nat'l Distance Education	Insts. with Program Online**	14	0	0
	% of Institutions	5%	0	0
Degree Fit	Online Completions**	235	0	0
	% of Completions	3%	0	0
NHEBI Nat'l 2-Yr	Cost Index**	0.88	0	0
	Student:Faculty Index	1.04	0	0
Completions	National Completions by Level		0	0
	National Workforce Ed Attainment		0	0

Category	Criterion	Value	Score	Total
Employment	Job Postings*	Total (12 months): 8,480 Year-over-Year Change (Units): 1,457 Year-over-Year Change (%): 20.9%	0 0 0	0
	Job Postings per Graduate*	1.0	0	0
	Current Employment	62,084	0	0
	Year-over-Year Change (%)	-2.0%	-2	-2
	3-Year Historic Growth (CAGR)	2.7%	0	0
	5-Year Historic Growth (CAGR)	4.7%	0	0
	10-Year Forecast CAGR	0.2%	0	0
	Annual Job Openings	6,343	0	0
	Job Openings per Graduate*	0.8	-1	-1
	Share of Generalist Employme...	21,894	0	0
BLS*	10th-Percentile Wages	\$32,671	-5	-5
	Wages (Age < 30)	\$33,626	-2	-2
	Wages (Age 30-60)	\$72,304	0	0
	% with Any Graduate Degree	17%	0	0
	% with Masters	15%	0	0
	% with Doct/Prof Degree	2%	0	0
	% Unemployed (Age < 30)**	7%	-2	-2
	% Unemployed (Age 30-60)**	5%	-2	-2
	% in Direct Prep Jobs	20%	0	0
	GE Wages - Assoc. & Cert	\$19,089	0	0
Placement Rate - Assoc. & Cert	69.8%	0	0	

CIP Description
 A program that prepares individuals to communicate dramatic information, ideas, moods, and feelings through the making and producing of films and videos. Includes instruction in theory of film, film technology and equipment operation, film production, film directing, film editing, cinematographic art, film audio, techniques for making specific types of films and/or videos, media technologies, computer image making, multi-media production, and the planning and management of film/video operations.

Award Level Breakdown by Source

Award Level	Inquiries and Completions		Award Level	Educational Attainment
	Inquiries (Market)	Completions (National)		
Certificate	0%	16%	High School/Certificate	7%
Associates	0%	11%	Associates	15%
Bachelors	95%	60%	Bachelors	7%
Masters	5%	13%	Masters	56%
Doctoral	0%	0%	Doctoral	12%
			Unspecified	4%

Award Level Breakdown by Source

Award Level	Job Postings (Market) - Edu Requested		Award Level	Educational Attainment
	Inquiries (Market)	Completions (National)		
Certificate	0%	16%	No College	7%
Associates	0%	11%	Some College	15%
Bachelors	95%	60%	Associates	7%
Masters	5%	13%	Bachelors	56%
Doctoral	0%	0%	Masters	12%
			Doctoral	4%

No data to display

Current Selections
 Market: Kentucky
 6-Digit CIP: 50.0602

Program Scorecard: 50.0602 - Cinematography and Film/Video Prod

Overall Score 2
 Percentiles: <40% 40%+ 70%+ 90%+ 95%+ 98%+

GRAYASSOCIATES

Q Program Search Box

Selections	Market	Q
Market	Kentucky	
6-Digit CIP	National	
Award Le...	Regional	
CIP Title	Statewide Region	
4-Digit CIP		
2-Digit CIP		
Current P...		
WKU Pro...		
Program	^ CAPE: Rec to Regents	

Students:
 15-16: 0 16-17: 0 17-18: 0
Select year(s) for economics data:
 2015-2016 2016-2017 2017-2018

Select calculation type:
 Total Per SCH

Category	Criterion	Value	Score	Total
Job Postings* 	Total (12 months)	70	7	0
	Year-over-Year Change (Units)	22	1	0
	Year-over-Year Change (%)	44.6%	1	0
	Job Postings per Graduate*	69.9	1	2
BLS*	Current Employment	650	3	0
	Year-over-Year Change (%)	6.8%	1	0
	3-Year Historic Growth (CAGR)	5.4%	1	0
	5-Year Historic Growth (CAGR)	9.8%	0	0
	10-Year Forecast CAGR	0.8%	-2	0
Nat'l ACS* (Bachelors)	Annual Job Openings	71	3	0
	Job Openings per Graduate*	71.1	0	2
	Share of Generalist Employme....	239	0	0
	Share of Generalist Openings	22	-1	0
	10th-Percentile Wages	\$35,510	0	0
	Wages (Age < 30)	\$33,626	0	-2
	Wages (Age 30-60)	\$72,304	0	0
	% with Any Graduate Degree	17%	0	0
	% with Masters	15%	0	0
	% with Doct/Prof Degree	2%	-4	0
% Unemployed (Age < 30)**	7%	-4	-2	
% Unemployed (Age 30-60)**	5%	-7	-2	
% in Direct Prep Jobs	20%	-1	0	
IGE Wages - Assoc. & Cert	\$19,089	0	0	
Placement Rate - Assoc. & Cert	69.8%	0	0	

Employment

CIP Description
 A program that prepares individuals to communicate dramatic information, ideas, moods, and feelings through the making and producing of films and videos. Includes instruction in theory of film, film technology and equipment operation, film production, film directing, film editing, cinematographic art, film audio, techniques for making specific types of films and/or videos, media technologies, computer image making, multi-media production, and the planning and management of film/video operations.

Category	Criterion	Value	Score	Total
Inquiries	Total (12 months)	76	7	0
	Online (included in total)	7	1	0
	Year-over-Year Change (Units)	24	1	0
	Year-over-Year Change (%)	46.2%	1	0
Google Search*	Total (3 months)	1,706	3	11
	Year-over-Year Change (Units)	481	1	0
	Year-over-Year Change (%)	39.2%	1	0
Completions	Total (12 months)	1	0	0
	Year-over-Year Change (Units)	-7	-2	0
	Year-over-Year Change (%)	-88%	-1	0

Category	Criterion	Value	Score	Total
Institutions	Campuses with Graduates**	1	3	0
	Year-over-Year Change (Units)**	0	0	0
Cost Per Inquiry	Average Cost per Inquiry**	\$49	-1	0
Market Saturation	Completions per 1,000 Pop**	0.00	0	0
Google Search*	Cost per Click**	\$12	0	0
	Competition Index**	0.32	0	0
Program Size	Average Completions/Institution	1	-4	-9
	Median Completions/Institution	1	-4	-9
	Year-over-Year Change (Units)	-7	-2	0
Nat'l Distance Education	Year-over-Year Change (%)	-88%	-1	0
	Insts. with Program Online**	14	0	0
	% of Institutions	5%	0	0
Degree Fit	Online Completions**	235	0	0
	% of Completions	3%	0	0
NHEBI Nat'l 2-yr	Cost Index**	0.88	0	0
	Student:Faculty Index	1.04	0	0
Completions	National Completions by Level	0	0	0
	National Workforce Ed Attainment	0	0	0

Award Level Breakdown by Source

Award Level	Inquiries and Completions		Award Level	Educational Attainment
	Inquiries (Market)	Completions (Market)		
Certificate	0%	100%	No College	7%
Associates	0%	0%	Some College	15%
Bachelors	97%	0%	Associates	7%
Masters	3%	0%	Bachelors	56%
Doctoral	0%	0%	Masters	12%
			Doctoral	4%
				27%

No data to display

PROPOSED PROGRAM SUMMARY

Institution: Western Kentucky University

Program Name: Film Production

Degree Designation: Bachelor of Fine Arts (BFA)

Program Description:

The BFA in Film Production is a pre-professional major providing an immersive, conservatory-style educational experience for students pursuing a career in the film industry. Hands-on instruction in pre-production (writing, producing), production (directing, cinematography, production design), and post-production (editing, sound, visual effects) provides students foundational concepts and practical skills which are reinforced through students' work on short films. Film studies courses emphasize critical and analytical thinking through the study of global film culture, history, and aesthetics.

BFA in Film Production students will rotate through "below the line" (technical) and "above the line" (creative) roles on two short film production cycles, leading to a final thesis film cycle where seniors choose an area of emphasis (directing, cinematography, producing, production design, editing, sound). By the time of their graduation, every BFA in Film Production student will be ready to enter the workplace with nearly 30 student film credits for their resumé.

Students seeking the BFA in Film Production must take 12 hours of film core curriculum their first year and submit to a portfolio review their second semester. Twenty-four students will be selected per year for admission into the program. After admission, students follow a prescribed class schedule to ensure completion of the program in four years. The BFA in Film Production does not allow for a minor or second major.

CIP Code: 50.0602

Credit Hours: 81

(Tentative) Institutional Board Approval Date: 3/6/20

Implementation Date: Fall 2020

Student Demand

Year 1	Year 2	Year 3	Year 4	Year 5
24*	48*	72*	72*	72*

**Please note that expected enrollment figures are only for students admitted into this selective-entry program. Students in "seeking admission" status are not included. WKU currently averages 60 students per year seeking admission for the BA in Film. This trend is expected to continue, if not increase, in the future. Students in this seeking pool will have the option of applying for the proposed BFA in Film Production or continuing into the current BA in Film.*

Market Demand

As of Fall 2019, no university in Kentucky offers a Bachelor of Fine Arts film degree. This means any Kentucky student seeking a *pre-professional undergraduate degree in filmmaking* must look out-of-state for their undergraduate education. Although a small group of Kentucky universities, including WKU, offer baccalaureate film programs (WKU's and Campbellsville's *BA in Film*, Asbury's *BA in Media Communication, Film Production emphasis*), these programs are liberal arts degrees by design, requiring a minor, second major, or significant elective credits for graduation. Since film production is as much a technical enterprise as it is creative, students pursuing a career in the film industry would benefit from the enhanced focus and extended coursework provided by a pre-professional Bachelor of Fine Arts in Film Production.

In order to gauge interest for a BFA in Film Production, a survey was conducted among current WKU film students and film alumni. Support among both groups for a BFA in Film Production was overwhelmingly positive. Of the 74 current students who responded, 85% (n=63) said they would have chosen a BFA in Film Production if it were an option when they arrived at WKU. Of the 28 alumni responses, 86% (n=24) answered similarly. Sixty-two percent (n=46) of student respondents said they would apply for the BFA in Film Production if it becomes available. Most tellingly, 57% (n=42) of current students and 50% (n=14) of alumni said they would have chosen a Kentucky university *other than WKU* if it had offered a BFA in Film Production. There is clearly a desire among students seeking an undergraduate degree in film for a BFA in Film Production.

To this end, WKU wishes to offer a BFA in Film Production *alongside* its current liberal arts BA in Film degree. The BFA in Film Production will be an intensive pre-professional program which gives students numerous opportunities to make films without taking non-film courses concurrently. This option would be good for a student pursuing a career in the film/television industry in narrative filmmaking. The BA in Film is an open-ended liberal arts program giving students a wide breadth of knowledge through film electives and minor/double major options. This option would be good for a student who has a general interest in film, wants the option of double majoring, or intends to continue on to graduate school. Since many arts programs (including WKU's own Visual Art, Performing Arts, and Music programs), offer both degree types (pre-professional and liberal arts), there is precedent for the two programs to coexist at the same university.

Employer Demand:

	Regional	Regional Growth Projections	State	State Growth Projections	National	National Growth Projections
Type of Job	Producers and Directors					
Average Wage	\$49,175	11.11%	\$50,632	8.30%	\$71,680	5.00%
# of Openings	45	50	1,068	1,157	152,400	159,600
Type of Job	Film and Video Editors and Camera Operators					
Average Wage	No data	No data	\$49,447	17.40%	\$58,990	11.00%
# of Openings	No data	No data	115	135	69,200	77,100
Type of Job	Writers and Authors (Screenwriters)					
Average Wage	No data	No data	\$48,181	4.20%	\$62,170	0.00%
# of Openings	No data	No data	1,217	1,268	123,200	123,100
Type of Job	Art Directors					
Average Wage	No data	No data	\$80,373	1.00%	\$92,780	1.00%
# of Openings	No data	No data	573	579	101,000	101,900
Type of Job	Broadcast and Sound Engineering Technicians					
Average Wage	\$35,186	6.67%	\$39,827	12.00%	\$43,660	8.00%
# of Openings	30	32	341	382	144,300	155,800
Type of Job	International Alliance of Theatrical Stage Employees (IATSE) Member*					
Average Wage	Crew member working television shows				\$84,000 + benefits	
	Crew member working 10 commercials per month				\$72,000 + benefits	
	Crew member working independent feature films				\$50,000 + benefits	

Sources:

National Data: [Bureau of Labor Statistics' Occupational Outlook Handbook](#)

Regional and State Data: [Kentucky Center for Statistics](#)

*Since state and national labor data does not reflect a large percentage of crew positions in the film and television industry and since most major motion pictures, television shows, and commercials are covered by union contracts, Peter Kurland, Business Agent for International Alliance of Theatrical Stage Employees (IATSE) Local 492 (Nashville office for the film crew union), provided some additional data about union crew member salaries in the region.

Unnecessary Duplication

Similar Program 1:

Institution: Asbury University

Program Name: MFA in TV and Film Production

CIP Code: 50.0602

Comparison of Objectives/Focus/Curriculum to Similar Programs: No information available about the MFA program on Asbury's website.

Comparison of Student Populations: WKU's BFA in Film Production does not overlap student populations because it is targeted solely at an undergraduate student population, whereas the Asbury's MFA is targeted at a graduate student population. According to the CPE program inventory, the MFA program is a hybrid face-to-face / distance learning program. WKU's BFA in Film Production is a 100% face-to-face program.

Access to Existing Programs: The Masters in TV and Film Production at Asbury University cannot reach WKU's BFA target population because it is targeted for students who have already completed a baccalaureate degree.

Feedback from Other Institutions: Dr. Jim Owens, Dean of the School of Communication Arts at Asbury University, was emailed for comment on 10/25/19. No feedback provided at time of proposal submission.

Similar Program 2:

Institution: Bluegrass Comm. & Tech. College

Program Name: AFA in Digital Cinematic Arts

CIP Code: 50.0602

Comparison of Objectives/Focus/Curriculum to Similar Programs: While BCTC's Associate of Fine Arts in Digital Cinematic Arts and WKU's BFA in Film Production share similar objectives (both emphasize hands-on, project-based learning of filmmaking), WKU's BFA in Film Production is over twice as many credit hours culminating in a baccalaureate degree. This allows for more hands-on experience over an extended period of time, ultimately culminating in an area of expertise (directing, cinematography, editing, etc.)

Comparison of Student Populations: WKU's BFA in Film Production does not overlap student populations because it is targeted solely at a student population pursuing a baccalaureate degree, whereas the AFA is targeted at students seeking a two-year degree. According to the CPE program inventory, the AFA in Digital Cinematic Arts is a hybrid face-to-face / distance learning program. WKU's BFA in Film Production is a 100% face-to-face program.

Access to Existing Programs: Students who complete BCTC's AFA degree could elect to continue their studies in WKU's current BA in Film or the proposed BFA in Film Production. A transfer student who has already completed their general education requirements could complete the BA in Film in two years. BCTC AFA students seeking the BFA in Film Production would require a three-year commitment to complete the degree.

Feedback from Other Institutions: Stephanie Fitch, Program Coordinator of Filmmaking and Cinematic Arts at BCTC, was emailed for comment on 10/25/19. No feedback provided at time of proposal submission.

Similar Program 3:

Institution: Western Kentucky University
CIP Code: 09.0701

Program Name: BA in Film

Comparison of Objectives/Focus/Curriculum to Similar Programs: Although they share a common core curriculum, the BFA in Film Production is designed for students wishing to pursue a career in the film/television industry in narrative filmmaking. The BA in Film would be ideal for students who have a general interest in film, want the option of double majoring, or intend to continue on to graduate school.

Comparison of Student Populations: Students wishing to pursue either the BFA in Film Production or the BA in Film will take the same film core curriculum courses their first year.

Access to Existing Programs: Students must apply for entry into the BFA in Film Production. Students who are not selected for the BFA or opt out of the application process will have the option of pursuing the BA in Film.

Feedback from Other Institutions: N/A

Similar Program 4:

Institution: Asbury University
CIP Code: 09.0799

Program Name: BA in Media Communication

Comparison of Objectives/Focus/Curriculum to Similar Programs: Like WKU's own BA in Film, Asbury's BA in Media Communication, Film Production emphasis is a liberal arts degree by design. The total number of credit hours (50) in the Media Communication program requires students choose multiple general electives to complete their graduation requirements. WKU's BFA in Film Production (81 credit hours) does not require general electives and gives students a concentrated study of filmmaking across their entire academic career.

Comparison of Student Populations: Although Asbury's BA in Media Communication and WKU's BFA in Film Production seek to recruit from the same undergraduate population, many of these potential students will opt for a public university instead of a private, Christian university for any number of reasons, such as cost, religious affiliation, content restrictions, etc.

Access to Existing Programs: As mentioned above, many students will opt for a public university for a variety of reasons.

Feedback from Other Institutions: **Feedback from Other Institutions:** Dr. Jim Owens, Dean of the School of Communication Arts at Asbury University, was emailed for comment on 10/25/19. No feedback provided at time of proposal submission.

Cost

Projected Revenue over Next Five Years	\$6,554,076
Projected Expenses over Next Five Years	\$2,778,710

Will additional faculty be needed? Yes

In AY 2018-2019, Western Kentucky University undertook a campus-wide Comprehensive Academic Program Evaluation (CAPE) assessing all academic programs on campus. The BA in Film major was one of fifteen academic programs to receive a Grow/Enhance recommendation. As a way to support these Grow/Enhance programs, the university has set aside funding in its new Resource Allocation, Management, and Planning (RAMP) budgeting model for a Strategic Investment Fund. This Fund will support a new tenure-track film faculty line with a specialization in the area of Production Design, covering courses in the proposed BFA in Film Production, as well as the current BA in Film.

Provide a budgetary rationale for creating this new program:

Western Kentucky University has made significant investments in the film program since its inception in 2010. These investments have made a meaningful impact in the lives of film students for the last nine years, whom receive access to industry-experienced faculty and professional-grade filmmaking equipment and facilities. In order to make this impact as equitable as possible, the film faculty ascribe to a "level playing field" philosophy regarding film facilities and equipment access. This means that parameters such as shooting days, running time, and equipment allocation are assigned based on course learning objectives, rather than first-come, first-serve or a model where the student with the most money makes the best film.

From a pedagogical perspective, this means that each student is afforded equal access to resources necessary to complete their education. From a *budgetary* perspective, this helps create maximum utilization of the program's said resources, as classes and productions are strictly scheduled to make sure that every student can use them. However, despite the fact that the BA in Film is currently running at near capacity, equipment and facility utilization is not 100% due to the limit of film production courses that can fit into a liberal arts degree. There are many days throughout the academic year when equipment and facilities are not being used.

In addition to any new revenue a BFA in Film Production will create through increased enrollment, the new program, with its increase in total hands-on courses and its emphasis on applied learning through making films, will be designed so that current facilities and equipment will be utilized nearly every day of the academic year. The relatively small cost of an additional faculty line will maximize the university's investment while allowing for nearly double the total number of students across both majors (estimated 240 total).