

: CRITICAL FILM PRODUCTION MINOR

In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1436 Committee Chair (aciafone@illinois.edu)
3. 1436 Head (jturnock@illinois.edu)
4. KT Committee Chair (bkj@illinois.edu; keclark@illinois.edu)
5. KT Dean (keclark@illinois.edu; tsulkin@illinois.edu)
6. University Librarian (jpwilkin@illinois.edu)
7. Provost (kmartens@illinois.edu)
8. Senate EPC (bjlehman@illinois.edu)
9. Senate (jtempel@illinois.edu)
10. U Senate Conf (none)
11. Board of Trustees (none)
12. IBHE (none)
13. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

Approval Path

1. Wed, 30 Oct 2019 14:42:43 GMT
Deb Forgacs (dforgacs): Approved for U Program Review
2. Thu, 31 Oct 2019 19:50:22 GMT
Katie Clark (keclark): Approved for 1436 Committee Chair
3. Thu, 31 Oct 2019 20:14:15 GMT
Julie Turnock (jturnock): Approved for 1436 Head
4. Thu, 23 Jan 2020 20:35:50 GMT
Katie Clark (keclark): Rollback to 1436 Head for KT Committee Chair
5. Thu, 23 Jan 2020 21:29:50 GMT
Julie Turnock (jturnock): Approved for 1436 Head
6. Thu, 13 Feb 2020 17:39:13 GMT
Katie Clark (keclark): Approved for KT Committee Chair
7. Thu, 13 Feb 2020 17:40:24 GMT
Katie Clark (keclark): Approved for KT Dean
8. Thu, 13 Feb 2020 18:39:18 GMT
John Wilkin (jpwilkin): Approved for University Librarian
9. Thu, 13 Feb 2020 21:07:07 GMT
Kathy Martensen (kmartens): Approved for Provost
10. Thu, 05 Mar 2020 20:23:01 GMT
Barbara Lehman (bjlehman): Rollback to 1436 Committee Chair for Senate EPC
11. Mon, 23 Mar 2020 16:34:20 GMT
Amanda Ciafone (aciafone): Approved for 1436 Committee Chair
12. Mon, 23 Mar 2020 16:34:56 GMT
Julie Turnock (jturnock): Approved for 1436 Head
13. Mon, 23 Mar 2020 19:06:11 GMT
Brian Johnson (bkj): Approved for KT Committee Chair
14. Mon, 23 Mar 2020 21:11:22 GMT
Katie Clark (keclark): Approved for KT Dean
15. Mon, 23 Mar 2020 21:12:28 GMT
John Wilkin (jpwilkin): Approved for University Librarian
16. Mon, 23 Mar 2020 21:56:58 GMT
Kathy Martensen (kmartens): Approved for Provost

New Proposal

Date Submitted: Wed, 30 Oct 2019 14:16:27 GMT

Viewing:: Critical Film Production Minor

Changes proposed by: Julie Turnock

Proposal Type

Proposal Type:

Minor (ex. European Union Studies)

Proposal Title:

if this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions*

Critical Film Production Minor

EP Control Number

EP.20.126

Official Program Name

Critical Film Production Minor

Effective Catalog Term

Fall 2020

Sponsor College

College of Media

Sponsor Department

Media & Cinema Studies

Sponsor Name

Julie Turnock

Sponsor Email

jturnock@illinois.edu

College Contact

Katie Clark

College Contact Email

keclark@illinois.edu

Program Description and Justification

Provide *abrief* description and justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

The proposed Undergraduate Minor in Critical Film Production will train students in the core formal, technical, and critical competencies required to produce compelling moving images and sound at a professional level. The Minor will cover every step of the cinema production process with an emphasis on inclusive collaboration and critically-informed making. Students will learn about best practices for making video in the context of digital distribution platforms. Through the elective course requirement, students will be introduced to crucial critical, historical, and theoretical concepts in media and cinema that will directly inform their production practice.

Please include how the proposed minor requires some depth in the subject, but not as extensive as the major.

Increasingly, digital video production skills are not just an asset for graduates on the job market, but a necessity. As a result, courses in moving image production are in very high demand on campus, and the production courses that have been offered by MACS in recent years have always been fully enrolled. Multiple RSOs dedicated to film and media production, as well as two student-run film festivals, are currently active on campus. With the addition of new faculty trained in professional film and digital media production, MACS is now in a position to offer a rigorous program of film production courses within a critical framework. The proposed Minor would create a structure for courses within the MACS curriculum to serve student demand. It would also bring Illinois closer in line with peer institutions that already offer a minor or major in Film Production, attracting additional prospective students to the College of Media.

Is this program interdisciplinary?

No

Is this minor?

A Comprehensive study in a single discipline

Academic Level

Undergraduate

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Enrollment

Will the department limit enrollment to the minor?

No

Describe how the department will monitor the admission to/enrollment in the minor.

Open enrollment via the campus form

Are there any prerequisites for the proposed minor?

No

Number of Students in Program (estimate)

Year One Estimate

20

5th Year Estimate (or when fully implemented)

60

Delivery Method

This program is available:

On Campus

Other than certification via the students' degree audits, is there any additional planned mechanism to award/honor successful completion of the minor?

No

Budget

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Additional Budget Information

We do not foresee any major impact on faculty hiring in the near term; as noted, the courses are already being offered. Enrollments across MACS and the College of Media will likely increase as a result of the proposed Minor.

Resource Implications

Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Technology

Will the program need additional technology beyond what is currently available for the unit?

No

Non-Technical Resources

Will the program require additional supplies, services or equipment (non-technical)?

No

Resources

Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

Media Commons in the Undergraduate Library has indicated their support for the new Minor and has been instrumental in the management of production equipment for the instruction and work of students in current MACS production courses. The courses offered as part of the proposed Minor already use these facilities in specific ways that go beyond the everyday use of Media Commons by the general student population. The associated costs are supported by course fees in three specific ways:

First, they support the maintenance and replacement of MACS and Media Commons equipment that is not part of the loanable technology pool available for free to the general student population. This equipment, which includes cameras, sound recorders, and microphones, has already been purchased by MACS and requires periodic maintenance, repair, upgrading, and replacement. In addition, the fee grants students in MACS production courses access to Media Commons' "pro gear" rental pool (which normally require a daily rental fee) with no additional charge to them.

Second, MACS film production courses use Media Commons spaces in the Undergraduate Library, both for instructional workshops as part of in-class instruction and by students in the course of completing their assignments. Fees support the use of such spaces in all the core courses, each of which would have at least two such workshops (on topics such as lighting, studio sound recording, and green screen technology). Multiple assignments across the Minor would require students to use Media Commons studio spaces, which are external to MACS and the College of Media.

Finally, course fees support the increase in labor costs assumed by Media Commons staff and student workers as a result of the new Minor. These costs involve checking out and auditing equipment as well as organizing the logistics of supporting MACS production courses while continuing to serve the general student population effectively.

Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects impacted by the creation/revision of this program?

No

Financial Resources

How does the unit intend to financially support this proposal?

MACS will oversee the minor, administered by Associate Professor Julie Turnock, and will offer the required courses at least once every year. Course fees will support facilities external to the College of Media—primarily Media Commons in the Undergraduate Library—that are needed to implement students' production work in the Minor (details in Library resources).

Will the unit need to seek campus or other external resources?

No

Program Regulation and Assessment

Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).

Students will complete and be assigned letter grades on projects appropriate to the course subject matter.

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

An undergraduate minor should consist of at least 16 - and no more than 21 hours - of course work, with at least 6 hours of 300- or 400- level courses. Except clearly remedial offerings, prerequisite courses within the sponsoring unit count towards the total; prerequisite courses outside the sponsoring unit do not count toward this total. The unit sponsoring the minor and that unit's college may set educationally necessary prerequisites for eligibility for the minor within these constraints. Does this proposal meet these criteria?

Yes

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

For new programs, attach Program of Study

Critical Film Production Minor Proposal_revised_01 23 2020.doc

Catalog Page Text

Catalog Page Text: Description of program for the catalog page. This is not official content, it is used to help build the catalog pages for the program. Can be edited in the catalog by the college or department.

Undergraduate Minor in Critical Film Production (21 hours)

Statement for Programs of Study Catalog

Undergraduate Minor in Critical Film Production(21 hours)

The Minor in Critical Film Production provides undergraduate students with a rigorous introduction to core critical, formal, and technical aspects of filmmaking through the four required courses. The additional electives allow students to gain deeper theoretical, historical and/or methodological knowledge to enrich their filmmaking practice.

The Minor in Film Production requires a minimum of 21 hours distributed over six courses as follows. At least six hours of advanced (300 or 400) level courses are included. A course cannot be used to satisfy more than one requirement within the minor.

| Code | Title | Hours |
|--|--|--------|
| Required Courses (12 hours) | | |
| MACS 150 | Introduction to Digital Media Production | 4 |
| MACS 260 | Film Production | 4 |
| MACS 370 or MACS 371 | Cinematography and Sound Recording Editing and Post-production for Cinema | 4 |
| MACS 370andMACS 371do not count toward elective credits in the minor. | | |
| Select ONE of the following foundational study electives (3 hours) | | |
| MACS 261 | Survey of World Cinema I ¹ | 3 |
| MACS 262 | Survey of World Cinema II ¹ | 3 |
| MACS 361 | Film Theory and Criticism ¹ | 3 |
| Select TWO electives from the following list of film history, theory, and criticism courses (6 hours) | | |
| At least one of the elective courses must be at the 300-level or above | | |
| MACS 203 | Contemporary Movies | 3 |
| MACS 205 | Introduction to Documentary | 3 |
| MACS 261 | Survey of World Cinema I ¹ | 3 |
| MACS 262 | Survey of World Cinema II ¹ | 3 |
| MACS 282 | A World of Death and Blood: The Horror Movie | 3 |
| MACS 284 | Animated Media from Mickey to GIFs | 3 |
| MACS 361 | Film Theory and Criticism ¹ | 3 |
| MACS 372 | Screenwriting | 3 |
| MACS 380 | 21st Century Documentaries | 3 |
| MACS 464 | Film Festivals | 3 or 4 |
| MACS 485 | Making Video Essays | 3 or 4 |

¹ A course cannot be used toward more than one requirement in the minor.

EP Documentation

Attach Rollback/Approval Notices

ep20126_email to sponsor_20200302.pdf

DMI Documentation

Program Reviewer Comments

Katie Clark (keclark) (Thu, 23 Jan 2020 20:35:50 GMT):Rollback: Rollback requested by sponsor department

Barbara Lehman (bjlehman) (Thu, 05 Mar 2020 20:23:01 GMT):Rollback: ROLLBACK: per attached email.

Kathy Martensen (kmartens) (Tue, 24 Mar 2020 13:19:58 GMT):Administratively approved by Senate EPC 3/23/20

Key: 931



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: Establish a new Undergraduate Minor in Critical Film Production by the Department of Media and Cinema Studies in the College of Media

SPONSOR: Julie Turnock, Acting Head and Associate Professor of Media and Cinema Studies, jturnock@illinois.edu, 217-333-7860

COLLEGE CONTACT: Katie Clark, Senior Assistant Dean for Student Services, keclark@illinois.edu, 217-300-5666

BRIEF DESCRIPTION: The proposed Undergraduate Minor in Critical Film Production will train students in the core formal, technical, and critical competencies required to produce compelling moving images and sound at a professional level. The Minor will cover every step of the cinema production process with an emphasis on inclusive collaboration and critically-informed making. Students will learn about best practices for making video in the context of digital distribution platforms. Through the elective course requirement, students will be introduced to crucial critical, historical, and theoretical concepts in media and cinema that will directly inform their production practice.

JUSTIFICATION: Increasingly, digital video production skills are not just an asset for graduates on the job market, but a necessity. As a result, courses in moving image production are in very high demand on campus, and the production courses that have been offered by MACS in recent years have always been fully enrolled. Multiple RSOs dedicated to film and media production, as well as two student-run film festivals, are currently active on campus. With the addition of new faculty trained in professional film and digital media production, MACS is now in a position to offer a rigorous program of film production courses within a critical framework. The proposed Minor would create a structure for courses within the MACS curriculum to serve student demand. It would also bring Illinois closer in line with peer institutions that already offer a minor or major in Film Production, attracting additional prospective students to the College of Media.

BUDGETARY AND STAFF IMPLICATIONS:

1) Resources

- a. **How does the unit intend to financially support this proposal?** MACS will oversee the minor, administered by Associate Professor Julie Turnock, and will offer the required courses at least once every year. Course fees will support facilities external to the College of Media—primarily Media Commons in the Undergraduate Library—that are needed to implement students' production work in the Minor (details in 1.c. below).
- b. **How will the unit create capacity or surplus to appropriately resource this program?** MACS already has the capacity to offer this Minor. All of the core

courses for the proposed Minor have been recently offered under either their permanent numbers or under special topics numbers, and all enrolled fully. All of the elective courses are regularly taught by current faculty as part of our major or the existing MACS production certificate. Additionally, student demand for production courses is very high, and the IU increases this Minor would result in would help to enable any subsequently-needed growth in capacity.

- c. **Will the unit need to seek campus or other external resources? If so, please provide a summary of the sources and an indication of the approved support.**

Media Commons in the Undergraduate Library has indicated their support for the new Minor and has been instrumental in the management of production equipment for the instruction and work of students in current MACS production courses. The courses offered as part of the proposed Minor already use these facilities in specific ways that go beyond the everyday use of Media Commons by the general student population. The associated costs are supported by course fees in three specific ways:

First, they support the maintenance and replacement of MACS and Media Commons equipment that is not part of the loanable technology pool available for free to the general student population. This equipment, which includes cameras, sound recorders, and microphones, has already been purchased by MACS and requires periodic maintenance, repair, upgrading, and replacement. In addition, the fee grants students in MACS production courses access to Media Commons' "pro gear" rental pool (which normally require a daily rental fee) with no additional charge to them.

Second, MACS film production courses use Media Commons spaces in the Undergraduate Library, both for instructional workshops as part of in-class instruction and by students in the course of completing their assignments. Fees support the use of such spaces in all the core courses, each of which would have at least two such workshops (on topics such as lighting, studio sound recording, and green screen technology). Multiple assignments across the Minor would require students to use Media Commons studio spaces, which are external to MACS and the College of Media.

Finally, course fees support the increase in labor costs assumed by Media Commons staff and student workers as a result of the new Minor. These costs involve checking out and auditing equipment as well as organizing the logistics of supporting MACS production courses while continuing to serve the general student population effectively.

- d. **Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.**

2) Resource Implications

- a. **Please address the impact on faculty resources including the changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.** We do not foresee any major impact on faculty hiring in the near term; as noted, the courses are already being offered. Enrollments across MACS and the College of Media will likely increase as a result of the proposed Minor.

- b. **Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.** As no other units on campus offer film production courses, impact on enrollment in other units should be minimal.
- c. **Please address the impact on the University Library** (*A letter of estimated impact from the University Librarian must be included for all new program proposals. If the impact is above and beyond normal library business practices, describe provisions for how this will be resourced.*) See 1.c. above—overall, this Minor is likely to increase demand for and usage of Media Commons’ current resources.
- d. **Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.)** Film production courses inevitably require the use of computer labs, particularly for postproduction work. However, impact on such labs should be fairly manageable in the short term, and College of Media basement lab spaces will be upgraded by Fall 2020. Thus far, these courses have always been able to find lab space, either in College of Media-controlled classrooms or in other spaces such as the Nevada Lab. Careful coordination of College of Media computer lab scheduling should allow the scaling up of the 100- and 200-level core courses of this minor to larger enrollments.

For new degree programs only:

- 3) **Briefly describe how this program will support the University’s mission, focus, and/or current priorities. Include specific objectives and measurable outcomes that demonstrate the program’s consistency with and centrality to that mission.**

The act of collaborating with others to produce cinema is the very definition of a transformative learning experience. The MACS courses that the proposed Minor would bring together already enable such experiences by emphasizing inclusive collaboration. The Minor as a whole would make education about diversity and equity in cinema production a central mission. If cinema is an “empathy machine,” as Illinois alum Roger Ebert argued, then the proposed Minor fulfills the University’s mission of excellence and public engagement by enabling students to be empathetic leaders in the world of cinema and media at the same time that they share their ideas with a digitized world. Production courses are the most important factor in bringing prospective students into media and cinema programs; the proposed Minor will increase accepted admits to the College of Media and MACS, increasing enrollments in studies courses in the process. Peer institutions already offer either majors or minors in film or moving image production, which currently puts Illinois at a disadvantage among prospective first-year students interested in that field. All but two of the thirteen other institutions in the Big Ten offer a major, minor, concentration, or other substantial program focusing on cinema or media production. This Minor will begin to address that disparity.

- 4) **Please provide an analysis of the market demand for this degree program. What market indicators are driving this proposal? What type of employment outlook should these graduates expect? What resources will be provided to assist students with job placement?**

According to the US Department of Commerce, total revenues in the field of Media and Entertainment totaled just over \$2 trillion in 2017. The United States and China together

accounted for just under half of that revenue, which has grown roughly 5% annually since 2016. Moving image production, particularly for distribution on social media, is a substantial part of this sector. Video is widely considered the most valuable and engaging type of online content. Facebook alone garners more than 8 billion video views through its platform every day. The result is a fast-growing demand for workers with technical skills in video and sound production, not only by established firms in such production, but by smaller companies and brands interested in reaching online audiences. Video production skills are thus very valuable for a wide variety of current and emerging markets. The proposed Minor's emphasis on creating critically-informed work that is both compelling and of a high technical quality will set our students apart from the mass of amateur creators active online. Students who complete the Minor can expect to find employment primarily in social media marketing and advertising, broadcasting, public relations, film production, and distribution. MACS will work closely with Student Services in the College of Media to connect graduates with Illinois alumni working in these fields. The new College of Media website will also function as a showcase of our students' work, aiding them in building a professional-caliber portfolio.

- 5) **If this is a proposed graduate program, please discuss the programs intended use of waivers. If the program is dependent on waivers, how will the unit compensate for lost tuition revenue?** N/A

DESIRED EFFECTIVE DATE: Fall 2020

STATEMENT FOR PROGRAMS OF STUDY CATALOG:

Undergraduate Minor in Critical Film Production (21 hours)

The Minor in Critical Film Production provides undergraduate students with a rigorous introduction to core critical, formal, and technical aspects of filmmaking through the four required courses. The additional electives allow students to gain deeper theoretical, historical and/or methodological knowledge to enrich their filmmaking practice.

The Minor in Film Production requires a minimum of 21 hours distributed over six courses as follows. At least six hours of advanced (300 or 400) level courses are included.

Required courses (12 hours):

MACS 150: Introduction to Digital Media Production (4)

MACS 260: Film Production (4)

MACS 370: Cinematography and Sound Recording (4) **OR** MACS 371: Editing and Post-Production for Cinema (4)

Note: MACS 370 and 371 do not count toward elective credits in the minor.

Select one of the following foundational study courses (3 credits) electives

MACS 261: Survey of World Cinema I (3)

MACS 262: Survey of World Cinema II (3)

MACS 361: Film Theory and Criticism (3)

Select two electives (6 hours) in MACS, at least one of which must be at the 300 level or above from the following list of film history, theory, and criticism courses:

MACS 203: Contemporary Movies (3)

MACS 205: Introduction to Documentary (3)

MACS 261: Survey of World Cinema I (3)
MACS 262: Survey of World Cinema II (3)
MACS 282: The Horror Movie (3)
MACS 284: Animated Media from Mickey to GIFs (3)
MACS 361: Film Theory and Criticism (3)
MACS 372: Screenwriting (3)
MACS 380: 21st Century Documentaries (3)
MACS 464: Film Festivals (3)
MACS 485: Making Video Essays (3)

CLEARANCES: *(Clearances should include signatures and dates of approval. **These signatures must appear on a separate sheet.** If multiple departments or colleges are sponsoring the proposal, please add the appropriate signature lines below.)*

Signatures:

Unit Representative:

Date:

College Representative:

Date:

Graduate College Representative:

Date:

Council on Teacher Education Representative:

Date:

From: [Miller, Nolan H](#)
To: [Lehman, Barbara J](#); [Moorhouse, Linda](#)
Subject: EP 20.126
Date: Monday, March 2, 2020 1:56:09 PM

Hi Barb,

Regarding EP 20.126 - critical film studies minor. The committee raised the following issue:

MACS 261, 262, and 361 are listed as options in both the “Foundational elective course” and general “elective” lists. It should be made clear (through a footnote to the requirements table) that a course cannot satisfy both requirements.

Thanks,

Nolan

Sent from my iPad

NOLAN H MILLER

Daniel and Cynthia Mah Helle Professor of Finance | Department of Finance
Director, Center for Business and Public Policy
Gies College of Business | University of Illinois at Urbana-Champaign
[217.244.2847](tel:217.244.2847) | nmiller@illinois.edu | <http://www.business.illinois.edu/nmiller>