

# Film and T.V. Production BFA

## Film and Television Career Development Skills

### Goal Description:

The Department of Mass Communication will prepare students to enter and successfully navigate the competitive media production job market by showing creative works in professional venues and by creating a digital presence.

**Providing Department:** Film and T.V. Production BFA

**Progress:** Ongoing

### RELATED ITEMS/ELEMENTS

#### RELATED ITEM LEVEL 1

### Career Development: Peer-Reviewed Screenings

#### Learning Objective Description:

In the final stages of completing the program, the BFA in Film and Television production students will demonstrate readiness to enter the job market by showing their creative works at peer-reviewed professional venues such as film festivals, and competitions. Students will demonstrate their ability to research relevant organizations, events, and competitions, prepare their applications, and submit their works by following industry-standard procedures.

#### RELATED ITEM LEVEL 2

### Career Development: Peer-Reviewed Screenings

#### Indicator Description:

All BFA students will be strongly encouraged to submit their films to local, national, and international film festivals. Data about student film acceptance rates will be collected.

#### Criterion Description:

Of the SHSU Film and TV Production BFA student films, at least 20% will be accepted for inclusion in a film festival during the review cycle.

#### Findings Description:

70% of films made by BFA in TV and Film Production students in 2022 were accepted for inclusion in film festivals.

That number was 65% in 2021, 24% in 2020, 40% in 2019, and 35% in 2018.

In May of 2023 the BFA in Film and Television Production students were asked to complete a survey. The survey was marked as very important, and the notice was delivered in 2 separate emails in a timespan of 10 days.

#### Summary of results:

Number of BFA students who responded to the survey: 23 (51 in 2022, 43 in 2021, 54 in 2020, 39 in 2019)

Number of BFA students who directed at least 1 film in 2022: 17/23 (37/51 in 2021, 36/43 in 2020, 44/54 in 2019, 23/39 in 2018)

Number of Freshmen who had their 2022 film screen at a film festival: 0/1 (0%), 2021: 1/3 (33%), 2020: 2/6 (33%) 2019: 2/5 (40%), 2018: 0/5 (0%)

Number of Sophomores who had their 2022 film screen at a film festival: 0/3 (0%) 2021: 5/9 (56%), 2020: 0/7 (0%) 2019: 1/11 (9%) 2018: 2/8 (25%)

Number of Juniors who had their 2022 film screen at a film festival: 7/8 (87%), 2021: 8/11 (73%), 2020: 0/11 (0%) 2019: 6/13 (46%), 2018: 5/8 (62%)

Number of Seniors who had their 2022 film screen at a film festival: 5/6 (83%), 2021: 7/14 (50%), 2020: 7/14 (50%) 2019: 9/15 (60%), 2018: 1/2 (50%) (note small sample size)

Total Number of BFA students who had their 2022 film screen at a film festival: 12/17 (70%) 2021: 24/37 (65%), 2020: 9/38 (24%), 2019: 18/44 (40%), 2018: 8/23 (35%)

We are happy to see an overall increase in the numbers of SHSU films accepted to screen in festivals. The drop in film festival acceptance numbers in previous years was understandable. Covid restrictions have been hard on our students. 2020's year's assessment action stated "The number of 2020 productions will drop dramatically. In several cases students were asked to put their productions on hold until such activities are deemed safe. Additionally, many film festivals are cancelling their 2020 events. "

#### RELATED ITEM LEVEL 3

##### **Career Development: Peer - Reviewed Screenings**

##### **Action Description:**

In the 2023/24 academic year, the department will invest in additional cinema cameras to be used in our students' films.

It is very likely that at the start of the fall semester the covid restrictions will be loosened. Students will no longer be encouraged to pursue smaller productions which involve a limited number of crew and cast. This will likely improve the numbers next year. Additionally, many film festivals which suspended their operations in 2020 are expected to reopen.

Since the previous drop was most likely caused by the pandemic, it would be unwise to draw any conclusions about the curriculum, or teaching methodology from these numbers. Similarly, last year's significant increase can be attributed to the post-vaccine return to normal. The times of volatility make it difficult to draw conclusions about the curriculum. That is why no significant changes to the curriculum are recommended as a result of this assessment. Introducing significant changes in the context of this particular learning objective could potentially result with faulty data, and bad long-term outcomes. Both the 2019 result (40%), and the trend (+5% from 2018 to 2019) paint a very favorable picture of the program and current methods.

#### RELATED ITEM LEVEL 1

##### **Career Development: Website and Portfolio**

##### **Learning Objective Description:**

In the final stages of completing the program, the BFA in Film and Television production students will demonstrate readiness to enter the job market by preparing an effective website and a portfolio.

Students will demonstrate their ability to prepare an effective website and portfolio.

RELATED ITEM LEVEL 2

Career Development: Website and Portfolio

Indicator Description:

BFA Faculty will conduct a portfolio review of BFA students entering their senior year. The students' websites and portfolios/reels will be scored using multiple criteria including production skills, as well as editing, and presentation.

Criterion Description:

At least 80% of the students reviewed will score 75 or better (out of 100) on assessment of presentation skills. These skills include editing of their portfolios/reels, as well as designing of their professional websites.

Findings Description:

An ad-hoc committee consisting of film and television production faculty reviewed websites of BFA senior students in the spring of 2023. Only 14% of students (1/7) scored 75/100 or higher. That number was 19% (3/16) in 2021, 62% (10/16) in 2021 and 19% (3/16) in 2020.

The faculty agree that a significant effort needs to be made to increase the quality of the presentation of student work in the following categories: ease of navigation, organization of presented video projects and other work, effectiveness of demo reel, and ease of contact. It has been observed that while the curriculum asks students to create a professional portfolio at the earlier stages of their student careers, the importance of such website is not sufficiently re-emphasized in their junior and senior years.

RELATED ITEM LEVEL 3

Career Development: Website and Portfolio

Action Description:

The Internship Coordinator in the Department of Mass Communication will be charged with meeting with every single Mass Comm senior and reviewing their website/portfolio prior to graduation.

The importance of the portfolio will be reemphasized during the semi-annual meeting of all BFA in TV and Film Production students, as well as advising appointments. The orientation meeting will be conducted in person and the committee hopes that the face-2-face explanation of the expectations will produce better results.

Film and Television Production Skills

Goal Description:

Students will demonstrate professional hands-on video production skills (set procedures, camera use, framing, lighting, visual story-telling, editing)

Providing Department: Film and T.V. Production BFA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Production: Cinematography

Learning Objective Description:

In the final stages of completing the program, the BFA in Film and Television production students will demonstrate advanced cinematography skills.

RELATED ITEM LEVEL 2

**Production: Cinematography**

**Indicator Description:**

Final video projects by students in MCOM 3352: Cinematography will be assessed by instructor in regard to specific cinematography skills such as shot composition, movement, and lighting.

**Criterion Description:**

At least 80% of the students -- in one section of MCOM 3352: Cinematography -- will score 75 or better (out of 100) on assessment of skill-sets. The instructor in this section of MCOM 3352 will rate each students' video project in terms of shot composition, lighting, etc. skills on a sliding scale (from Unacceptable to Professionally Competent)

**Findings Description:**

In the Spring of 2023, 94% of students scored 75% or higher.

Spring'23 - 94% of students scored 75% or higher.

Spring'22 - 97% of students scored 75% or higher.

Spring'21 -90.5% of students scored 75% or higher.

Spring'20 - 80.5% of students scored 75% or higher.

The HEAF allocation was lower than the department expected last year. We were not able to purchase a single piece of cinematography equipment. This combined with existing equipment wear and growing number of cinematography students results with the declining quality of instruction in this class. This is likely the reason for the number dropping from 97% last year to 94% this year.

RELATED ITEM LEVEL 3

**Production: Cinematography**

**Action Description:**

In the 2023/24 academic year, the department will invest in additional cinema cameras for use in MCOM 3352: Cinematography.

**Film and Television Writing Skills**

**Goal Description:**

Students will demonstrate advanced skills in writing for film and television.

**Providing Department:** Film and T.V. Production BFA

**Progress:** Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Writing: Format Conventions and Story Structure**

**Learning Objective Description:**

The BFA in Film and Television production graduates will demonstrate advanced writing skills. These skills include using proper format and conventions, as well as demonstrating a command of storytelling concepts such as three act structure, and plot points.

## RELATED ITEM LEVEL 2

### **Writing: Format Conventions and Story Structure.**

#### **Indicator Description:**

Students in MCOM 3375 Scriptwriting will be assessed by instructor in regards to specific writing skills such as utilizing a proper screenplay format, and employing an effective story structure.

#### **Criterion Description:**

At least 80% of the students reviewed will score 75 or better (out of 100) on assessment of skill-sets related to script formatting, and story structure.

#### **Findings Description:**

In the Spring of 2023, 68% of students taking MCOM 3375 Scriptwriting scored 75 or better. This is 12% short of the 80% goal and lower than in the previous year. However, It was discovered that a different metric was used this time around. In the past, the data came from the final exam in the class. In the Spring'23 semester the instructor used a specific assignment (Module 4's scene work) to gauge students' command of a proper screenplay format and employing an effective story structure.

Spring'23 - 68%of students scored 75 or better on a 100 point scale.

Spring'22 - 79%of students scored 75 or better on a 100 point scale.

Spring'21 - 67% of students scored 75 or better on a 100 point scale.

Spring'20 - 55%of students scored 75 or better on a 100 point scale.

## RELATED ITEM LEVEL 3

### **Writing: Format Conventions and Story Structure**

#### **Action Description:**

In order to improve clarity of expectations, In the 2023/24 academic year the course coordinator Bill Reilly will teach at least one section of MCOM 3375 Scriptwriting.

## **Update to Previous Cycle's Plan for Continuous Improvement Item**

### **Previous Cycle's Plan For Continuous Improvement (Do Not Modify):**

#### **Closing Summary**

1. MCOM 3375 Scriptwriting will have a faculty member assigned as a course coordinator. This will allow us to improve consistency across sections and further clarify expectations.
2. MCOM 3352: Cinematography will have a faculty member assigned as a course coordinator. This will allow us to improve consistency across sections and further clarify expectations.
3. In the 2022/23 academic year, the department will invest in additional cinema cameras to be used in our students' films.
4. Students will be encouraged to resume pursuing larger productions which involve a larger number of crew and cast. This will likely improve the quality of produced films, and film festival acceptance rates.
5. The Internship Coordinator in the Department of Mass Communication will be charged with meeting with every single Mass Comm senior and reviewing their website/portfolio prior to graduation.
6. The importance of the portfolio will be reemphasized during the semi-annual meeting of all BFA in TV and Film Production students, as well as advising appointments. The orientation meeting will be conducted in person and the committee hopes that the face-2-face explanation of the expectations will produce better results. Additionally, assignments related to portfolio maintenance will be added to MCOM 3352 - Cinematography, and MCOM 3359 - Directing for Film and TV.

7. The importance of the proper portfolio design and management will be reemphasized during the advising appointments with BFA coordinator.
8. In the 2022/23 academic year, the department will invest in additional cinema cameras to be used in MCOM 3352: Cinematography.
9. Assignments related to portfolio maintenance will be added to MCOM 3352 - Cinematography.
10. Assignments related to portfolio maintenance will be added to MCOM 3359 - Directing for Film and TV.

#### **Update of Progress to the Previous Cycle's PCI:**

1. MCOM 3375 Scriptwriting will have a faculty member assigned as a course coordinator. This will allow us to improve consistency across sections and further clarify expectations.

Bill Reilly was assigned as a coordinator of MCOM3375. This helped clarify expectations for the course and streamline communication with adjuncts.

2. MCOM 3352: Cinematography will have a faculty member assigned as a course coordinator. This will allow us to improve consistency across sections and further clarify expectations.

Wojciech Lorenc was assigned as a coordinator of MCOM 3352. This helped clarify expectations for the course and streamline communication with instructors.

3. In the 2022/23 academic year, the department will invest in additional cinema cameras to be used in our students' films.

The HEAF allocation was lower than the department expected last year. We were not able to purchase a single piece of cinematography equipment. This combined with existing equipment wear and growing number of cinematography students results with the declining quality of instruction in this class.

4. Students will be encouraged to resume pursuing larger productions which involve a larger number of crew and cast. This will likely improve the quality of produced films, and film festival acceptance rates.
5. The Internship Coordinator in the Department of Mass Communication will be charged with meeting with every single Mass Comm senior and reviewing their website/portfolio prior to graduation.

We had to cancel our plans for charging the internship coordinator with reviewing portfolios/websites of students. The Internship coordinator needs more time to fit into her new role and adequately guide our students towards meaningful internships.

6. The importance of the portfolio will be reemphasized during the semi-annual meeting of all BFA in TV and Film Production students, as well as advising appointments. The orientation meeting will be conducted in person and the committee hopes that the face-2-face explanation of the expectations will produce better results. Additionally, assignments related to portfolio maintenance will be added to MCOM 3352 - Cinematography, and MCOM 3359 - Directing for Film and TV.

The BFA orientation was conducted in the person in the Fall of 2022. An assignment dealing with creating a demo reel was added to MCOM 3352 - Cinematography.

7. The importance of the proper portfolio design and management will be reemphasized during the advising appointments with BFA coordinator.

The importance of proper portfolio design was reemphasized during the advising appoints with BFA coordinator.

8. In the 2022/23 academic year, the department will invest in additional cinema cameras to be used in MCOM 3352: Cinematography.

The HEAF allocation was lower than the department expected last year. We were not able to purchase a single piece of cinematography equipment. This combined with existing equipment wear and growing number of cinematography students results with the declining quality of instruction in this class.

9. Assignments related to portfolio maintenance will be added to MCOM 3352 - Cinematography.

An assignment dealing with creating a demo reel was added to MCOM 3352 - Cinematography.

10. Assignments related to portfolio maintenance will be added to MCOM 3359 - Directing for Film and TV.

After conversations with faculty, we decided to abandon this plan. We were not able to add another assignment to this class. MCOM 3359 - Directing for Film and TV is already a very challenging class and addition of yet another assignment proved to be impractical.

## **New Plan for Continuous Improvement Item**

### **Closing Summary:**

In order to improve clarity of expectations, In the 2023/24 academic year the course coordinator Bill Reilly will teach at least one section of MCOM 3375 Scriptwriting.

In the 2023/24 academic year, the department will invest in additional cinema cameras to be used in our students' films.

The Internship Coordinator in the Department of Mass Communication will be charged with meeting with every single Mass Comm senior and reviewing their website/portfolio prior to graduation to make sure they are prepared for the workplace.

The importance of the portfolio will be reemphasized during the semi-annual meeting of all BFA in TV and Film Production students, as well as advising appointments. The orientation meeting will be conducted in person and the committee hopes that the face-2-face explanation of the expectations will produce better results.

In the 2023/24 academic year, the department will invest in additional cinema cameras for use in MCOM 3352: Cinematography.