

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 submitted to external festivals, at least 20% will be accepted for inclusion in a film festival during the review cycle.

Findings Description:

64% of films made by BFA in TV and Film Production students in 2023 were accepted for inclusion in film festivals.

That number was 70% in 2022, 65% in 2021, 24% in 2020, 40% in 2019, and 35% in 2018.

In May of 2024 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: 28 (23 in 2023, 51 in 2022, 43 in 2021, 54 in 2020, 39 in 2019)

Number of BFA students who directed at least 1 film in 2023: 22/28 (79%), 17/23 (74%) in 2022, 37/51 (73%) in 2021, 36/43 (84%) in 2020, 44/54 (81%) in 2019, 23/39 (59%) in 2018)

Number of Freshmen who had their 2023 film screened at a film festival: 1/2 (50%), 2022: 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 2023 film screened at a film festival: 2/4 (50%), 2022: 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 2023 film screened at a film festival: 3/4 (75%), 2022: 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 2023 film screened at a film festival: 8/12 (67%), 2022: 5/6 (83%), 2021: 7/14 (50%), 2020: 7/14 (50%) 2019: 9/15 (60%), 2018: 1/2 (50%)

Total Number of BFA students who had their 2023 film screened at a film festival: 14/22 (64%), 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 positive trend in the numbers of SHSU films accepted for screening in festivals. The drop in film festival acceptance numbers in previous years was understandable. Covid restrictions have been hard on our students and many film festivals suspended operations for several years.

RELATED ITEM LEVEL 3

Career Development: Peer - Reviewed Screenings

Action Description:

In the 2024/25 academic year, the department will invest in additional cinema cameras to be used in our students' films. A wider availability of cameras and access to new equipment will present opportunities and pedagogical challenges. Future findings will need to be assessed against those challenges.

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 in faulty data, and bad long term outcomes. Both the 2023 result (64%), and the trend (+14% from 2018 to 2023) paint a very favorable picture of the program and current methods. We know anecdotally and from assessment efforts that a major obstacle that our film students face is limited access to film equipment. More cinema-grade cameras will likely result in an increase in quality and quantity of student-produced films.

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:

Websites of BFA senior students were reviewed in the spring of 2024. Only 31% of students (4/13) scored 75/100 or higher. That number was 14% (1/7) in 2023, 19% (3/16) in 2022, 62% (10/16) in 2021 and 19%(3/16) in 2020.

While the quality of student portfolios improved greatly (31% met the minimum criteria in 2024 compared to 14% in 2023), we are still far from the 80% goal. 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 importance of the portfolio will be reemphasized during the 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. The department will explore assigning the Internship Coordinator in the Department of Mass Communication with with meeting with every single Mass Comm senior and reviewing their website/portfolio prior to graduation.

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

Findings Description:

In the Spring of 2024, 95% of students scored 75% or higher.

Spring'24 - 95% 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 sufficient amount of cinematography equipment. This combined with existing equipment wear and growing number of cinematography students results with the declining outcomes in this class. SHSU's Cinematography students are asked to shoot their projects on their own smartphones because there are not enough cinema-grade cameras in the program.

RELATED ITEM LEVEL 3

Production: Cinematography

Action Description:

In the 2024/25 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 MCPD 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 2024, 88% of students taking MCOM 3375 Scriptwriting scored 75 or better. This is 8% above the 80% goal and the highest result since we started measuring this particular outcome. This is the first time that we met this particular minimum criteria in the history of this program. The improved scores can be attributed to Professor Reilly implementing quality standards in the screenwriting courses where he serves as a coordinator.

Spring'24 - 88% of students scored 75 or better on a 100 point scale.

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:

The most recent result (88%) is a significant improvement compared to 68% just a year earlier. It is important to continue measuring along the same indicator and criterion in order to establish if the new result was a one-time occurrence or a new trend resulting from newly implemented pedagogical approaches. The recommended action is for Professor Reilly to continue coordinating the screenwriting courses.

Update to Previous Cycle's Plan for Continuous Improvement Item

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

Closing Summary

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 and in student films.

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 MCPD 3375 Scriptwriting.

Update of Progress to the Previous Cycle's PCI:

1. 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.

Bill Reilly continued serving as a coordinator of MCOM 3375 and taught one section of the course. This helped clarify expectations for the course and streamline communication with adjuncts. In the Spring of 2024, 88% of students taking MCOM 3375 Scriptwriting scored 75 or better. This is 8% above the 80% goal and the highest result since we started measuring this particular outcome. This is the first time that we met this particular minimum criteria in the history of this program.

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

The department's equipment purchase (5 cinema-grade camera kits) was not sufficient to make a difference in quality of outcomes. When the cinematography students were assigned a hands-on shooting exercise, it was discovered that there were not enough cameras to make such assignment feasible given the number of students. While the improvement in quantity and quality of the equipment is welcomed, additional context is needed to provide a full picture. More than 50% of Mass Comm's students pursue film production. That's more than 200 film students who are asked to use their smartphones to complete shooting assignments in the required Cinematography course. A purchase of 5 cinema-grade cameras did not make a significant impact. We still don't have enough equipment to allow students to check out the cameras and complete the assignments on their own time using industry-standard equipment.

3. 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 department went through a leadership change (3 chairs since the submission of the last assessment reports). The question of assigning the internship coordinator to meet with every Mass Comm senior will need to be revisited once Dr. Nam Kim starts her tenure as a Department Chair in the Fall of 2024.

1. The importance of the portfolio will be re-emphasized 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.

The meeting with BFA Students was held in person in September of 2023. A significant portion of the meeting was dedicated to the importance of portfolio. This meeting likely resulted with the quality of student portfolios improving significantly (31% met the minimum criteria in 2024 compared to 14% in 2023).

New Plan for Continuous Improvement Item

Closing Summary:

1. The recommended action is that Professor Reilly continues coordinating the screenwriting courses and teaches at least one section of MCOM 3375 Scriptwriting per semester.
2. In the 2024/25 academic year, the department will invest in additional cinema cameras to be used in our students' films. A wider availability of cameras and access to new equipment will present opportunities and pedagogical challenges.
3. The importance of the portfolio will be re-emphasized during the annual meeting of all BFA in TV and Film Production students, as well as advising appointments.
4. The department will explore assigning the Internship Coordinator in the Department of Mass Communication with with meeting with every single Mass Comm senior and reviewing their website/portfolio prior to graduation.
5. The department will invest in additional cinema cameras for use in MCOM 3352: Cinematography.
6. The importance of the proper portfolio design and management will be re-emphasized during the advising appointments with BFA coordinator.