April 21, 2011

MEMORANDUM

TO: PSOA Course & Curriculum Committee
FROM: Rob Yeo, Chair
RE: Department Name Change Proposal

The Department of Film proposes a name change to: Film, Video, Animation & New Genres. This will be the first name change since establishment of the department in 1976.

This year, the Curriculum Committee revisited the issue of a name change based on the recommendation by the UWM Graduate Program Review to consider a more enduring Departmental name that would reflect the breadth of moving image art. The current designation of Film,” while having a considerable number of favorable connotations, would seem to associate the program with a nearly defunct medium.”

The Committee also responded to numerous student comments in the 2009-10 Differential Tuition Survey that revealed a general lack of clarity among students about the range of experiences a Film major could expect. The Committee recommended a name change to help the Department better advertise the true breadth of its programs and offerings to students.

After researching other programs across the country (see below), the Committee noticed that the majority of departments have expanded their names to reflect the evolution of contemporary film education and technology. Continuing use of the established term “Film,” while also communicating use of current (Video) and emerging (New Genres) technologies, while drawing attention to one of our major strengths in animation will provide a title that is far more accurate and complete. While quite a number of other institutions use the term “Media” or phrase “Media Arts,” we believe that the term “media” is already in extensive use at UWM and we want to avoid confusion between programs.

- Ithaca College: Department of Cinema, Photography, and Media Arts
- Rhode Island School of Design: Film, Animation, and Video
- School of the Arts Institute Chicago: Department of Film, Video, New Media, and Animation
- University of Illinois at Chicago: Still and Moving Image
- Cal Arts: School of Film/Video
- Middlebury College: Film and Media Culture
- Duke University: Film, Video, Digital
- Temple University: Film and Media Arts
- UCLA: Film, Television, and Digital Media
- Columbia College: Film and Video
- Hunter College CUNY: Department of Film and Media

Film, Video, Animation & New Genres represents a more accurate and comprehensive description of the current status of our programs, faculty interests, and student achievements, and we believe this new name will allow us the flexibility to anticipate and meet technological and pedagogical challenges we will face in coming years.
April 25, 2011

MEMORANDUM

TO: Trudy Turner, Professor and Secretary of the Faculty
Secretary of the University’s Office

Dev Vengopal, Associate Vice Chancellor
Academic Affairs

FROM: Wade Holgood, Dean
Peck School of the Arts

RE: Name Change Motion for the Department of Film

I am forwarding a request from the Department of Film that the department’s name be changed to the Department of Film, Video, Animation, and New Genres. As noted in the attached motion, the faculty in the Department of Film voted unanimously (11 yes, 0 no, and 0 abstentions) on April 5, 2011, to approve this proposed change in the department’s name. The PSOA Course and Curriculum Committee also unanimously approved the Department of Film name change on April 15, 2011 (5 yes, 0 no, and 0 abstentions).

I concur with these recommendations and ask that the attached motion to change the name of the Department of Film to the Department of Film, Video, Animation, and New Genres be placed on the agenda for the UWM Faculty Senate meeting on May 12, 2011. The proposed new name – Department of Film, Video, Animation, and New Genres – will provide a more accurate, comprehensive, and up-to-date description of the range of educational experiences offered to Film majors.

It is my understanding that this department name change does not require approval by the Academic Program and Curriculum Committee and that it will be placed on the APCC’s agenda for information only. Please contact me or Associate Dean Scott Emmons if any additional information is required.

WH:mm

cc: Scott Emmons, Associate Dean, PSOA
     Rob Yeo, Chair, Film Department
     Karen Miyoshi, Secretary of the University’s Ofc.
     Kathy Barber, Academic Affairs
Motion by the Department of Film and the Peck School of the Arts to Change the Department’s Name to the Department of Film, Video, Animation, & New Genres

Department of Film Name Change Recommendation:

On April 5, 2011, the Department of Film faculty voted unanimously (11 yes, 0 no, and 0 abstentions) to change the department’s name to the Department of Film, Video, Animation, & New Genres.

On April 15, 2011, the Peck School of the Arts Course and Curriculum Committee also voted unanimously (5 yes, 0 no, and 0 abstentions) to approve the name change.

On April 22, 2011, the Dean of the Peck School of the Arts, Wade Hobgood, received and approved the request.

Motion:

The Department of Film and the Peck School of the Arts move to change the name of the department to the Department of Film, Video, Animation, and New Genres.

Rationale:

The name -- Department of Film, Video, Animation, and New Genres -- represents a more accurate and comprehensive description of the true breadth of moving image art and the range of programs and experiences offered to Film majors.

Most university film departments across the country have expanded their names to reflect the evolution of contemporary film education and technology. The Film Department wanted to continue to use the established term “Film,” but also communicate its use of current (Video) and emerging (New Genres) technologies, while also drawing attention to its major strength in animation. Therefore, it determined that a change to Department of Film, Video, Animation, and New Genres would provide a title that was more accurate and complete. Many film institutions use the terms “Media” or “Media Arts;” however, the department felt that the term “Media” was already in extensive use at UWM and wanted to avoid confusion with other programs.

The Film Department believes that changing its name to the Department of Film, Video, Animation, and New Genres will give the department the flexibility to anticipate and meet the technological and pedagogical challenges it will face in coming years.

This will be the first name change for the department since it was established in 1976.