A Film Arts Degree Program Submitted by the School of Fine Arts in Cooperation with Relevant Departments in the College of Letters and Science

(Note: The Academic Program and Curriculum Committee has reviewed and recommends approval of the following program leading to a Bachelor of Fine Arts degree in Film Arts.)

Approved by UWM Faculty Senate May 16, 1974

1.0 DESCRIPTION

1.1 Exact Designation: Bachelor of Fine Arts in Film Arts

1.2 Department of Functional Equivalent: Department of Film Arts

1.3 School, College or Functional Equivalent: School of Fine Arts in cooperation with College of Letters & Science

1.4 Unit: University of Wisconsin-Milwaukee

1.5 Initial Areas of Concentration: Film Production and Film History/Theory/Criticism

1.6 Additional Areas of Concentration: It is contemplated that Film Education with certification will be proposed later.

2.0 PROGRAM OBJECTIVES

2.1 Statement of Program Objectives: To prepare students as creators and innovators in film production, technology, history/theory/criticism, and to provide a program of courses for the student with a general interest in film to develop his capacity for appreciation and understanding. The film program is to be an interdisciplinary program that will include the faculties of the School of Fine Arts and the College of Letters & Science. Courses in film production will be primarily, but not exclusively, the responsibility of the School of Fine Arts; courses in the history, theory and criticism of the film are to be primarily, but not exclusively, the responsibility of the College of Letters and Science, but it is further understood that courses duplicating one another in approach and methodology will not be taught in different schools but that complementary courses will be encouraged. It is expected, where feasible, that courses will be team taught by qualified faculty persons drawn from both schools. Thus, students will genuinely develop an awareness that goes beyond conventional boundaries of one department or school in the University structure and will realize that film can act as an applied medium and an art form for the total community.

2.2 Relationship to Existing University Mission and Academic Plan: From its earliest years, the University of Wisconsin-Milwaukee has accorded an important place to professional training in the Fine and Liberal Arts, both creative and theoretical. This recognition has been part of the UWM Mission Statement and has recently been re-emphasized. This proposal significantly reflects the context of the Urban Mission and is tailored to the needs and offerings of the Greater Milwaukee Community. Interdisciplinary emphasis is one of the strong tenets of the Mission Statement. This program will begin with the cooperation of all departments in the School of Fine Arts.
and will continue to actively cooperate with the College of Letters and Science and other Schools, through integrated use of a wide spectrum of film courses for majors and non-majors.

The development of this proposal dates to 1964 and from that time faculties of the School of Fine Arts and the College of Letters and Science have vigorously sought to incorporate film study as part of their curricula. Since 1969, both units have established leadership in film through rapidly expanding offerings of courses in history, theory, criticism and practice.

The unique structure of the School of Fine Arts, combining resources of four Departments in performing and visual arts, makes it especially qualified as a base for coordinated offerings and an interdisciplinary approach to film arts. Further, the resources of the Letters and Science Faculty and of the urban community of UW-M with its concentration of media, industry and resources will provide the best setting in the State of Wisconsin for this most technological of art forms.

2.3 Closely Related Unit Programs and Areas of Strength: Within Departments of the College of Letters and Science (see 1.2) there are courses in film study that already help to form a nucleus for the development of the area of concentration in History/Theory/Criticism. The Department of Film Arts complements such courses. It is anticipated that courses from other schools and colleges might be incorporated in the program as the need is perceived.

In a genuinely interdisciplinary and interscholastic program, the two areas of concentration must be functionally related and mutually supportive. Within this context, the School of Fine Arts shall have primary but not exclusive responsibility for film production courses, and the College of Letters and Science shall have primary but not exclusive responsibility for courses in film history, theory and criticism, but it is further understood that courses duplicating one another in approach and methodology will not be taught in different schools but that complementary courses will be encouraged. To maintain an articulate program with this division of emphasis will require cooperation between the campus units and some new administrative devices to facilitate coordination of efforts. It is recommended that the Deans of the respective units work out a mutually satisfactory agreement that would permit a sharing of the student credits in the first year sequence of high enrollment and relatively low cost foundation courses.

3.0 NEED

3.1 Similar Program Elsewhere in Wisconsin: There is no other program in the State that leads to a B.F.A in Film Arts.

3.2 Location of Nearby Similar Program Outside of Wisconsin: There is no program in the vicinity that approximates the scope of the proposed Film Program with its university and urban concentration.

3.3 Relationship with Existing Programs: See 2.2 and 2.3 above
3.4 Statewide and Institutional Service Area Need: Film and visual media are an important means of communication. The School of Fine Arts and the College of Letters and Science each share a national interest in film as a creative medium; visual media are used to educate, entertain, inform, influence and persuade in virtually every aspect of modern society.

3.5 Outside Interest in the Program: Local television stations and various film companies have shown strong support for the proposed offering.

3.6 Mid-West National Need: As the study of film is relatively new, there exists few studies or reliable data to document the regional or national need. However, since film is a growing medium, it may be assumed that the proposed department and interdisciplinary degree will gain recognition in the field as other departments and degrees of the School of Fine Arts and the College of Letters and Science have already obtained.

3.7 Other Needs: The knowledge of film production, utilization and theory is an integral and essential part of every academic, professional and industrial field. Broad interdisciplinary courses will be available to students, faculty and staff to serve their diverse needs.

3.8 Cooperative Program Explanation: The interdisciplinary nature of the program has been explored (see 3.6) extensively within the UWM Campus and with other institutions. An adjunct to this would be on-the-job training in production on our own campus.

4.0 STUDENT DEMAND

Attraction Goal: This would be the only EPA Program in Film Arts in the State, and a high enrollment can be anticipated. The program would be a unique offering within the University of Wisconsin System with its proposed cooperative structure which would utilize existing service courses.

4.1 Enrollment Statistics: Upper Division - 175; Graduate - 50 (These are combined figures for the School of Fine Arts and the College of Letters and Science in the fall semester, 1973)

Student interest in electing the new program - 100. Total enrollment for film courses currently offered - 650.

4.2 Survey of Potential Students: Two students served on the Film Arts Committee and one open meeting for University students was held with an attendance of 25.


4.4 Past Enrollment: 1200
5.0 PERSONNEL

5.1 Faculty Who Will be Direct Participants in Program: The following are currently involved in film work on campus.

A. John Alley       I. Ronald Gural       P. Dominique Roth
B. George Bailey    J. Carla Graham-White   Q. Adolph Rosenblatt
C. Catherine Ruck   K. Rolf Hickman     R. Ron Taylor
D. Robert Burkert   L. Richard Hulseberg S. Thomas Uttech
E. Joseph Chang     M. Teresa de Laurentis T. Jack Wasserman
F. E. J. Dennis     N. Patricia Mellencamp U. John Whitty
G. Herb Pfeisenfeld O. William Nichols   V. Yehuda Yanney

5.2 Current Support Staff: None

5.3 Support or Advisory Faculty:

There shall be established, pursuant to Fac. Doc. 841, an Advisory Film Committee which will serve as a liaison body between the School of Fine Arts and the College of Letters & Science. The Advisory Film Committee shall consist of six faculty members, three appointed by the Dean of the School of Fine Arts and three appointed by the Dean of the College of Letters and Science. The Committee will elect its chairman annually from among its members. It shall be the task of the Advisory Film Committee to monitor the Film Arts Program, to offer advice to Departments giving film courses, and to submit annual reports on the coordination and development of the program to the Deans of the School of Fine Arts and the College of Letters and Science. Pursuant to Faculty Document 841, it is understood that the Advisory Film Committee's recommendations will be subject "to review and approval of each participating college or school."

5.4 Additional Faculty Required: Five persons at the full range of professorial ranks; one of these appointments to have appropriate released time to chair the department. It is anticipated that one or more of these positions may be a joint appointment with another school.

5.5 Four-Year Faculty Needs: First two years: two, plus adjunct faculty. Second two years: two.

5.6 Special Competencies of Present Faculty: Acting, Criticism, Design and Graphics, Directing, Film History, Film-making, Still Photography, Sound and Writing, Theory.
SAMPLE COURSE SPREAD

FINE ARTS CORE - 45 CR. TOTAL

30 cr. - outside of School of Fine Arts
10 cr. - within School of Fine Arts (outside Department)
5 cr. - outside the Department

FOUNDATION COURSES 12 CR. TOTAL

Filmmaking I 3 cr.
Introduction to Film Arts 3 cr.
History of Cinema I 3 cr.
History of Cinema II 3 cr.

Area 1 - 58 cr. Total

Film Production - 40 cr.
(Intermediate - 200 level and Advanced - 500 level courses.)

Film Hist/Theory/Crit. - 18 cr.
(Intermediate - 200 level and Advanced - 500 level courses.)

Area 2 - 58 cr. Total

Film History/Theory/Crit. - 40 cr.
(Intermediate - 200 level and Advanced - 500 level courses.)

Film Production - 18 cr.
(Intermediate - 200 level and Advanced - 500 level courses.)

RELECTIVE CORE - 15 CR. TOTAL

1Courses should be carefully chosen from related disciplines to focus the student's individual interest in film.

2A minimum of 3 credits, outside the Department of Film Arts from three of the Departments in the School of Fine Arts.

3The remaining 5 credits, of the 45 credits Fine Arts Core Curriculum, may be elected from any area of the University including Fine Arts courses outside the Department of Film Arts.

4Courses should be selected from either the Department of Film Arts or complementary disciplines.
6.0 CURRICULUM

6.1 Course Listings: (new courses are asterisked)

FOUNDATION COURSES: Offered by Fine Arts and Letters and Science
12 credits required

*Filmmaking I  3 cr.  (School of Fine Arts)
*Introduction Film Arts  3 cr.  (School of Fine Arts)
History of Cinema I  3 cr.  (Letters & Science)  - cr -
History of Cinema II  3 cr.  (Letters & Science)

FILM HISTORY/THEORY/CRITICISM COURSES: Offered by the College of Letters and Science

Literature and Film  2-4 cr.
*Film as Mass Communication  3 cr.

Film Analysis I  3 cr.  (or Film Analysis II, 3 cr.)
Film and Broadcast Documentary  3 cr.

Literature in Film  3 cr.
Censorship and Control in Mass Media  3 cr.

The Films of Hitchcock, Bresson, Kurosawa  3 cr.
The Films of Orson Welles  3 cr.

The Italian Cinema  3 cr.
The French Cinema  3 cr.

Literature and Film  3 cr.

*Film Scripting  3 cr.

Philosophy of Film Aesthetics  3 cr.
Black Film  3 cr.

Photo Journalism  3 cr.

FILM PRODUCTION COURSES: Offered by the School of Fine Arts

*Introduction to Video-tape  3 cr.
*Film-making II  3 cr.

*Writing for Film  3 cr.

Photo Media  3 cr.

*Narrative Sound Film  3 cr.
*Experimental Sound Film  3 cr.

*Documentary Sound Film  3 cr.

*Animation for Film  3 cr.

*Sound for Film  3 cr.

*Design and Lighting for Film and Video  3 cr.

Principles of Acting and Directing for Film and Video  3 cr.

Photographic Design I  3 cr.

Photographic Design II  3 cr.

Advanced Problems in Acting  3 cr.
The Hollywood Movie 3 cr. Graphic Arts-Serigraphy I 3 cr.
Dramatic Criticism 3 cr. Graphic Arts-Serigraphy II 3 cr.
Advanced Photo Media 3 cr. Introduction to Dance I
Film Environment 3 cr. Introduction to Dance II

*Independent Study in Film Directing 1 - 6 cr.
* " " Cinematography 1 - 6 cr.
* " " Film Animation 1 - 6 cr.
* " " Video 1 - 6 cr.
* " " Sound for Film 1 - 6 cr.
* " " Film Acting 1 - 6 cr.
* " " Film History/Theory/Criticism 1 - 6 cr.
* " " Film Arts 1 - 6 cr.
* " " Still Medium Related to Film 1 - 6 cr.

RELATED PRODUCTION COURSES offered by the College of Letters and Science
Production and Utilization of Still Media 3 cr.
Applied Photography for Anthropology 3 cr.

6.2 Strength/Unique Features: Relationships maintained with University units
outside of Fine Arts; service-oriented program; field experience available
within the University and urban setting.

6.3 Student Involvement: Two University students served on the Committee and
student input was gained through an open campus meeting.

6.4 Outside Involvement: The following consultants were involved in the formation
of this proposal: Joseph Jachna, University of Illinois-Chicago Circle;
Roger Kay, R. Kay Associates, Milwaukee; John Schofield, Art Institute of
Chicago; John Young, University of California, Los Angeles; and Bernard
Kantor, University of Southern California.

6.5 History of Predecessor Program: No baccalaureate program

6.6 Departmental Deficiencies and Planned Remedies: No serious deficiencies will
exist if this proposal is implemented within the next four years.

6.7 Mediated Instruction: All teaching in the proposed program is performed with
or through media. The requested equipment list is, therefore, quite extensive.

7.0 INFORMATIONAL RESOURCES

7.1 Current library resources for films, books, and periodicals, are available at
UW-Madison Campus. Additional resources of film prints, that are bought and
housed in the Library for use by Film Arts students are vital to the success
of the program and would need to be purchased in addition to current holdings.
Purchase, care and use of the films should be coordinated with the proposed
Advisory Film Committee. Special collections needed: collection of masterworks
on films, Film Daily and Film Daily Yearbook. Additional titles of books
collections needed: Total = $2,000.
7.2 Comparable Library Holdings:

- **Holdings in Film at UWM:**
  - books: 3,000
  - feature films: 0

- **Art Institute of Chicago:**
  - books: 200
  - feature films: 100

- **UW-Madison:**
  - books: 30,000
  - feature films: 1,750

7.3 Special Resources: The Departments of Art, Art History and Theatre Arts have extensive slide collections for purposes of historical reference. The Theatre Arts Resource Room has a full range of audio-visual equipment including a complete video tape playback unit, stereo phonographic and recording equipment. Art History has slide and film projection equipment.

8.0 FACILITIES EQUIPMENT

8.1 Current Facilities and Capital Equipment: One still photography darkroom, UWM Photographic Complex (completed with the remodeling of Mitchell Hall) one studio, 2 media-equipped classrooms, 4 darkrooms for the development of still negatives, 1 finishing area, 1 print room equipped with 10 stations, plus auxiliary space. One electronic studio for Music. One video studio facility (located in Instructional Media Laboratory Facility), Art, Music, Theatre Arts and Art History current equipment that relates to the proposed program (see attached list).

8.2 Required Additional Facilities: Twenty-four 6' x 6' editing rooms; three faculty offices, one 30' x 12' storage area; two 40' x 40' studio laboratories to house film production classes; one media-equipped lecture auditorium to seat 200-300 students; two media-equipped seminar rooms suitable for film screenings. All of these facilities must be equipped with maximum security locks. Suggestions for additional facilities: Campus School; Kenilworth Bldg.; re-allocation of space in Mitchell Hall; purchase of warehouse-type of off-campus building.

8.3 Required Additional Equipment: See attached List

9.0 FINANCE

9.1 Total Program Costs: See attached chart

9.2 Additional Program Costs: Non-applicable

9.3 Percent Breakdown by Instruction/Research/Public Service: Instruction: 65%; Research: 10%; Public Service: 25%

9.4 Student Financial Aids: As this is a new program, there are no financial aids available through the departments. However, extensive plans have been made to reach the local film and advertising industry to solicit financial aids for students.

9.5 Resource Re-allocation: Non-applicable

9.6 Research Support: Non-applicable

10.0 ACCREDITATION AND EVALUATION

10.1 Accreditation Requirements: As it is part of a fully accredited program in the Arts, there should be no further accreditation requirement for this degree.

10.2 Evaluation Requirement: Non-applicable

Appendices to the Film Arts Program including a detailed budget, a list of equipment, and comparative data from another film program may be examined in the offices of the Dean of the School of Fine Arts and the Secretary of the Faculty.
**Summary of Estimated Total Costs for Proposed Program**

**Date:** February, 1974

**Unit:** School of Fine Arts

**Program:** Film

**Degree:** B.F.A.

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| GRADUATE ASSISTANTS | 11,500 | 1½ | 12,750 | 1½ | 24,250 | |
| SUPPORT PERSONNEL   | 42,500 | 4   | 45,350 | 1½ | 87,850 | 1½ |

| Sub-Total | 107,600 | 174,250 | 282,450 | 217,976 |

| SUPPLIES AND EXPENSES | 900 | 900 | 1,800 | 2,100 |
| CAPITAL EQUIPMENT      | 54,800 | 73,250 | 128,050 | 89,416 |
| LIBRARY RESOURCES      | 5,000 | 5,000 | 10,000 | 1,000 |
| SPECIAL INFORMATION RESOURCES | 1,000 | 1,000 | 2,000 | 500 |
| COMPUTING RESOURCES    | 3,400 | 3,400 | 6,800 | 4,000 |
| OTHER EDUCATIONAL SUPPORT SERVICES | 65,100 | 128,500 | 194,600 | 95,016 |

| Grand Total | 107,600 | 174,250 | 282,450 | 217,976 |

**Amount and Percentage of Total Anticipated From:**

- **STATE APPROPRIATIONS:** 100%
- **FEDERAL FUNDS:** 100%
- **OTHER SOURCES:** 100%
- **Total:** 100%