

ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

Programmatic Student Learning Outcomes/Mission

The mission of the **Bachelor of Fine Arts in Film** Program is to provide a deeply immersive, experiential learning environment that promotes creative expression, best practices, and collaboration as students prepare for a variety of career paths in motion picture production for traditional and emerging media markets.

Program Description

The 120 semester credit **Bachelor of Fine Arts in Film** program builds knowledge of the craft of film through a series of core courses culminating in a production workshop and portfolio experience. The program consists of 66 semester credits that cover a variety of aspects of film production including narrative and commercial filmmaking and screenwriting.

In addition, students take 45 semester credits in general education and 9 semester credits in business courses designed to support their professional goals as filmmakers and broaden their understanding and experience of other subject areas.

Upon the completion of the Film Program students should be able to:

- Students can apply film aesthetics in a specific film-making discipline. (Visual Literacy, Problem Solver)
 - Students can analyze the global context of media production and distribution. (Problem Solver, Global)
 - Students collaborate effectively and ethically to accomplish professional goals. (Ethics, Collaboration, Communication)
 - Students use contemporary motion picture tools to communicate a story or concept. (Communication, Adept)
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Course Title	New Media
Course Code	FLM440
Credit Hours	3 Semester
Contact Hours	4 Hours
Prerequisites	FLM287
Course Type	Lecture/Studio
Instructor	TBD
Email	TBD

Course Syllabus

Telephone TBD

Term Start/End Date TBD

Course Description New forms of storytelling and evolving technology are explored in this workshop course. Students develop, scripts and create projects for non-traditional media applications and explore distribution strategies for script content in emerging media markets. Emphasis is placed on using new media to generate interest in and opportunities for the filmmaker.

Learning Objectives Upon completion of this course the student should be able to:

- Demonstrate proficiency with researching, defining, and analyzing various emerging technologies.
 - Understand and master the skills required to fulfill the role of user interactivity in the support of telling a story.
 - Demonstrate mastery at applying traditional narrative theory to transmedia and cross-platform storytelling.
 - Demonstrate mastery of technical proficiency required to successfully execute new media project work.
 - Demonstrate mastery with successfully pitching a web series that utilizes multiple technologies of production and interactivity.
 - Demonstrate an understanding of the importance of social networking in the promotion of new media properties.
 - Demonstrate a mastery of the skills required for collaboration with production partners.
 - Demonstrate comprehension of the basic legal issues surrounding new media production.
 - Demonstrate comprehensive understanding of the realities of content distribution with emerging digital sources
 - Demonstrate mastery of planning and storyboarding a web-specific short film in either live action or animated form.
 - Demonstrate proficiency with creating a plan for production of their own original web short and potential series
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Required Textbook(s) None

Course Outline

Week 1: Introduction. Course schedule. Establishing concepts and definitions of New Media and emerging technologies.

Week 2: The evolution of Old Media into New Media. The customization of information and entertainment.

Week 3: Modes of transmission. The internet, mobile devices, and the tools of interactivity.

Week 4: Analysis of traditional narrative theory in New Media storytelling.

Week 5: Case studies in online web series production, promotion and distribution.

Week 6: Pitching a New Media property. Branding and awareness.

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Week 7: Creating a New Media Plan. POST methodology: People-Objective-Strategy-Technology. Midterm Exam.

Week 8: Writing the multi-season “show bible.” Principles of multi-season and serialized web based storytelling. Exercises in short form structure.

Week 9: Webisodes. Producing the web series pilot. Considerations of pre-production, digital workflow, uploading and distribution.

Week 10: Game world creation and interactive storytelling. The growing relationship between cinema and interactive gaming.

Week 11: The role of UGC, user generated content.

Week 12: Integration. Using blogs, podcasts, RSS feeds, wikis, widgets, QR Codes and social networking.

Week 13: Legal considerations of New Media production. Collective bargaining agreements governing New Media production with the Screen Actors Guild and Writers Guild.

Week 14: Final project presentations.

Week 15: Final Exam

GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student’s overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student’s grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting		Grading Scales		
Course Area	%	Percent	Letter	Numeric
		93–100	A	4.00
		90–92	A-	3.70
Class Participation	10%	87–89	B+	3.30
		83–86	B	3.00
In Class Exercises	40%	80–82	B-	2.70
		77–79	C+	2.30
Midterm	20%	73–76	C	2.00

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		70–72	C-	1.70
Final Project/Final Exam	30%	67–69	D+	1.30
		60–66	D	1.00
Total	100%	0–59	F	0.00

Revision Date July 25, 2012

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DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

ATTENDANCE POLICY

Each faculty member takes attendance for each class period and posts it to the student's record through the portal. Once absences equal 20 percent of the total number of class meetings, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the 20 percent has been reached. Students may review their attendance through the student portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or

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early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

ACADEMIC INTEGRITY STATEMENT

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else's work as one's own work including images and motion clips. Using work previously submitted for another purpose, without the instructor's permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.
- **Plagiarism** – Submitting as one's own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.
- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.
- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization's standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:
 - Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
 - Brooks Institute will only use legally acquired software on our computers.
 - Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
 - Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.
- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

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CREDIT ASCRIPTION ADDENDUM

FLM440 New Media - 3 semester credit hours
Type: Lecture/Studio

Credit Ascription- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives

Course Learning Objectives:

1. Understand and master the skills required to fulfill the role of user interactivity in the support of telling a story.
2. Demonstrate mastery at applying traditional narrative theory to transmedia and cross-platform storytelling.
3. Demonstrate mastery of technical proficiency required to successfully execute new media project work.
4. Demonstrate mastery with successfully pitching a web series that utilizes multiple technologies of production and interactivity.
5. Demonstrate a mastery of the skills required for collaboration with production partners.
6. Demonstrate comprehension of the basic legal issues surrounding new media production

The following indicates the **minimum** number of hours per assignment:

	Assignment Title	Homework Hours	Assignment Objectives
Week 1	No Assignment		
Week 2	Short form stories	8	1,2
Week 3	Web Series pitch 1	10	1,2,4
Week 4	Web Series pitch 2	10	1,2,4
Week 5	No Assignment		
Week 6	No Assignment		
Week 7	Schedules, Budgets and Storyboards	8	3,5
Week 8	No Assignment		
Week 9	Web Pilot Production	15	3,5
Week 10	No Assignment		
Week 11	Pilot First Edit	10	3,5
Week 12	Uploading Terms of Service	8	6
Week 13	No Assignment		
Week 14	Pilot Final Edit	10	3,5
Total		79	