# Film (BFA)

## Film BFA (Branded Entertainment)  2023-24

| Year 1 Fall | Year 1 Spring | Year 2 Fall | Year 2 Spring | Year 3 Fall | Year 3 Spring | Year 4 Fall | Year 4 Spring |
|---|---|---|---|---|---|---|---|
| STDA 110A 2D Design (FILM, PI) | DSNA 114 Time Based Communication (BOAD, FILM, GD, MD, VR) | FILM 252 Cinematography | FILM 333 Sound Design | FILM 232 Producing | FILM 322 Postproduction | FILM 431 Film Thesis I | FILM 432 Film Thesis II (6 credits) or FILM 410 Film Internship (6 credits) |
| STDA 115 Lens-Based Communication (FILM, PI) | STDA 102 3D Design (FILM, PI) | BOAD 230 Brand Strategy | FILM 260 Brand Storytelling I | FILM 360 Branded Entertainment Project (6 credits) | FILM 361 Brand Storytelling II | FILM 465 Business of Branded Entertainment | |
| FILM 115 Film Language | FILM 124 Introduction to Filmmaking | FILM 222 Editing for Film | FILM 225 Directing | | BOAD 370 The Pitch | Liberal Arts | General Education Elective |
| LIBA 112 Film & Narrative | ARTH 125 History of Film | FILM 229 Production Design | ARTH 111 Development of Art & Ideas | Film Studies Art History Course | Upper-Level Art History | Liberal Arts | Liberal Arts |
| WRIT 151 Writing Studio | Liberal Arts | Film Studies Cinema Course | LMST 282 Literature & Media Studies | Open Elective or INTE 301 Internship | Open Elective | Open Elective | Open Elective |

| Program Curriculum | | | General Education | | | Electives | |
|---|---|---|---|---|---|---|---|
| First Year 12 hours 10% | Major Courses 36 hours 30% | Major Emphasis 18 hours 15% | Liberal Arts 24 hours 20% | General Education 6 hours 5% | Art & Design History 12 hours 10% | Open Electives 12 hours 10% | **120 Credit Hours** |

# Film BFA (Narrative)  2023-24

| Year 1 Fall | Year 1 Spring | Year 2 Fall | Year 2 Spring | Year 3 Fall | Year 3 Spring | Year 4 Fall | Year 4 Spring |
|---|---|---|---|---|---|---|---|
| STDA 110A 2D Design (FILM, PI) | DSNA 114 Time Based Communication (BOAD, FILM, GD, MD, VR) | FILM 252 Cinematography | FILM 333 Sound Design | FILM 232 Producing | FILM 322 Postproduction | FILM 431 Film Thesis I or FILM 410 Film Internship | FILM 432 Film Thesis II (6 credits) or FILM 410 Film Internship (6 credits) |
| STDA 115 Lens-Based Communication (FILM, PI) | STDA 102 3D Design (FILM, PI) | FILM 222 Editing for Film | FILM 231 Writing the Short Film I | FILM 321 Film Project (6 credits) | FILM 332 Writing the Short Film II | FILM 421 Advanced Film Seminar or FILM 410 Film Internship | |
| FILM 115 Film Language | FILM 124 Introduction to Filmmaking | FILM 229 Production Design | FILM 225 Directing | | General Education Elective | FILM 422 Business of Film | General Education Elective |
| LIBA 112 Film & Narrative | ARTH 125 History of Film | ARTH 111 Development of Art & Ideas | Film Studies Art History Course | Liberal Arts | Liberal Arts | Upper-Level Art History | Liberal Arts |
| WRIT 151 Writing Studio | Liberal Arts | Film Studies Cinema Course | LMST 282 Literature & Media Studies | Open Elective or INTE 301 Internship | Open Elective | Open Elective | Open Elective |

| Program Curriculum | | | General Education | | | Electives | |
|---|---|---|---|---|---|---|---|
| First Year 12 hours 10% | Major Courses 36 hours 30% | Major Emphasis 18 hours 15% | Liberal Arts 24 hours 20% | General Education 6 hours 5% | Art & Design History 12 hours 10% | Open Electives 12 hours 10% | 120 Credit Hours |

**Degree Type**
Bachelor of Fine Arts

# Statement of Purpose

The Film program at Ringling College of Art and Design is committed to providing students with an educational experience that mirrors the working world of the professional industry. As such, storytelling leads the way and films made by our students are not mere exercises; rather they are carefully developed and executed industry-standard experiences. The goal is to provide students with skills in a range of filmmaking disciplines. This includes writing, directing, producing, cinematography, sound and editing. In the end, the department practices the art of using digital filmmaking to create solid, well-told stories. Students will be able to choose an area of emphasis in Narrative or Branded Entertainment.

The Narrative emphasis teaches students that story leads the process and dictates the visual evolution of a film. Graduates will know all the elements of the process and components of successful film endeavors, including the ability to demonstrate effective and compelling screenwriting, cinematography, directing, editing, production design and producing.

The Branded Entertainment emphasis teaches students to create film and video content with a branded quality that engages consumers through entertainment. Graduates will be prepared to work in creative fields that demand knowledge of branding, strategic thinking, concept development, storytelling, script writing, content development, film and video production.

# Student Learning Outcomes

1. **Story.** Demonstrate the art of storytelling and ability to translate stories into motion pictures; starting with the idea, building the concept, writing and translating the story element into a film sequence through the use of motion picture tools and techniques.

2. **Collaboration.** Demonstrate organizational and leadership abilities that promote effective collaboration in working with and coordinating cast and crew through open communication, shared responsibility and mutual trust at all stages of the production process.
3. **Aesthetics.** Demonstrate the ability to make strategic aesthetic and design choices in cinematography, sound, lighting, editing, etc. that enhance and support the story at all levels.
4. **Technical Skills.** Demonstrate the ability to produce work from concept to finished product using advanced technical knowledge and skills throughout the film production process.
5. **Business of Film.** Demonstrate an understanding of professional practices in the business of film; including the roles, responsibilities, and relationships of all players and constituencies within the film industry.

# General Education Curriculum

## Liberal Arts

Writing Elective (recommended: CRWR 212 Story Workshop; CRWR 319 Writing Horror; CRWR 320 Writing Fantasy, CRWR 321 Writing Science Fiction)

Arts and Humanities Elective (recommended: ARHU 360 Classical Mythology in Literature, Art, and Music; ARHU 295 Dangerous Ideas

| Item # | Title | Credits |
|--------|-------|---------|
| WRIT 151 | Writing Studio | 3 |
| LIBA 112 | Film & Narrative | 3 |
|  | Writing Elective | 3 |
| LMST 282 | Literature & Media Studies | 3 |
|  | Social and Behavioral Sciences Elective | 3 |
|  | Scientific Practices Elective | 3 |
|  | Arts and Humanities Elective | 3 |

One (1) from the following.

| Item # | Title | Credits |
|--------|-------|---------|
| LMST 275 | World Cinema | 3 |
| LMST 310 | National Cinemas | 3 |

# General Education

### Narrative Emphasis

| Item # | Title | Credits |
|--------|-------|---------|
|  | General Education Elective | 3 |
|  | General Education Elective | 3 |

### Branded Entertainment Emphasis

| Item # | Title | Credits |
|--------|-------|---------|
| BOAD 370 | The Pitch | 3 |
|  | General Education Elective | 3 |

# Art History

| Item # | Title | Credits |
| --- | --- | --- |
| ARTH 125 | History of Film | 3 |
| ARTH 111 | Development of Art & Ideas | 3 |
| | Art History Upper-Level Elective | 3 |

One (1) from the following.

| Item # | Title | Credits |
| --- | --- | --- |
| ARTH 315 | Film Genre | 3 |
| ARTH 325 | Topics of Film History | 3 |

# Program Curriculum

## First Year Community

| Item # | Title | Credits |
| --- | --- | --- |
| STDA 102 | 3D Design (FILM, PI) | 3 |
| STDA 110A | 2D Design (FILM, PI) | 3 |
| STDA 115 | Lens-Based Communication (FILM, PI) | 3 |
| DSNA 114 | Time Based Communication (BOAD, FILM, GD, MD, VR) | 3 |

## Film Major

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 115 | Film Language | 3 |
| FILM 124 | Introduction to Filmmaking | 3 |
| FILM 222 | Editing for Film | 3 |
| FILM 225 | Directing | 3 |
| FILM 229 | Production Design | 3 |
| FILM 232 | Producing | 3 |
| FILM 252 | Cinematography | 3 |
| FILM 322 | Postproduction | 3 |
| FILM 333 | Sound Design | 3 |
| FILM 431 | Film Thesis | 3 |
| FILM 432 | Film Thesis II | 6 |

# Area of Emphasis

## Narrative

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 231 | Writing the Short Film I | 3 |
| FILM 321 | Film Project | 6 |
| FILM 332 | Writing the Short Film II | 3 |
| FILM 421 | Advanced Film Seminar | 3 |
| FILM 422 | Business of Film | 3 |

# Branded Entertainment

| Item # | Title | Credits |
| --- | --- | --- |
| BOAD 230 | Brand Strategy | 3 |
| FILM 260 | Brand Storytelling I | 3 |
| FILM 360 | Branded Entertainment Project | 6 |
| FILM 361 | Brand Storytelling II | 3 |
| FILM 465 | Business of Branded Entertainment | 3 |

# Open Electives

| Item # | Title | Credits |
| --- | --- | --- |
| | Open Elective | 3 |
| | Open Elective | 3 |
| | Open Elective | 3 |
| | Open Elective or INTE 301 | 3 |
| | **Total Credits** | **120** |

**Course Sequencing**

# Narrative Emphasis

# Year 1 Fall

| Item # | Title | Credits |
| --- | --- | --- |
| STDA 110A | 2D Design (FILM, PI) | 3 |
| FILM 115 | Film Language | 3 |
| STDA 115 | Lens-Based Communication (FILM, PI) | 3 |
| LIBA 112 | Film & Narrative | 3 |
| WRIT 151 | Writing Studio | 3 |

# Year 1 Spring

| Item # | Title | Credits |
| --- | --- | --- |
| DSNA 114 | Time Based Communication (BOAD, FILM, GD, MD, VR) | 3 |
| STDA 102 | 3D Design (FILM, PI) | 3 |
| FILM 124 | Introduction to Filmmaking | 3 |
| ARTH 125 | History of Film | 3 |
| | Liberal Arts Elective | 3 |

# Year 2 Fall

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 252 | Cinematography | 3 |
| FILM 222 | Editing for Film | 3 |
| FILM 229 | Production Design | 3 |
| ARTH 111 | Development of Art & Ideas | 3 |
| | Film Studies Cinema Course | 3 |

# Year 2 Spring

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 333 | Sound Design | 3 |
| FILM 231 | Writing the Short Film I | 3 |
| FILM 225 | Directing | 3 |
|  | Studio or Art History Electives | 3 |
| LMST 282 | Literature & Media Studies | 3 |

# Year 3 Fall

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 232 | Producing | 3 |
| FILM 321 | Film Project | 6 |
|  | Liberal Arts Elective | 3 |
|  | Open Elective or INTE 301 | 3 |

# Year 3 Spring

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 322 | Postproduction | 3 |
| FILM 332 | Writing the Short Film II | 3 |
|  | General Education Elective | 3 |
|  | Liberal Arts Elective | 3 |
|  | Open Elective | 3 |

# Year 4 Fall

FILM 431 OR FILM 410

FILM 421 OR FILM 410

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 431 | Film Thesis | 3 |
| FILM 421 | Advanced Film Seminar | 3 |
| FILM 422 | Business of Film | 3 |
|  | Art History Upper-Level Elective | 3 |
|  | Open Elective | 3 |

# Year 4 Spring

FILM 432 OR FILM 410

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 432 | Film Thesis II | 6 |
|  | General Education Elective | 3 |
|  | Liberal Arts Elective | 3 |
|  | Open Elective | 3 |

# Branded Entertainment Emphasis

## Year 1 Fall

| Item # | Title | Credits |
| --- | --- | --- |
| STDA 110A | 2D Design (FILM, PI) | 3 |
| STDA 115 | Lens-Based Communication (FILM, PI) | 3 |
| FILM 115 | Film Language | 3 |
| LIBA 112 | Film & Narrative | 3 |
| WRIT 151 | Writing Studio | 3 |

## Year 1 Spring

| Item # | Title | Credits |
| --- | --- | --- |
| DSNA 114 | Time Based Communication (BOAD, FILM, GD, MD, VR) | 3 |
| STDA 102 | 3D Design (FILM, PI) | 3 |
| FILM 124 | Introduction to Filmmaking | 3 |
| ARTH 125 | History of Film | 3 |
|  | Liberal Arts Elective | 3 |

## Year 2 Fall

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 252 | Cinematography | 3 |
| BOAD 230 | Brand Strategy | 3 |
| FILM 222 | Editing for Film | 3 |
| FILM 229 | Production Design | 3 |
|  | Film Studies Cinema Course | 3 |

## Year 2 Spring

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 333 | Sound Design | 3 |
| FILM 260 | Brand Storytelling I | 3 |
| FILM 225 | Directing | 3 |
| ARTH 111 | Development of Art & Ideas | 3 |
| LMST 282 | Literature & Media Studies | 3 |

## Year 3 Fall

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 232 | Producing | 3 |
| FILM 360 | Branded Entertainment Project | 6 |
|  | Studio or Art History Electives | 3 |
|  | Open Elective or INTE 301 | 3 |

# Year 3 Spring

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 322 | Postproduction | 3 |
| FILM 361 | Brand Storytelling II | 3 |
| BOAD 370 | The Pitch | 3 |
| | Art History Upper-Level Elective | 3 |
| | Open Elective | 3 |

# Year 4 Fall

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 431 | Film Thesis | 3 |
| FILM 465 | Business of Branded Entertainment | 3 |
| | Liberal Arts Elective | 3 |
| | Liberal Arts Elective | 3 |
| | Open Elective | 3 |

# Year 4 Spring

FILM 432 OR FILM 410

| Item # | Title | Credits |
| --- | --- | --- |
| FILM 432 | Film Thesis II | 6 |
| | General Education Elective | 3 |
| | Liberal Arts Elective | 3 |
| | Open Elective | 3 |