

Application Date



California Community Colleges

APPLICATION FOR APPROVAL—NEW CREDIT PROGRAM

<p>Film Production PROPOSED PROGRAM TITLE</p> <p>Santa Monica COLLEGE</p> <p>Santa Monica DISTRICT</p> <p>Fall 2013 PROJECTED PROGRAM START DATE</p> <p>GOAL(S) OF PROGRAM (CHECK ALL THAT APPLY):</p> <p><input checked="" type="checkbox"/> CAREER TECHNICAL EDUCATION (CTE) <input type="checkbox"/> TRANSFER <input type="checkbox"/> OTHER</p> <p>TYPE OF PROGRAM (CHECK ALL THAT APPLY):</p> <p><input type="checkbox"/> A.A. DEGREE <input checked="" type="checkbox"/> A.S. DEGREE CERTIFICATE OF ACHIEVEMENT: <input checked="" type="checkbox"/> 18+ semester (or 27+ quarter) units <input type="checkbox"/> 12-18 semester (or 18-27 quarter) units</p>	<p>Georgia Lorenz CONTACT PERSON</p> <p>Dean, Instructional Services TITLE</p> <p>310-434-4277 PHONE NUMBER</p> <p>lorenz_georgia@smc.edu E-MAIL ADDRESS</p>
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PLANNING SUMMARY

Recommended T.O.P. Code	0612.2	Estimated FTE Faculty Workload	2.2
Units for Degree Major or Area of Emphasis	33	Number of New Faculty Positions	0
Total Units for Degree	60	Est. Cost, New Equipment	\$0
Required Units-Certificate	33	Cost of New/Remodeled Facility	\$0
Projected Annual Completers	25	Est. Cost, Library Acquisitions	\$0
Projected Net Annual Labor Demand (CTE)	325	When will this program undergo review as part of college's Program Evaluation Plan?	Month/Semester ___ March ___ — Year ___ 2015 ___

1. Program Goals and Objectives

Santa Monica College is proposing an Associate in Science degree in Film Production. This program will provide hands-on instruction in filmmaking/digital video production, which encompasses creative and logistical production, directing, editing, cinematography, and audio, as well as a foundation of critical-studies theory and techniques for making specific types of films and/or videos, media technologies, computer image making, multi-media production, and the planning and management of film/video operations.

The mission of the SMC Film Production program, aligned with the mission of Santa Monica College is:

- a) To provide high quality and innovative education to support student success in film production;
- b) To keep students up-to-date on current, cutting-edge technology and materials related to advancements in film production and related fields, and
- c) To develop partnerships with industry professionals to provide mentorships, internships and job opportunities for students.

The Program Goals and Objectives are as follows:

- a) Prepare students for entry-level jobs and internships in the motion picture industry in a wide range of positions both at the above-the-line (producers, directors, screenwriters) and below-the-line levels (cinematographers, editors, gaffers, operators, and assistants) across a wide variety of platforms ranging from theatrical feature films and television to producing digital content for the Internet.
- b) Produce film projects that have a standard of quality congruent with being accepted into high-profile film festivals, which gives students significant exposure to industry professionals and can also lead to more advanced job opportunities.
- c) Empower students through knowledge, respect, and passion for their work to pursue further schooling, training, and excellence in their disciplines as their educational and career needs evolve.
- d) Offer academic and hands-on preparation and training with state-of-the-art equipment that correlates with the specific workforce demands of the motion picture industry and any other platforms that require the production and distribution of digital content.
- e) Offer students a curriculum based on integrated theoretical and hands-on content that will help them learn the craft of filmmaking by developing strong skills and employability, while also fostering their creative potential and artistic sensibilities.
- f) Provide learning opportunities that enable students to experience all facets of the filmmaking process—pre-production, production, and post-production—in a professional manner by rigorously following the methodology, protocols, and work ethic of the film industry, so that students achieve a successful transition into the job market.

The Film Production program will be self-contained and structured as if students were learning a new language—the language of filmmaking—through cumulative building blocks, assuming that students will start by acquiring basic skills and will complete their educational journey by learning the craft and doing independent creative work that leads to tangible opportunities in the job market.

2. Catalog Description

The Film Production program gives students a hands-on experience with all facets of the filmmaking process—including pre-production, production, and post-production—in a professional environment using state-of-the-art equipment. Students learn the art and craft of filmmaking/digital video production and produce original work on a variety of platforms, including narrative and documentary films, commercials, music videos, and various forms of Internet content. This program also provides students with the skills, knowledge, training, and discipline necessary to apply for entry-level employment in the motion picture industry, both at the above-the-line (producers, directors, screenwriters) and below-the-line levels (cinematographers, editors, gaffers, operators, and assistants).

3. Program Requirements

The Associate of Science Degree in Film Production requires the major courses listed below as well as General Education courses to achieve 60 units.

Foundation Courses (12 units required):		Units
FILM 1	Film Appreciation Introduction To Cinema	3
	or	
FILM 2	History Of Motion Pictures	3
FILM 20	Beginning Scriptwriting	3
FILM 30	Production Planning For Film And Video	3
FILM 31	Introduction To Digital Filmmaking	3
 Directing Courses (9 units required):		 Units
FILM 32	Advanced Digital Filmmaking	3
FILM 32L	Advanced Digital Filmmaking Lab	1
FILM 33	Directing The Short Film	3
FILM 33L	Directing the Short Film Lab	2
 Specialization Courses (6 units required):		 Units
FILM 40	Cinematography	3
FILM 50	Production Sound	3
ET 31A	Digital Video Fundamentals	3
 Elective Courses (minimum of 6 units required):		 Units
FILM 7	American Cinema Crossing Cultures	3
AHIS 11	Art Appreciation Introduction To Global Visual Culture	3
FILM 21	Advanced Scriptwriting	3
ET 31B	Digital Video Editing	3
ET 40	Digital Audio Fundamentals	3
ET 60	Post Production Project	3

Total Units for Area of Emphasis: 33

A.S. Film Production

Requirements	Dept. Name/#	Name	Units	SMC GE	Sequence
Foundation Courses (12 units required)	FILM 1 or FILM 2	Film Appreciation Introduction To Cinema or History Of Motion Pictures	3 3	Area 3	Yr 1, Fall
		Beginning Scriptwriting	3		Yr 1, Fall
	FILM 20	Production Planning For Film And Video	3		Yr 1, Fall
	FILM 30	Introduction To Digital Filmmaking	3		Yr 1, Spring
	FILM 31				
Directing Courses (9 units required)	FILM 32	Advanced Digital Filmmaking	3		Yr 2, Fall
	FILM 32L	Advanced Digital Filmmaking Lab	1		Yr 2, Fall
	FILM 33	Directing The Short Film	3		Yr 2, Spring
	FILM 33L	Directing the Short Film Lab	2		Yr 2, Spring

Specialization Courses (6 units required)	FILM 40	Cinematography	3		Yr 2, Fall Yr 2, Spring
	FILM 50	Production Sound	3		
	ET 31A	Digital Video Fundamentals	3		
Elective Courses (minimum of 6 units required)	FILM 7	American Cinema Crossing Cultures	3		Yr 1, Fall Yr 2, Spring
	FILM 21	Advanced Scriptwriting	3		
	AHIS 11	Art Appreciation Introduction To Global	3		
	ET 31B	Visual Culture	3		
	ET 40	Digital Video Editing	3		
	ET 60	Digital Audio Fundamentals	3		
		Post Production Project	3		
Total units area of emphasis			33		

Santa Monica College General Education requirements (21 units)

- I. NATURAL SCIENCE – At least 3 semester units
- II. SOCIAL SCIENCE – 6 semester units
- III. HUMANITIES – At least 3 semester units
- IV. LANGUAGE AND RATIONALITY – 6 semester units
- V. GLOBAL CITIZENSHIP – At least 3 semester units

Required Major Total	33 units
Completion of SMC General Education pattern	21 units
(Possible double counting: 3 units)	6-9 units
Electives (as needed to reach 60 units)	
TOTAL UNITS	60 units

4. Master Planning

For the past five years, Santa Monica College has had a strategic initiative in place to strengthen Career Technical Education offerings which take advantage of our local industries. In addition, in the 2013-14 Master Plan for Education update, the college set an objective to develop a plan for the Information, Communication, Technology and Entertainment (ICTE) Initiative to align the education the college provides with emerging careers and entrepreneurial ventures in the local and regional economy. The Film Production program proposed here supports both of these initiatives.

Film Studies has been around for many years as an academic discipline within the department of Communication & Media Studies. It consists primarily of critical studies and theory with a number of production and screenwriting classes offered as electives. Hence, the existing A.A. in Film Studies is critical-studies oriented, not a production degree. The creation of a Film Production program at Santa Monica College has arisen from the need to serve our growing number of students who want to pursue a career in filmmaking (hands-on production), rather than critical studies, and to help meet the film industry's rising employment demand. Santa Monica College is uniquely positioned to address the workforce needs in this area because we offer a high level of education as a low cost alternative to the more costly filmmaking programs. We are building a film production degree program that will rival any of the major film school programs in Southern California. Case in point, at the 2013 BAFTA Awards (British Academy of Film and Television Arts), SMC was one of the 6 finalists along with highly prestigious and long established, yet much more costly institutions: AFI, USC, UCLA, Chapman, and CalArts. In addition, "Solidarity", an SMC film, won Best Dramatic Short at the 2013 San Diego Film Festival and has been selected to compete in the world's most prestigious festival of short films —Clermont Ferrand International Festival of Shorts— in France in February 2014.

The Film Production program fulfills Santa Monica College's mission by providing universal access to a high-quality film education often reserved for the most elite schools and universities. Students thwarted by money, wrong turns, or life challenges, from gaining a film school education, can explore the realities and gain practice in the intricacies of a film career in a safe, inclusive, and affordable environment. At the same time, the immersion in the practical application of film aesthetics, history, culture and gender representations, will help students develop an appreciation for their position and role in our diverse and multi-dimensional world.

5. Enrollment and Completer Projections

Course	Course Name	2011-12		2012-13	
		Annual Sections	Annual enrollment total	Annual Sections	Annual enrollment total
FILM 1	Film Appreciation: Introduction to Cinema	8	204	8	200
FILM 2	History of Motion Pictures	8	210	9	220
FILM 20	Beginning Scriptwriting	5	120	5	116
FILM 30	Production Planning for Film and Video	2	42	2	36
FILM 31	Introduction to Digital Filmmaking	4	90	5	110
FILM 32	Advanced Digital Filmmaking	3	74	3	70
FILM 33	Directing the Short Film	1	19	2	39
FILM 40	Cinematography	New course Spring 2014		New course Spring 2014	
ET 31A	Digital Video Fundamentals	4	84	6	107
FILM 21	Advanced Scriptwriting	3	48	4	69
ET 31B	Digital Video Editing	4	76	4	72
ET 40	Digital Audio Fundamentals	4	92	4	90
ET 60	Post Production Project	0	0	1	20
AHIS 11	Art Appreciation: Introduction to Global Visual Culture	6	190	7	226

Please note- some of the courses in the program have not yet been offered including Film 40, Film 32L, Film 33L, and Film 50.

Projected completers year 2: 25; Projected completers year 5: 40

6. Place of Program in Curriculum/Similar Programs

The A.S. degree program in Film Production will complement the other existing A.A. degree currently being offered within SMC's Department of Communication and Media Studies; namely, Film Studies (theory and critical studies). The focus of the Film Production program will be to offer a hands-on education in filmmaking and the production of digital content, rather than in theoretical studies. This training leads to careers in the motion picture industry that coalesce around the production of digital content and the making of films per se, rather than academic occupations such as film critics or historians.

7. Similar Programs at Other Colleges in Service Area

It is important to note that Santa Monica College is not creating new competition because we have been offering a number of production and screenwriting classes for many years now (e.g., our first production class, Film 30, became effective in 2005). However, in the fall of 2010 we hired a new full-time instructor to develop our infrastructure and expand our resources so that we could offer a fully-fledged Film Production program. With the acquisition of state-of-the-art digital equipment, the creation of new production courses (Film 32L, 33L, 40 and 50), and the synergistic integration with other programs (ET 31A, ET 31B, ET 60), Santa Monica College is now ready to meet our student demand for an A.S. in Film Production.

All colleges within twenty five miles of SMC with similar programs across the LA region have been contacted to inform them about SMC's Film Production program. These include LACC, LA Valley, WLA, Glendale, and Pasadena. Neither unnecessary duplication nor destructive competition has been identified. On the contrary, future collaborations between our colleges are currently being discussed, as we aim for true career pathway alignment in this field.

Following is the basic information of what other colleges within the same geographic area are offering in terms of Film Production at the community-college level. This information was primarily retrieved from the schools themselves and from this website: https://misweb.cccco.edu/webproginv/prod/toptitlelist_n.cfm

COLLEGE	DISTANCE (from SMC)	AA DEGREE	CERTIFICATE(s) CA - Certificate of Achievement SC- Skills Certificate
Los Angeles CC	20 miles	Cinema Production	Cinema/ Video Production Cinema Production
LA Valley CC	17 miles	Cinema Arts	Motion Picture Production Technician
West LA College	7 miles	None	Film/TV Production Crafts
Orange Coast College	50 miles	Film/ Video	Film/Video
College of the Canyons	35 miles	Radio, Television & Film: Film/ Video Production	Radio, Television & Film: Film/ Video Production
Glendale	24 miles	None	TV Production-Corporate Television TV Production-Mass Media TV Production-Videography
Pasadena CC	25 miles	None	Television Production Television Operations Television Operations Technology SC- Television Production Video Operations Television Post Production Writing for Film, Television and Radio

SOC Code	Description	2008 Jobs	2013 Jobs	2018 Jobs	Projected Avg. Annual Growth Rate	Projected New Jobs '13-'18	Projected Annual Openings '13-'18	PSV Gap	Assoc Gap	Bach Gap	ICT Type
27-3043	Writers and Authors	27,106	28,598	30,639	1.4%	2,041	1,192	491	1,134	2,104	Creative
13-1161	Market Research Analysts and Marketir	19,093	21,731	24,427	2.4%	2,696	1,161	465	641	1,498	Business
27-2012	Producers and Directors	25,631	26,214	27,930	1.3%	1,716	1,152	491	1,134	2,104	Creative
27-4021	Photographers	38,689	39,903	42,105	1.1%	2,202	845	491	1,134	2,104	Creative
27-1024	Graphic Designers	20,924	19,873	20,580	0.7%	707	794	244	353	566	Design
15-1151	Computer User Support Specialists	16,564	16,805	17,536	0.9%	731	599	605	771	1,519	Computers & IT
27-1011	Art Directors	11,692	11,523	12,187	1.1%	664	432	244	353	566	Design
15-1121	Computer Systems Analysts	15,853	15,843	16,187	0.4%	344	392	605	771	1,519	Computers & IT
27-3041	Editors	9,093	9,180	9,376	0.4%	196	349	491	1,134	2,104	Creative
15-1142	Network and Computer Systems Adm	11,210	10,733	11,389	1.2%	656	337	605	771	1,519	Computers & IT
15-1132	Software Developers, Applications	17,796	17,365	17,957	0.7%	592	330	605	771	1,519	Computers & IT
15-1131	Computer Programmers	13,012	11,869	11,741	(0.2%)	(128)	295	605	771	1,519	Computers & IT
15-1133	Software Developers, Systems Softwar	14,450	14,188	14,778	0.8%	590	286	605	771	1,519	Computers & IT
15-1134	Web Developers	6,962	8,437	9,071	1.5%	634	257	605	771	1,519	Computers & IT
27-4032	Film and Video Editors	7,155	7,259	7,792	1.4%	533	243	(283)	325	821	Production
11-3021	Computer and Information Systems Ma	10,255	10,002	10,202	0.4%	200	200	605	771	1,519	Computers & IT
27-3011	Radio and Television Announcers	2,315	3,110	3,516	2.5%	406	187	491	1,134	2,104	Creative
27-3022	Reporters and Correspondents	2,739	3,201	3,363	1.0%	162	166	491	1,134	2,104	Creative
15-1152	Computer Network Support Specialists	4,439	4,424	4,615	0.8%	191	158	605	771	1,519	Computers & IT
17-2071	Electrical Engineers	6,534	5,791	5,760	(0.1%)	(31)	152	(627)	(81)	166	Engineering
27-1021	Commercial and Industrial Designers	2,923	2,691	2,696	0.0%	5	99	244	353	566	Design
17-3023	Electrical and Electronics Engineering T	5,479	4,789	4,664	(0.5%)	(125)	98	(627)	(81)	166	Engineering
15-1141	Database Administrators	2,705	2,784	3,020	1.6%	236	97	605	771	1,519	Computers & IT
15-1143	Computer Network Architects	5,591	4,557	4,516	(0.2%)	(41)	94	605	771	1,519	Computers & IT
15-1199	Computer Occupations, All Other	4,691	3,767	3,624	(0.8%)	(143)	80	605	771	1,519	Computers & IT
27-3021	Broadcast News Analysts	857	1,130	1,304	2.9%	174	78	491	1,134	2,104	Creative
17-2061	Computer Hardware Engineers	1,824	1,478	1,484	0.1%	6	41	605	771	1,519	Computers & IT
15-1122	Information Security Analysts	1,474	1,376	1,462	1.2%	86	40	605	771	1,519	Computers & IT
15-1111	Computer and Information Research Sc	1,075	1,000	1,015	0.3%	15	24	605	771	1,519	Computers & IT
43-9031	Desktop Publishers	1,090	837	802	(0.9%)	(35)	20	(283)	325	821	Production



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The EMSI, Economic Modeling Specialists Inc., data is a compilation of more than 80 governments and private sector sources. It is updated every six months and pulls together information and data for the country, the state and local ZIP Codes. The unique focus of this proposed degree and certificate program, and the multiple skill set required by the different positions available within the filmmaking industry (e.g., writers, producers, editors, cinematographers, gaffers, etc.), make it necessary to examine labor market information from a variety of reports.

An analysis of labor market information shows the following Occupational Projections of Employment, aka “Outlook” or “Demand”: (source: <http://www.labormarketinfo.edd.ca.gov>)

Jobs (2010-2020)	Estimated Employment	Projected Employment	Employment Change Percent	Annual Avg Openings
Producers and Directors	33,500	40,100	19.7	1,650
Camera Operators, Television, Video, and Motion Picture	3,800	4,200	10.5	100
Film and Video Editors	9,200	10,600	15.2	320

The Job Outlook for 2010-20 (projected rate of change in employment for the 10-year timeframe between 2010 and 2020 for the following professions is as follows: (source: <http://www.bls.gov/ooh/a-z-index.htm#S>)

Jobs	Projected Rate of Change 10 year frame: 2010-2020
Producers and Directors	11%
Camera Operators	4%
Film and Video Editors	4%
Sound Editors and Sound Engineering Technicians	10%
Art Directors	9%
Screenwriters	6%

A discussion with our Advisory Board and conducting an informal survey of potential employers revealed there are several openings within their organizations as well as in the job market for entry-level positions both at the above-the-line (producers, directors, screenwriters) and below-the-line levels (cinematographers, editors, gaffers, operators, and assistants) across a wide variety of platforms ranging from theatrical feature films and television to producing digital content for the Internet. Also, we receive requests from film production companies and other organizations frequently for interns and entry-level filmmaking jobs.

Since Santa Monica College has been offering production courses for a number of years now, we have established growing relationships and internships with various motion picture industry employers. Our current industry partners include well established companies that have helped us create a reputable and highly qualified Film Production Advisory Board, meaningful student internships, one-on-one mentoring for students from senior-industry staff, and a collaborative assessment of program strengths and weaknesses, which have led us to constantly revise our Student Learning Outcomes and to carefully plan the creation of our Film Production program, following the advice and recommendations of our Advisory Board. Some of the prestigious trade organizations, institutions, and companies with which we have built strong relationships, both in terms of vendors, job opportunities, sponsorships, and internships are as follows: Directors Guild of America, Writers Guild of America, New York University's Tisch School of the Arts, The Los Angeles Film School, UCLA, Carrasco & Domingo Films, Salvastian Pictures, SibaMedia, Indie Eye Productions, Ixtlan Productions (Oliver Stone's production company), Summit Entertainment, J.L. Fisher, Panasonic, Mole-Richardson Co., Studio Depot, Arriflex, and RED, among many others. In addition, we have initiated discussions with other companies to further our internship opportunities, including RKO Pictures, Chernin Entertainment Company, Lions Gate, and Summit Entertainment, all of which are located in close proximity to SMC.

Overall, employers for our Film Production program graduates may fall under various categories. Many will offer internships, mentorships and entry-level positions. All potential employers who are serving on our Advisory Board have reviewed and will continue to review curriculum on a continual basis and recommend updates and changes based on industry needs.

Our Film Production Advisory Board consists of prominent and active members of the Hollywood motion picture industry, all of whom have certifiable IMDB credits and extensive professional filmmaking experience:

Simone Bartesaghi – Director; CEO, SibaMedia

Mickey Birnbaum – Screenwriter

Caren Bohrman – Agent, The Bohrman Agency

Dustin Brown – Director, SMC Alum

Salvador Carrasco – Director; Faculty Lead for Film Production, Santa Monica College

Christine Choy – Oscar-nominated Director; Professor, Tisch School of the Arts, New York University

Alvaro Domingo – Producer; President, Placido Domingo Operalia

Barbara Dunphy – Production Designer

James D. Fernandez – Founder, King Juan Carlos I Center, New York University

Nancy Grass Hemmert – Chair, Dept. of Communication and Media Studies, Santa Monica College

Sergio Guerrero – Award-winning Commercials Director; CEO, My Production Workshop

John Hora, A.S.C. - Award-winning Director of Photography

Gabrielle Kelly – Producer; Professor, NYU Asia

Paul Kohner – Award-winning Producer

Ariel Levy – Producer; Program Director, The Los Angeles Film School

Walt Louie – Post-Production and Motion Graphics Professor, Santa Monica College

Andrea Sanderson – Music Supervisor

Vishal Solanki – Director of Photography

Tom Hayden – Former California Senator, Social and Political Activist, Author; Director, Peace and Justice Resource Center

Gary Wagner – Digital Cinematographer; Professor, University of Southern California

Mark Warner – Award-winning Editor

Samuel Zyman – Film Composer, Juilliard School of Music

The major issues and trends raised by our Film Production Advisory Board have to do with the fact that filmmaking has become a global enterprise that demands film production students learn, practice, and hone their craft in a way that has worldwide relevance and meaning—a premise coherent with Santa Monica College’s “Global Citizenship” initiative. Due to the possibility of acquiring high-end equipment at affordable prices and the tremendous scope and exposure offered by the Internet, more student films are being produced now than ever before, but by the same token, more “low-standard, easily forgettable, dismissible” product is also being generated. To be noticed in such, our students’ films have to excel in terms of their content and technical proficiency.

Consequently, our Film Production Advisory Board has strongly urged us to raise the bar in terms of the quality of the student films produced at SMC and also to create an Associate Degree and Certificate Program in Film Production. All the members have stressed how important it is for our students to learn the craft of filmmaking thoroughly and receive a well-rounded film education that combines the methodical acquisition of technical skills and artistic growth.

Attached: Advisory Board Meeting Minutes



Application for Approval —New Credit Program
(ATTACHMENT: Advisory Board Meeting)

SANTA MONICA COLLEGE
Associate in Science and Certificate of Achievement – Film Production

AUGUST 30, 2013

Contact Person: SALVADOR CARRASCO
HEAD, FILM PRODUCTION
310-434-3766
Carrasco_Salvador@smc.edu

Advisory Board Minutes from 7/24/12 meeting re. Creation of A.S. Degree
Meeting commenced: 12:00PM at AET's Conference Room

In attendance: Caren Bohrman (agent/manager), Salvador Carrasco (film director, SMC faculty), Alvaro Domingo (producer), Gabrielle Kelly (NYU faculty, via Skype), and Gary Wagner (cinematographer). Note taking by Alci Rengifo.

SMC Film Production Report

Salvador Carrasco starts the meeting by greeting everyone and showing a short behind the scenes video displaying film production students' work - <https://vimeo.com/55323896>. The stats on the video site now show 27,000 hits and views in 91 countries. The attention and publicity is all done by word of mouth. Half of SMC's Film students are women and film actors are SMC's Theatre Arts students. With Film projects, there is a collective ownership as all students participate, make equal contributions, and all are held accountable. Some projects include taking an existing screenplay and filming their own interpretation of it. These group projects have taught students discipline – showing up on time, and proper work ethic; this is proven by the positive feedback received from companies offering internships. Four of Film's spring 2012 students were accepted into prestigious film schools – New York University and University of Southern California. Prof. Carrasco also gives a report of accomplishments during recent trip to China, where he visited the Beijing Film Academy and established a co-production between SMC and China's largest TV company, CCTV, to do a documentary in Los Angeles with a crew consisting of SMC film students who will get paid, in addition to SMC receiving an "Associate Producer" credit.

Discussion

Creation of an Associate Degree and Certificate of Achievement in Film Production

Advisory Board agrees that it is essential to create an A.S. Degree and Certificate of Achievement in Film Production ASAP, especially now that SMC has a directing class in place (Film 33) and a cinematography class in the works. Caren Bohrman states she's never asked a filmmaker for a transcript or certificate in order to hire them for a film job. However, producer Gabrielle Kelly says the importance of the Certificate is the implicit knowledge students will have after taking required courses,

more than the value of the Certificate per se. Alvaro Domingo comments that for many students' parents a Certificate is vital to legitimize filmmaking as a career option especially because of the ongoing bias against artistic career choices. Adds that such was his case with his own father, Plácido Domingo, who allowed him to study filmmaking at a liberal arts school as long as he got some kind of official acknowledgment.

New cinematography class

Salvador Carrasco reiterates SMC needs a cinematography class before it can offer an A.S./Certificate, Gary Wagner seconds this and adds that cinematography is the area from which students can get the highest number of jobs, from director of photography to grips and gaffers. Board agrees that Prof. Carrasco must create a cinematography class in the fall with the advice of Gary Wagner and an SMC adjunct, Jeff Crum, with whom Carrasco has a good working relationship.

Major trends in the motion picture and digital video industry

Gabrielle Kelly brings up that NYU and other major film schools are emphasizing the teaching of 4K RED technology because that's where the motion picture industry is headed. Gary Wagner confirms that's also the case at USC, and that SMC should integrate 4K technology into its curriculum. Alvaro Domingo raises concern about the price of RED Scarlet camera and wonders if digital is even superior to 35mm in terms of quality. Gary Wagner points out that the price has gone down considerably, plus there are discounts for educational institutions. He adds that world-renowned cinematographer Roger Deakins has openly stated that digital is the new standard and that film as the standard is over. Salvador Carrasco adds that RED footage goes beyond 1080HD and never loses quality even when projected on a theater-size screen. Alvaro Domingo says he is intrigued and sees why it's an option worth exploring. Salvador Carrasco says that purchase of RED Scarlet would be coherent with mandate of Perkins Grant.

Introductory digital film production classes

Alvaro Domingo asks if anything has been done about the tape-based cameras for the introductory classes, and Salvador Carrasco explains that not yet because he put the purchase of new equipment on hold so as to support Entertainment Technology's Perkins Grant to upgrade AET's storage system. Gary Wagner says that teaching students with tape-based systems is doing them a disservice because it's obsolete technology. He adds that it renders updating the storage system obsolete as well if students' work cannot be stored digitally. Board agrees that replacing Film 31 cameras will be a priority and that Prof. Carrasco will consult with adjuncts in charge of those classes about what cameras they would prefer, provided that they continue teaching based on fixed focal lengths (prime lenses) rather than variable ones (zoom lenses). In addition, Board agrees that since Film 31 will be the foundational class of A.S./Certificate program, good habits and standard practices must be taught from the onset.

Strategic Goals - Based on the above, the Advisory Board reiterates that the primary goal of the Film

Production program is to offer universal access to an internationally competitive film education program with state-of-the-art resources at the fraction of the cost vis-a-vis more high profile institutions. It is the Board's unequivocal belief that filmmaking should be made available to anyone who has a story to tell, let alone the artistry to envision it and the determination to learn the craft. Hence:

- Create and offer an Associates Degree and Certificate Program in Film Production in the Spring 2013, so that it can be implemented in the Fall of 2013.
- Offer a complete set of film courses to serve our A.S., Certificate, and transfer students. Courses will include several sections of Film 30, 31, 32, and 33, at least two sections of Film 40 (the new cinematography class), and Film 20, 21, and 22 (the new screenwriting series), plus an editing class. Most will be required and some will be offered as electives.
- Hire more instructors who are also active professionals in the film industry.
- Eventually develop and offer courses in line producing, production design, and sound design classes.
- Establish exchange programs with some of the most prestigious film schools in the world, such as The Beijing Film Academy, La Femis in Paris, VGIK in Moscow, and the Centro de Capacitación Cinematográfica in Mexico City.
- Continue to enter SMC films in prestigious film festivals domestically and abroad, including BAFTA, Sundance, AFI Fest, etc.
- Create a new position and hire a full-time project coordinator or lab technician to support faculty and students and manage equipment room.

2013-14 Perkins Application

The Advisory Board recommends that the 2013-2014 Perkins Application be geared toward buying state-of-the-art digital equipment to satisfy three main areas:

1. RED Scarlet camera package to introduce students to 4K technology
2. Panasonic digital cameras to replace the current tape-based cameras used in the introductory Film 31 classes
3. Specialized equipment for the new cinematography course, including gaffing and gripping

Final Announcements

Salvador Carrasco announces that he has invited Oscar-nominated Chinese filmmaker Christine Choy to visit SMC to show a film and have a Q&A session with film students. Prof. Carrasco will apply for a Global Citizenship mini-grant to cover expenses.

Adjourned: 2:17PM