SOUTH DAKOTA BOARD OF REGENTS

Committee on Academic and Student Affairs

AGENDA ITEM: III – C (1) (b)

DATE: April 2-3, 2014

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SUBJECT: New Program: SDSU Minor in Film Studies

South Dakota State University has submitted a proposal for a baccalaureate minor in Film Studies. No corresponding major exists; however, SDSU does have related majors in English, Visual Arts, Mass Communication and expects the new minor to appeal to students in those majors. A Film Studies minor supports the University's mission to provide undergraduate programs in the liberal arts and sciences. The proposed minor requires 18 credit hours.

SDSU believes a minor in Film Studies will be an interdisciplinary program that prepares students to analyze popular media and its influence on contemporary culture, and develop critical thinking and writing skills. SDSU believes that the minor is applicable to careers in animation, broadcasting, writing, directing, and cinematography.

No new courses are proposed for the minor. No new resources are needed to implement the minor.

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RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR

Approve SDSU’s new program proposal for a Minor in Film Studies as described in Attachment I.
South Dakota Board of Regents
New Baccalaureate Degree Minor

Note: Use this form to propose a new baccalaureate degree minor that requires either existing or new courses. An academic minor within a degree program enables a student to make an inquiry into a discipline or field of study beyond the major or to investigate a particular content theme. It too should be organized around a specific set of objectives that are achieved through a series of courses. Minors are intended to provide limited competency in the subject. Course offerings in a minor may be centered in a specific department or drawn from several departments as in the case of a topical or thematic focus. Some specific requirements are included. Regental undergraduate minors typically consist of 18-24 semester credit hours. Flexibility typically is achieved by offering the student a choice from among a group of courses to complete the credits. Minors are established by Board of Regents action. The Executive Director or the Board may request additional information concerning proposals.

<table>
<thead>
<tr>
<th>University:</th>
<th>South Dakota State University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title of Proposed Minor:</td>
<td>Film Studies</td>
</tr>
<tr>
<td>Degree(s) in which minor may be earned:</td>
<td>BA/BS</td>
</tr>
<tr>
<td>Existing related majors or minors:</td>
<td>English, Visual Arts, Mass Communication</td>
</tr>
<tr>
<td>Proposed Implementation (term):</td>
<td>Fall 2014</td>
</tr>
<tr>
<td>Proposed CIP Code:</td>
<td>500601</td>
</tr>
</tbody>
</table>

University Approval
To the Board and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

David L. Arneill  
President of the University  
12-13-13  
Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. Do you have a major in this area?  
   Yes  
   X  No

South Dakota State University is requesting authorization to offer a minor in Film Studies. This minor will prepare students to analyze popular media and its influence on contemporary culture; to develop critical thinking and writing skills; to create artistic works that result in social, cultural, and economic development for South Dakota in careers such as animation, broadcasting, writing, directing, and cinematography.

SDSU does not intend to request new state resources as all of the courses are already being taught.
2. If you do not have a major in this area, explain how the proposed minor relates to your mission.

The proposed minor in Film Studies is within the statutory mission of South Dakota State University as provided in SDCL 13-58-1:

Designated as South Dakota's land grant university, South Dakota State University, formerly the state college of agriculture and mechanical arts, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering, home economics, nursing, and pharmacy, and other courses or programs as the Board of Regents may determine.

As an interdisciplinary program across three departments (Visual Arts, English, and Mass Communication), the proposed Film Studies minor supports the University’s mission to provide undergraduate programs in the liberal arts and sciences. The Film Studies minor also aligns with the strategic goals outlined in the University’s Impact 2018 Strategic Plan. The proposed minor promotes creative processes that will result in social, cultural, and economic development for South Dakota and the region. External businesses and agencies encourage and support film-related activities such as animation, broadcasting, and writing.

3. How will the proposed minor benefit students?

The Film Studies minor’s clearest and most immediate benefit to students is an increase in media literacy and in critical appreciation/understanding of the media in their world today. This gives SDSU an opportunity to send graduates into the world who are more knowledgeable of the audiovisual elements that help to drive an increasingly digital economy. They will not only be more capable of cultural critique in an abstract sense, but better able to understand and manipulate audiovisual imagery in business and other practical contexts. As digital narrative gradually catches up to the written word as a means of communication, business and government organizations will require workers who are both adept at using it and knowledgeable of its history and best practices.

A secondary benefit to greater student awareness will be felt in the employment market. Employers such as Daktronics, through its Creative Services division <http://www.daktronics.com/ProductsServices/Services/Creative-Content-Services/Pages/default.aspx> are likely to look favorably upon students with a comprehensive Film Studies background. Film represents a growth opportunity in South Dakota as evidenced by the developing film community in South Dakota and film festivals across the state.

4. Provide estimated enrollments and completions in the table below and explain how the estimates were developed.
<table>
<thead>
<tr>
<th>Fiscal Years*</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimates</td>
<td>FY 15</td>
<td>FY 16</td>
<td>FY 17</td>
<td>FY 18</td>
</tr>
<tr>
<td>Students in the minor (fall)</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>30</td>
</tr>
<tr>
<td>Completions by graduates</td>
<td>0</td>
<td>0</td>
<td>15</td>
<td>20</td>
</tr>
</tbody>
</table>

* Do not include current year.

The estimates were developed based on enrollments in film-related courses taught recently in the departments of Visual Arts, English, and Mass Communication.

5. What is the rationale for the curriculum?

Based on analysis of Film Studies programs regionally and nationally, the required courses will enable students to participate with increased awareness in contemporary digital media culture, as well as provide those interested in filmmaking with the tools to produce artistic and creative works. Required courses at three levels will ensure continued exposure to foundational concepts while allowing for maximum flexibility for students with varied interests and majors. Students will select 9 elective credits in media production, animation, criticism, or screenwriting. This distribution of credit hours affords both unity of content through the minor and a high degree of student choice in determining specialization. This flexibility will allow students from a variety of majors (SDSU anticipates that Mass Communications, Visual Arts, and English will comprise the bulk of students) to take advantage of this minor and dovetail its coursework with the requirements of their home departments.

6. Complete the tables below. Explain any exceptions to BOR policy being requested.

A. Distribution of Credit Hours

<table>
<thead>
<tr>
<th>Film Studies</th>
<th>Credit Hours</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requirements in Minor</td>
<td>9</td>
<td>50%</td>
</tr>
<tr>
<td>Electives in Minor</td>
<td>9</td>
<td>50%</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>100%</td>
</tr>
</tbody>
</table>
South Dakota State University
New Minor: Film Studies

B. Required Courses in the Minor

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Course Title</th>
<th>New*</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTH</td>
<td>120</td>
<td>Film as Art OR Introduction to Film</td>
<td>N</td>
<td>3</td>
</tr>
<tr>
<td>MCOM</td>
<td>160</td>
<td>American Narratives: Recent and Contemporary U.S. Cinema</td>
<td>N</td>
<td>3</td>
</tr>
<tr>
<td>MCOM</td>
<td>366</td>
<td>Film Narrative</td>
<td>N</td>
<td>3</td>
</tr>
</tbody>
</table>

Total 9

* New: Y = yes, N = no.

A. Elective Courses in the Minor: List courses that may be taken as electives in the minor. Indicate any new courses to be added specifically for the minor. (If the list of existing courses is long, it may be provided as Appendix A.)

9 additional elective credits required, selected from:

- ARTD 203 Animation Foundations I existing 3 credits
- MCOM 225-225L Intro to Digital Production existing 3 credits
- ENGL 268 Next Generation Storytelling existing 3 credits
- ENGL 268 Literature and Film on Vietnam existing 3 credits
- ARTD 303 Animation Foundations II existing 3 credits
- ARTD 304 Motion Graphics existing 3 credits
- MCOM 331-331L Video Production existing 3 credits
- MCOM 375-375L Intermediate Media Production existing 3 credits
- ENGL 380 Futurist Communications existing 3 credits
- ARTD 403 Intermediate Animation existing 3 credits
- ART 492 Special Topics in Animation existing 3 credits
- ENGL 483 Adv. Creative Writing (Screenplay) existing 3 credits
- FREN 492 Topics (if film-oriented course) existing 3 credits
- GERM 492 Topics (if film-oriented course) existing 3 credits
- SPAN 492 Topics (if film-oriented course) existing 3 credits

7. What outcomes will be expected for all students who complete the minor? How will these outcomes be achieved?

- Students will learn fundamentals of cinematic language.
- Students will acquire a broader perspective on film and cinematic aesthetics and methods of storytelling, achieved through courses offering wide variety of approaches to filmmaking (international, documentary, experimental, narrative).
- Students will explore the role of film and other media in contemporary American and world society.
• Students will express themselves through filmmaking, achieved through applied courses in film, video, animation, writing, or a combination.
• Students will acquire additional skills in effectively and persuasively presenting their ideas in oral, audiovisual, and written presentations.
• Students will learn to balance theoretical and practical approaches to understanding or manipulating audiovisual imagery as encountered in multiple contexts, both inside the university and in the workplace.

These outcomes will be achieved through a variety of coursework both theoretical and practical in nature. The three required courses will lay the foundation for acquiring the vocabulary and theoretical and historical background necessary for understanding film as an art form and as a powerful influence on society. The three additional elective credits will allow students to pursue specialized interests in animation and film production or in film history and aesthetics.

8. What instructional technologies will be used to teach courses in the minor? This refers to the instructional technologies used to teach the new courses in the minor and NOT the technology applications students are expected to learn.

No new courses required. No new facilities, equipment or technology are needed for this new program degree.

9. Is the University is requesting authorization to provide the minor to students at an off-campus location or by distance delivery? If yes, explain. If off-campus or distance delivery authorization is not requested, enter “None.”

None.

10. Costs, Budget & Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, instructional technology and software, other O&M, facilities, etc needed to implement the minor.

No additional costs or resources are anticipated in association with the proposed minor. All course work for the minor is already provided within existing budgets, resources, and FTE.