CLEMSON UNIVERSITY

COLLEGE OF ARCHITECTURE, ARTS, AND HUMANITIES

REQUESTING TO OFFER A NEW DEGREE PROGRAM

BACHELOR OF ARTS

IN

CINEMA AND WORLD CULTURES

Submitted to the South Carolina Commission on Higher Education
May 1, 2012

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Bachelor of Arts in Cinema and World Cultures

Academic Unit: College of Architecture, Arts, and Humanities

Name of Program: Cinema and World Cultures, with two concentrations,
- Writing in Media Concentration
- Video Production Concentration

Name of Degree: Bachelor of Arts

CIP Code: 500601

Implementation Date: August 2014

Number of Credit Hours: 121

Program Length: 4 years

STEM Applicability: No

Site: Clemson University campus, traditional delivery

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Justification of need for the proposed program:

An interdisciplinary major housed in the College of Architecture, Arts and Humanities, the Bachelor of Arts in Cinema and World Cultures fills a gap in Clemson's undergraduate offerings by providing students with a unique access to audio-visual literacy in the context of a transnational perspective. As such, the new major will contribute to transforming the Clemson student into a global citizen who is well versed in producing and processing visual information in a globalizing world that increasingly relies on visual communication across borders. This major will grant the students a new and exciting way of completing a course of study in the humanities.

Incorporating a variety of fields such as art, history, philosophy, languages, communications, and film studies, the Cinema and World Cultures major will grant the Clemson Student the highest quality of education that top 20 public research institutions provide (currently 20 of the top 25 public universities offer a film/media studies major). After completing the proposed course of study, graduates will have a firm grasp of the histories, aesthetics, and theories of cinema and other visual media, and an understanding of the ways in which cinema intersects with other intellectual and cultural practices (mass media, literature, politics, economics, philosophy, etc.) in the international/intercultural context. Those graduates who select the film/video production concentration will receive the preparation required to pursue entry-level careers in media industries. Interested students will have the opportunity to put their knowledge to practical use through internships in the regional film, TV and advertising industries or through independent research and the study abroad program.

Anticipated program demand and productivity:

Current research by the Provost's office indicates that this degree program will answer a strong existing demand for a non-traditional major that would link academic, pre-professional, and technical areas of study. We estimate enrolling 20-25 students per year, with a final four-year goal of 80-100 students. The enrollments at the comparable Film/Cinema Studies programs at top-20 public institutions across the country indicate a high student demand for a quality program in visual literacy, with an option to acquire basic film/video production skills.

The Cinema and World Cultures major will initiate theoretical and practical training for students who aim to find eventual employment in any of the following professional fields: digital media production, teaching, journalism, filmmaking, television production, audio-visual archives and libraries, tourism, advertising, film criticism, industrial filmmaking and documentation, community outreach. By taking the courses offered within the

Cinema and World Cultures major, Clemson students will be encouraged to envision and pursue career paths as exciting and financially rewarding as that of writer, film critic, film archivist, audio-visual librarian, television producer, film director, sound editor, community arts worker, press agent, talent agent, publicist, actor, film festival coordinator, animator, and more.

Assessment of extent to which the proposed program duplicates existing programs in the state:

In the course of the last two decades, the Cinema Studies major (or its equivalents: Film Studies, or Media Studies) has become a standard offering at any quality institution of higher education in the Unites States (and the world). Because of the high demand and its importance in providing professional training for careers in business and media, the Cinema Studies major is needed at any institution in the state that is capable and willing to house it. Distinct from the University of South Carolina's major in Film and Media Studies, Clemson's program situates the study of visual culture within the cutting-edge discourse on international and global exchange.

Relationship of the proposed program to existing programs at the proposing institution:

As an interdisciplinary program, Cinema Studies and World Cultures will draw on existing courses in a variety of departments across the College of Architecture, Arts and Humanities as well as the Digital Production Arts program in the College of Engineering and Science. The program will not compete with traditional majors. Instead, it will complement the existing offerings, providing interested students with a path to complete a major in the humanities via an interdisciplinary approach. The new program will utilize the existing curricula and faculty from traditional programs in order to diversify career opportunities for the Clemson graduate.

Relationship of the proposed program to other institutions via inter-institutional cooperation:
Where possible, on-line courses in collaboration with the University of South Carolina will provide a means for reducing costs and avoiding duplication of faculty hires.

Total new costs associated with implementing the proposed program:

To a large extent, and within the reasonable limits, this program will be supported with the existing resources. All of the required courses and the faculty needed to staff them are already in place within the College of Architecture, Arts and Humanities and the DPA program in the College of Engineering and Science. The College provides the necessary infrastructure of smart classrooms (equipped with big-screen projection systems), the MATRF multimedia lab, the Art Department's Photo Lab, Gunning Architecture Library (with an inventory of digital cameras, camcorders, film, flatbed scanners as well as an impressive collection of audio-visual holdings). Clemson University hired five tenure-track faculty with expertise in film studies over the course of the last five years. These hiring decisions have recognized the need for a cinema/media-focused curriculum at Clemson. The new major would provide a formal structure and a degree-earning path for students interested in such a curriculum.

The program will require an initial budget of $75,000 to be reallocated within the College. This includes a stipend for the program's director, additional operating costs and funds to compensate teaching faculty from different departments for their time allocated to the new program.

Existing classes that will support Cinema and World Cultures Major

Production Courses

ART 103 Visual Arts Studio
ART 213 Beginning Photography
ART 215 Beginning Graphic Design
ART 221 Beginning New Media
ART 313 Photography
ART 315 Graphic Design
ART 321 New Media Art II
ART 413 Advanced Photography

ART 415 Advanced Graphic Design
ART 416 Advanced Media Art: Interactive Objects and Environments
ART 421 Two-Dimensional Digital Animation

Film Courses

ENGL 357 Film: Introduction
ENGL 448 Screenwriting Workshop
ENGL 450 Film Genres
ENGL 451 Film Theory and Criticism
ENGL 452 Great Directors
ENGL 453 Sexuality and the Cinema
ENGL (LANG) 454 Selected Topics in International Film
HIST 420 History and Film
HIST 494 World War II on Film
PHIL 475 Philosophy of Film
PHIL 348 Philosophies of Art

Media Courses
COMM 304 Youth, Media, and Culture
COMM 309 Visual Discourses and the Public
COMM 315 Girlhood, Media, and Popular Culture
COMM 402 Mass Communications: History and Criticism

World Cultures Courses
LANG 254 Introduction to World Cinemas
FR 414 French and Francophone Cinema
GER 455 German Film
ITAL 400 Image of an Italian City
ITAL 455 Italian Film
ITAL 307 Italian Civilization and Culture
LANG 340 Cosmopolis: The Myth of the City
LANG 455 Hispanic Film: Documentary and Feature
LANG 460 Propaganda and the Totalitarian Recreation of the World
LANG 462 Borders
SPAN 405 International Trade, Film, and Literature
SPAN 407 Hispanic Film

Digital Production Arts Courses (undergraduate with permission)
DPA600 Technical Foundations of Digital Production I
DPA601 Technical Foundations of Digital Production II
DPA602 Visual Foundations of Digital Production I
DPA603 Visual Foundations of Digital Production II