



THE UNIVERSITY OF TAMPA  
Film, Animation and New Media

## BACHELOR OF FINE ARTS IN FILM AND MEDIA ARTS

### ASSESSMENT OF PROGRAM GOALS

The purpose of the FMX 460 Assessment rubric is for faculty to assess each student's portfolio as it pertains to the BFA program. The following assesses student's portfolios in the following areas.

### FMX 460 Assessment Rubric 2019

#### FMX 460 Students • SPRING 2018 ASSESSMENT

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| 1) Storytelling: For Narrative Films, develop story, Mise en scene tells story, style matches concept, story is clearly told appropriate to its form. Experimental films develop cohesive visual concepts.                     |
| 2) Art and Design of Cinematography: Director of Photography: Cinematic Artistry<br>Choice of Camera Angles, Lighting Overall Concept creativity   |
| 3) Art of Directing Performances: Actors are in the moment, not forced. Action of imagery for Experimental and Documentary is consistent with objective of the project   |
| 4) Art and Design of Editing: Proper Coverage, Pacing, Cleanness of cutting right place at the right time, creative expressive approaches  |
| 5) Sound Design: Clean dialogue, Sound FX appropriate music. Technically proper, with no major flaws in audio levels. Sound mix demonstrates student's ability to use sound as a creative and expressive design aspect of film |
| 6) Time Design: The work demonstrates aesthetic, and design principles in elements of film/video, including the use of time as an expressive design consideration.   |
| 7) Overall Quality of the Thesis Film: Works as a whole, demonstrates artistic approach within design of the film. Demonstrates competence in student's technical abilities of a professional entry level.                     |

## **PROGRAM LEARNING GOALS**

- Create original documentary, narrative and experimental films;
- Perform cinematography with motion picture cameras;
- Perform professional post-production editing, color grading, effects, finishing;
- Critically analyze cinema and art history studies related to film/video;
- Write original screenplays and practice professional technique;
- Practice in roles of director, producer, editor, sound designer;
- Practice independent filmmaking as informed thinkers and artists;
- Explore related coursework in their area of interest;
- Create a short format thesis films as a capstone experience;
- Exhibit and screen films in the University's Reeves or Falk Theater.

## **PROGRAM COMPETENCIES IN FILM AND MEDIA ARTS**

1. Gain understanding, through production-oriented studies, of the communication, aesthetic, and design principles in the elements of film/video, including the use of time as an expressive design consideration. Development of this understanding continues throughout the degree program.

2. Students must demonstrate achievement of professional, entry-level competence in the major area of specialization, including significant technical mastery, capability to produce work and solve professional problems independently, and a coherent set of artistic/intellectual goals that are evident in their work.

3. Students must demonstrate their competence by developing a body of work for evaluation in the major area of study. A senior project or final presentation in the major area is required.

4. Students must have the ability to form and defend value judgments about film/art and design and to communicate film/art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field. They are able to work collaboratively as appropriate to the area(s) of specialization.

5. Knowledge and skills in the use of basic concepts, tools, techniques, and procedures sufficient to produce work from concept to finished product. This involves competence in film or video production processes, including fundamental knowledge of equipment and technologies in areas of film/video production including cinematography, sound, lighting, editing, and/or animation.

6. Functional knowledge of the history of film/video, its artistic and technological evolution, and an understanding of basic aesthetic and critical theory.

7. The ability to coordinate project elements and communicate with involved personnel at all stages of the production process.

8. Have involvement in experiences provide an understanding of the marketing procedures for film/video production, distribution, and exhibition. Internships are strongly recommended.

9. Access to facilities and support for producing and viewing film/video work.

10. Create a supervised senior project professional-quality film or video production.

## COMPETENCIES REQUIRED OF ALL BFA MAJORS

The following are tailored for the film and media arts student.

1. Gain cinematographic principles of visual organization, 2D and 3D, color theory, and drawing.
2. Create work that demonstrates perceptual acuity, conceptual understanding.
3. Create work that demonstrates technical facility at a professional entry level within film and media arts.
4. Gain familiarity with film historical achievements, current major issues, processes, and directions within film and media arts.
4. Have opportunities to exhibit their work and to experience and participate in critiques and discussions of their work and the work of others.
5. Analyze works of art and film from Western and non-Western cultures perceptively and to evaluate them critically.
6. Develop an understanding of within film and media arts vocabulary and interaction elements, employ this knowledge in analysis.
7. Acquire the ability to place works of art/design/film in historical, cultural, and stylistic contexts.
8. **Technology.** Students must acquire a working knowledge of cameras, software, support systems lighting and location gear.
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  - Acquire working technical knowledge of producing, and preproduction software.
  - Acquire working technical knowledge of editing and sound design software.
9. **Synthesis.** Students will be able to work independently on a variety of art and/or design problems by combining, as appropriate to the issue, their capabilities in studio, analysis, history, and technology.