

The Film/Video/Digital Program Mission Statement

The Discipline

The motion picture was the most important and most popular art form of the 20th century and its influence promises to expand exponentially in the 21st century through digitization and the World Wide Web. A relatively new discipline, the study of the moving image has an enormous breadth, encompassing a history of visual arts and photography as well as aspects of literature, music, dance and theater. As an area of study it is truly interdisciplinary and has been incorporated into many academic fields and splintered into many subcategories – genre studies, narrative filmmaking, animation, documentary studies, avant-gardism, studies of gender and sexuality in film and television, national cinemas, new media – just to name a few. First and foremost, however, film and its successors are *technological* media, in which technological innovation has spawned creative experimentation and expression. The study of the moving image requires an understanding of film's influences, its history, its reception, as well as its evolving technologies. This technological aspect of film studies encourages all students to become practitioners to some degree, for without a basic understanding of the tools and techniques of the medium its complex language and construction can only partially be revealed.

Mission Statement

The mission of the Film/Video/Digital Certificate Program is to foster a critical understanding of the history, theory and technologies of motion picture and new media arts, while giving students the opportunities, tools and resources they would need to develop a career within the media industries, pursue graduate study in the field or become a media artist.

But whether or not their career ambitions lead them into media arts or the entertainment industry, our aspiration for all FVD certificate students is that they will emerge from their course of study as media literate citizens. In an information-centered world, where almost every career will require some degree of media creation and consumption, the capacity for critical analysis of media is an essential skill that our program is designed to develop.

The Film/Video/Digital Program provides students with the opportunity to study, analyze and produce works in film, photography, television and digital media. Courses are taught in both film studies and production.

Courses offered in film, video and digital studies include introduction to film, documentary film, film history, genre study, avant-garde filmmaking, national cinemas and new media.

Through production courses, students can gain expertise in a wide range of technologies, from analog film production and cell animation to digital new media production, motion graphics and 3-D animation. Our emphasis on teaching older analog technologies such as celluloid film production alongside with newer digital technologies is intended to foster an understanding of the historical trajectory of the cinema, just as it anticipates and helps shape the digital future.

Students also have the opportunity to gain professional experience in related industries through internships and through the Duke in Los Angeles Program.

Finally, we believe that there is a need for film studies (and in the general interest of promoting media literacy and cultural literacy) to supplement coursework and class screenings with a strong film and video exhibition program that makes available a range of historical and new works in a variety of genres and modes (narrative, documentary, experimental/avant-garde), from different national traditions.

Goals for Undergraduate Education

In order to fulfill the mission stated above, the film/video/digital program seeks to develop independent minds that think critically and seriously about film as an art form, are rigorous in their approach to production, and are able to synthesize knowledge of film history, theory and practice in their course work.

Learning Objectives for Certificate Program

Film Studies Objectives

1. Certificate students will possess basic knowledge of film history and theory as well as the history of motion picture technologies.
2. They will be able to write clearly about and verbally analyze works of media.

Film and Video Production Objectives

1. Certificate students will understand the process of scripting a film or video from concept to page, and be able to translate this into a production plan.
2. They will have a basic knowledge of cinematographic principles, and digital editing as well as analog production.

Career Preparation

1. Those who anticipate going on to graduate school or working in the entertainment industry or as a media artist should have a portfolio of advanced theoretical or creative work generated through course work, individual projects or through the FVD Capstone course. This process should give students the basic skill sets necessary for pursuing a career in the field.
2. Through course work and consultation with FVD staff and the Duke Career Center, students will gain information about the structure of the industry, the types of media jobs available, how to pursue these jobs, submitting work to film festivals, preparing an application for graduate school as well as gaining valuable networking skills. Opportunities such as the Duke in Los Angeles Program and internship classes can give students practical real world opportunities and add valuable experience to their resumes.

Assessment of Learning in the Program

The Film/Video/Digital Program's assessment plan has been designed to improve students' success with regards to the learning outcomes as stated above. Students are required to take a gateway course (FVD 101) Introduction to Film or (FVD 130S) Introduction to Production as soon as or shortly after they declare their intention to pursue the certificate. All certificate students will also be required to take the capstone course (FVD 170S) or an approved individual project (FVD 164), supervised by an FVD instructor during their senior year. This gateway/capstone sequence will, when implemented during the next five years, provide an instructional sequence that will assess the learning outcomes for most certificate students.

2008: Our three year assessment plan will begin with a baseline assessment of the two Gateway courses, FVD 101S and FVD 130S. The FVD advisory committee will convene to evaluate the syllabi and results of these classes in relation to their respective learning objectives -- Film Studies and Film and Video Production. We will use a rubric 0-2 for each learning outcome (0=marginal/no competence, 1=acceptable/minimum competence, 2=sophisticated/advanced competence).

2009: The evaluation of our gateway courses will be followed by an evaluation of the FVD Capstone Course, FVD 170S. Currently the Capstone course is only offered once a year and has a split emphasis on Film and Video Production and Film Studies. Because it is only offered once a year we haven't been able to impose a strict adherence to this requirement. If funds and personal are available we will implement a second Capstone Course by 2009. The same scoring rubric will be used to evaluate the work produced and the learning objectives covered in FVD 170S. We will use a rubric 0-2 for each learning outcome (0=marginal/no competence, 1=acceptable/minimum competence, 2=sophisticated/advanced competence).

Students who wish to participate in an individual project during their senior year as an alternative to FVD 170 must demonstrate sophisticated/advanced competence before approval is granted for enrollment. The following criteria must be met:

1. successful completion of at least two FVD production courses with at least a B+ average.
2. students must apply with a detailed project proposal that includes detailed project proposal or script, budget (if the individual project is a production) and syllabus that includes pertinent research, reading and screenings.

At the completion of an individual project, in addition to their completed project, students must present a industry study and distribution plan that analyses the real world distribution or publishing options that their project may offer.

By the end of 2009 the FVD advisory committee will evaluate these requirements and make suggestions for changes, if any.

2010: In this year the FVD Program will begin a system of evaluating direct measures of learning outcomes in the programs learning sequence on an alternating basis. Gateway courses (FVD 101S and FVD 130S) will be evaluated one year and Capstone Courses (FVD 170s) and the senior individual project (FVD 164), will be evaluated the next, each time by evaluating a random sample of final projects via our established scoring rubric.