



University Council

January 14, 2022

UNIVERSITY CURRICULUM COMMITTEE – 2021-2022

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Veterinary Medicine – Shannon Hostetter

Graduate School – Wendy Ruona

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Undergraduate Student Representative – Matthew Jue

Graduate Student Representative – Sarah Burns

Dear Colleagues:

The attached proposal from the Franklin College of Arts and Sciences for a new Undergraduate Certificate in Film and Media Scoring will be an agenda item for the January 21, 2022, Full University Curriculum Committee meeting.

Sincerely,

Susan Sanchez, Chair

University Curriculum Committee

cc: Provost S. Jack Hu
Dr. Rahul Shrivastav

PROPOSAL FOR A CERTIFICATE PROGRAM

Date: September 20, 2021

School/College/Unit: Franklin College of Arts and Sciences

Department/Division: Hugh Hodgson School of Music

Certificate Title: Undergraduate Certificate in Film and Media Scoring

Effective Term: Fall 2022

Which campus(es) will offer this certificate? Athens

Level: Undergraduate

CIP: 50091301

Program Abstract: The Undergraduate Certificate in Film and Media Scoring will be a 17- to 18-hour comprehensive study in scoring for film, games, and media, where students learn to compose, record with live instruments, and produce their own music for such projects.

1. Purpose and Educational Objectives

State the purpose and educational objectives of the program. How does this program complement the mission of the institution?

The purpose of the certificate is to provide specific, hands-on instruction in the art and science of composing music for film, video games, and other media. The film and television industry in Georgia is experiencing robust, unprecedented growth, and there is a strong demand for these skills. This certificate will help prepare students to fill a unique need in the job market while teaching them a valuable skill set that can also be useful in a variety of other musical settings.

Educational objectives include:

- Learning to compose, arrange, and orchestrate music for media
- Learning to work with technology to record, mix, edit, and produce scores
- Learning the aesthetics and role of music in various media
- Hands-on production of music to accompany film, television, video games, and other visual media

This certificate fulfills the mission of the institution by preparing students to fully participate in the global economies and societies of the twenty-first century. As the film and television industry in Georgia grows, supplying music and musicians to support this industry fulfills

UGA's land- and sea-grant mission to promote economic development in the state and meet the needs of its citizens. This program would be a unique program in the state and in the nation, providing the institution with national and international recognition and signaling UGA's commitment to providing creative endeavors, exploring new theories, and enhancing cultural life. The nature of this work allows the institution to continue to promote cultural, ethnic, gender, and racial diversity through projects, music, and media that tell the stories of all peoples and cultures and engage those that have been historically underserved by academia.

2. Need for the Program

Explain why this program is necessary.

This certificate fills a very specific and growing need in the current musical job market. The production of music for media is a thriving industry, and the skills involved are useful in a range of musical settings. Students completing the certificate will be strong candidates for jobs in this industry, but they will also gain important skills in recording, editing, and production. As the film, television, and video game industries grow in the state of Georgia, this certificate will help UGA be a part of this growth.

The University of Georgia recently launched a new Master of Fine Arts in Film, Television, and Digital Media that seeks to produce highly trained filmmakers. This certificate is designed to help complement and support that new program by providing music—a critical and essential component of any media production—and musicians to accompany this work.

This certificate is necessary to complement the new MFA in Filmmaking at the Grady school, as well as per above, to complement all of the production in the state of Georgia.

In addition, provide the following information:

- a. Semester/Year of Program Initiation:** Fall 2022
- b. Semester/Year of Full Implementation of Program:** Fall 2023
- c. Semester/Year First Certificates will be awarded:** Spring 2024
- d. Annual Number of Graduates expected (once the program is established):** 6 – 12
- e. Projected Future Trends for number of students enrolled in the program:** 25 – 30

3. Student Demand

a. Provide documentation of evidence of student demand for this program, which may include a student survey.

A survey was distributed to the entire student body in the School of Music, asking the students to select all statements that apply to them from the criteria below. The survey was distributed to approximately 450 students (approximately 250 of which were graduate students). There were 66 responses, including 53 from undergraduate students:

- 1) I think it is a good idea for the HHSOM to institute a film/media scoring certificate.
- 2) Having a film/media certificate will be valuable to me in my intended profession.
- 3) I am interested in enrolling in a film/media scoring certificate.
- 4) I know people who would be interested in enrolling in a film/media scoring certificate.
- 5) If a film/media scoring certificate had been available when I began my degree, I would have enrolled.

Results of the survey show broad interest from students:

Question	Yes
1	98.5%
2	63.6%
3	62.1%
4	51.5%
5	57.8%

b. Provide evidence that demand will be sufficient to sustain reasonable enrollment.

Based on the results of the survey, the School of Music is confident there will be significant interest in this certificate. Students strive to be as marketable as possible in an ever-changing and challenging musical environment.

The composition and music theory faculty have also collected strong anecdotal evidence of demand. In particular, there has been notable student interest in media composition expressed through the annual interviews the area conducts with prospective majors for at least the past decade. There has also been increasing inquiry about opportunities for study in media composition by students from outside the composition major and outside the Hodgson School of Music. This interest has been consistent for several years and it is likely, given current trends, to only grow stronger in the future.

c. To what extent will minority student enrollments be greater than, less than, or equivalent to the proportion of minority students in the total student body?

With this certificate drawing on more commercially-minded music incorporating world music and jazz music with orchestral music, it is designed to naturally attract students who feel that traditional classical music is not reflective of their cultures and backgrounds. Due to this, the department expects that enrollment in this program will be more diverse than current enrollment in our existing majors. Much of the work may also center around films and documentaries that feature underrepresented cultures; the current classes have already done extensive work with documentaries relating to cultural and racial issues here on campus and are currently working on music for a major documentary celebrating fifty years of Pamoja organizations on the UGA campus.

4. Program of Study

Provide a detailed program of study for the certificate program, including:

- a. Specific course prefixes, numbers, and titles**
- b. Identify any new courses created for this program**

The certificate will be open to all UGA students. Non-music majors must take MUSI 3550, Music Theory for Non-Majors, to gain admittance. Non-music majors with music reading skills may seek permission of the department to waive this requirement. There will be a simple application process managed by composition area faculty to determine admittance and the need for MUSI 3550.

Core Classes – 9 hours

Complete the following three classes:

MUSI 3600, Music and Media (3 hours)

MUSI 4650/6650, Media Composition and Production I (3 hours)

MUSI 4xxx, Orchestration and Arranging for Film (3 hours) - NEW

Production Electives – 6 hours

Complete a minimum of six hours from the following:

FILM 4680/6680, Intro to DV Production (3 hours)

MBUS 3550, Music Production (3 hours)

MUSI 4660/6660, Media Composition and Production II (3 hours)

MUSI 4xxx, Game Composition and Production (3 hours) - NEW

MUSI 5800/7800, Introduction to Recording (3 hours)

MUSI 5802/7802, Classical Recording (2 hours)

Free Elective – 2-3 hours

Choose from the following list. Any courses or hours from the Production list that go beyond the six-hour minimum may also be used to fulfill the elective requirement.

EMST 3010, Media Entertainment and Popular Culture (3 hours)

FILM 2120, Introduction to Cinema (3 hours)

FILM 4250/6250, History of Cinema I (1895-1945) (3 hours)

FILM 4260/6260, History of Cinema II (1945-1990) (3 hours)

FILM 4270/6270, History of Cinema III (1990-Present) (3 hours)

FILM 4600/6600, Women and Film (3 hours)

FILM 4620/6620, Genre Cinema (3 hours)

FILM 4650/6650, French Film History (3 hours)

FILM 4660/6660, History of Animation (3 hours)

FILM 4670/6670, Film Technology and Style (3 hours)

FILM 5640/7640, Directing for the Cinema (3 hours)

FILM(LACS) 4640/6640, Latin American Film and Media (3 hours)

MBUS 4300, Music Publishing I (3 hours)

MUSI 2090, Music and Film (3 hours)

MUSI 3021, World Music, the West, and the East (film/media studies focus) (3 hours)

MUSI 4010, Introduction to Music Technology (2 hours)

MUSI 4xxx, History of Film Music (3 hours) – NEW

MUSI 5610/7610, Media Composition Instruction (2 hours)

MUSI 5802/7802, Classical Recording (2 hours)

MUSI 5830/7830, Music and Media Internship (3 hours)

NMIX 2020, Introduction to New Media (3 hours)

THEA 3600, Fundamentals of Acting on Camera (3 hours)

THEA 5880/7880, Sound Effects for Stage and Screen (3 hours)

WMST(MUSI) 4310/6310, Gender and Music Video (3 hours)

Total: 17-18 hours

* MUSI Special topics courses and seminars that deal with film/media music and related areas may also count towards the elective portion of the certificate with departmental approval.

5. Model Program and Accreditation

- a. Identify any model programs, accepted disciplinary standards, and accepted curricular practices against which the proposed program could be judged. Evaluate the extent to which the proposed curriculum is consistent with these external points of reference and provide a rationale for significant inconsistencies and differences that may exist.**

At the moment, faculty are not aware of a similar certificate at the undergraduate level. There are only a few institutions that offer an undergraduate degree in this topic. The uniqueness of this potential certificate would be a strong advantage for the University of Georgia in the marketplace.

New York University offers a Bachelor of Music in Music Theory and Composition: Screen Scoring (<https://steinhardt.nyu.edu/degree/bm-music-theory-and-composition-screen-scoring>). This degree requires 20 credits in screen scoring work and also includes work in core music classes, instrumentation and orchestration, technology, and recording. The screen scoring courses are similar to those found in this proposal.

The University of Miami (Florida) Frost School of Music offers a Bachelor of Music in Media Scoring and Production (<https://mediawriting.frost.miami.edu/degrees/bm-in-media-scoring-and-production/index.html>). This degree requires 22 hours of work in Media Scoring and Production, with classes similar to those in this proposal.

The Berklee College of Music offers a Bachelor of Music in Film Scoring (<https://college.berklee.edu/film-scoring/bachelor-of-music-in-film-scoring>). There are 26 credits in Film Scoring classes required for this degree, with coursework similar to that found in this proposal.

The proposed certificate does not seek to replicate a full degree in the subject, but the 17- to 18-hour program of study would emulate a substantial percentage of the media-scoring coursework found in these three exemplary programs. This program would fill a unique need in the state and in the nation, and faculty believe that demand would be high.

- b. If program accreditation is available, provide an analysis of the ability of the program to satisfy the curricular standards of such specialized accreditation.**

N/A

6. Student Learning Outcomes

Describe the proposed learning outcomes for the certificate program.

Specific learning outcomes include:

- Understanding of composition aesthetics for media
- Use of technology to compose for media
- Composition of new music to accompany film, video, games, and other media
- Adaptation of existing music to accompany film, video, games, and other media
- Orchestration and arranging for live instrument recording
- Recording live instruments for media scores

- Using samples and computer instruments to create media scores
- Mixing skills
- Production skills
- Editing skills
- A broad understanding of the role and significance of music in various media
- Specific creation and production of scores for media projects

7. Assessment

Describe how the learning outcomes for the program will be assessed.

In this certificate, students will be assessed by quizzes, papers, and the creation of music to accompany media projects.

Film and Media Scoring Certificate Application

Note: This is a draft application based on conversations with relevant faculty and modeled after the current application to the Music Business Certificate. Application will be a Qualtrics survey with the following questions:

Background Information

- 1) Name, UGA ID, e-mail, address, phone number
- 2) Current or Intended College (drop-down menu)
- 3) Enrollment status: (Currently enrolled in the college above OR currently applying)
- 4) Current or intended major(s) and minor(s)
- 5) Number of hours earned by the end of the semester/session prior to certificate start
- 6) Anticipated graduation semester and year
- 7) Current GPA (from end of semester prior to certificate start)
- 8) Did you Transfer to UGA from another college? If yes, indicate college name, location, and earned GPA from that college

Music Experience and Goals

- 9) Have you ever taken an MUSI class? If yes, list class(es) taken
- 10) Have you ever taken a Music Theory class? If yes, list class(es) taken
- 11) Do you play any instruments? If yes, list instruments and years of formal study/training.
- 12) List any experience you have had in media scoring (i.e. scoring a short film, having a song licensed for a film/tv show/game, scoring an app). Prior experience in media scoring is not required. If you have no prior experience, please enter "N/A" (350 word limit)
- 13) What music software have you worked with? (Check all that apply)
 - a. Logic, ProTools, Sibelius, Finale, Ableton Live, Other (please list)
- 14) Career goals: The purpose of the Film and Media Scoring Certificate Program is to provide training and expertise in Film and Media Scoring. What are your career goals? Is there an existing role within the Film and Media Scoring that you desire? For example: Composer, Music Editor, Music Supervisor, Orchestrator, or do you have a more unique niche you would like to create for yourself? What makes you want to pursue taking this Certificate? (350 word limit)

Optional Demographic Data

Please complete the survey below before submitting your application. Your response to the items below will help us gather information about how to best market the program or to comply with institutional policies for demographic data gathering and will not be evaluated as part of your application.

Gender
Ethnicity
Race

(all questions have a “decline to respond” choice)

How did you hear about this program? (website, flyer, friends, advisor, other)

DRAFT



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Franklin College of Arts & Sciences
Hugh Hodgson School of Music

September 20, 2021

Dear Colleagues and Committee Members,

This letter serves to express my full support for the attached proposal for an Undergraduate Certificate in Film and Media Scoring. This certificate has been discussed at length by our faculty and was given unanimous approval by our Undergraduate Committee.

The proposed certificate will fill an important need in the marketplace while providing a unique and attractive option that is appealing to potential recruits. The state of Georgia has a thriving film and television production industry, and all of those productions need music. Establishing this certificate would make the University of Georgia the only institution in the state to offer such a program, and one of only a very few in the nation to offer any formalized program in film and media scoring. By supplying labor for a growing local industry, it fulfills our land-grant mission to support the state's economic growth and development. The certificate capitalizes on the strength of our faculty in music composition, including recent hires with extensive private-sector experience in this field. This is a certificate we can easily implement with existing faculty and structural resources.

While the certificate will train motivated students to enter this growing marketplace as film and media composers, the coursework will provide other students valuable skills in music technology and production; skills that will be applicable and useful to a wide range of musical careers in the 21st century. It will be open to non-music majors, allowing anyone on campus to explore this potential career path, and we expect many non-music majors to participate in the program. The ability to add this certificate to any degree on campus will help students increase their marketability.

We are excited about the collaborations in this certificate between the Hugh Hodgson School of Music, the Department of Theatre and Film Studies, the Grady College of Journalism and Mass Communication, and the Terry College of Business. Involving courses across all of those programs will help give students a broad, well-grounded perspective and strengthen cross-campus relationships.

This is an exciting and unique opportunity to further position the Hugh Hodgson School of Music as a regional and national leader, and we expect robust interest and growth as the certificate is established. The proposal has my full, unqualified support, and I would be happy to answer any questions as needed during the approval process.

Sincerely,

Peter J. Jutras, Ph.D, NCTM
Professor and Director

Documentation of Approval and Notification

Proposal: Undergraduate Certificate in Film and Media Scoring

College: Franklin College of Arts and Sciences

Department: Hugh Hodgson School of Music

Proposed Effective Term: Fall 2022

Department:

- Hugh Hodgson School of Music Director, Dr. Peter Jutras, 9/20/21

School/College:

- Franklin College of Arts and Sciences Associate Dean, Dr. Jean Martin-Williams, 10/8/21

Additional Support:

- Theatre and Film Studies Department Head, Dr. David Saltz, 9/27/21
- Music Business Program Director, Dr. David Barbe, 9/22/21
- Entertainment and Media Studies Department Head, Dr. James Hamilton, 9/16/21