

PROPOSAL FOR A CERTIFICATE PROGRAM

Date: 9/20/21

Certificate Title: Film and Media Scoring

Effective Term: Fall 2022

Which campus(es) will offer this certificate? Athens

Level:

- Undergraduate
- Post-Baccalaureate
- Graduate

Program Abstract: The Graduate Film and Media Scoring Certificate will be a 12-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.

Faculty proposing certificates offered by one academic unit should complete page 2. Faculty proposing certificates offered by multiple academic units should complete pages 3-5.

After approval by school/college/unit, proposals for undergraduate programs should be sent to the Office of Curriculum Systems (currsys@uga.edu). Proposals for graduate programs should be sent to the Graduate School (gradassociatedean@uga.edu)

Certificates Offered By One Academic Unit

School/College/Unit: Franklin College of Arts and Sciences/Hugh Hodgson School of Music

Department/Division: Composition and Theory

1. Purpose and Educational Objectives

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 our 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/television industry in Georgia grows, supplying music and musicians to support this industry fulfills our land-grant, 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 a fairly rare program in the nation, providing the institution with national and international recognition and signaling our 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

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 industry 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 will 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.

- 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)
6-8
- e. Projected Future Trends for number of students enrolled in the program
10-12

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 following criteria:

- 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 overall and graduate students specifically (note that we are also separately proposing a similar undergraduate certificate):

Question	Overall Yes	Graduate Yes
1	98.5%	100%
2	63.6%	53.8%
3	62.1%	46.2%
4	51.5%	53.8%
5	57.8%	53.8%

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

Based on the results of the survey, we are confident there will be significant interest in this certificate. Our students are hungry to be as marketable as possible in an ever-changing and challenging musical environment.

Our 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. And there has 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 will naturally attract students who feel that traditional classical music is not reflective of their cultures and backgrounds. 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

Core Classes – 6 hours

Complete both of the following classes:

MUSI 6650 Media Composition and Production I (3)

MUSI 6660 Media Composition and Production II (3)

Production Work – 3 hours

Complete a minimum of three credits from the following list:

MUSI 7610 Media Composition Instruction (3)

MUSI 6xxx Game Composition and Production (3)

MUSI 6xxx Orchestration and Arranging for Film

MUSI 7800 Introduction to Recording (2)

MUSI 7801 Classical Recording (2)

FILM 6280 Audio Production (3)

FILM 6680 Intro to DV Production (3)

Elective – 3 hours

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

FILM 6250 History of Cinema I (3)

FILM 6260 History of Cinema II (3)

FILM 6270 History of Cinema III (3)

FILM 6600 Women and Film (3)

FILM 6620 Genre Cinema (3)

FILM 6640 Latin American Film and Media (3)

FILM 6650 French Film History (3)
FILM 6660 History of Animation (3)
FILM 6670 Film Technology and Style (3)
FILM 7640 Directing for the Cinema (3)
MUSI 6310 Gender and Music Video (3)
MUSI 6190 Interpreting Popular Music (3)
MUSI 6xxx History of Film Music (3)
MUSI 7830 Music and Media Internship (3)
THEA 7880 Sound Effects for the Stage and Screen (3)

* 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, there are very few programs similar to the graduate certificate we are proposing. Additionally, there are only a few institutions that offer a master's degree in this topic, and a couple of professional schools that offer stand-alone certificates with no degree. The uniqueness of this potential certificate would be a strong advantage for the University of Georgia in the marketplace, as it would offer hands-on coursework focused on the specific skills of media scoring to students earning a graduate degree in a related field. Of note is the fact that other graduate programs are geographically distant from the film and television industry that is thriving in the state of Georgia.

In proposing a Graduate Certificate that could overlay existing graduate degrees at UGA in music, theatre, film, and other related fields, we are intending both to attract a diverse pool of students and to acknowledge the multi-disciplinary realities of contemporary commercial media. We believe this approach will be more valuable to a broader audience of UGA graduate students than the stand-alone certificates and degrees found in most of the descriptions below.

Indiana University's Jacob School of Music offers a Graduate Certificate in Music Scoring for Visual Media. <https://music.indiana.edu/degrees-programs/areas-of-study/visual-scoring.html>. This 12-credit hour program requires work in topics classes related to music scoring for visual media and a capstone project. Our proposal would be similar to this, but differ in the specificity of coursework, as well as the available elective work in film history, film genres, and broader aesthetic topics. Indiana University also offers a Master of Music in Music Scoring for Visual Media, which requires 18 hours of specific coursework in scoring for visual media.

New York University offers a Master of Music in Music Theory and Composition: Screen Scoring. <https://steinhardt.nyu.edu/degree/mm-music-theory-and-composition-screen-scoring/curriculum>. This degree requires 15 credits in screen scoring work and also includes work in composition lessons and general music electives. The screen scoring courses are similar to those found in this proposal.

The University of Miami (Florida) Frost School of Music offers a Master of Music in Media Scoring and Production. <https://bulletin.miami.edu/graduate-academic-programs/music/music-media-industry/mm-in-media-writing-and-production/#text>. This degree requires 18 hours of work in Media Scoring and/or Production, with classes similar to those in this proposal.

The Berklee College of Music offers an Online Master of Music in Film Scoring: <https://online.berklee.edu/music-degrees/graduate/film-scoring>. There are 36 credits in Film Scoring classes required for this degree, with coursework similar to that found in this proposal. Berklee also offers several stand-alone certificates (mostly 9 credits) in related topics, though they don't require a completed bachelor's degree for enrollment.

The University of Southern California Thornton School of Music offers a two-semester Master of Music in Screen Scoring. <https://uscscoring.com/>. While their website does not detail credit-hour breakdowns, there are 18 courses required for this program, all similar in nature to those found in this proposal. It should be noted that USC did offer a graduate certificate in the past, but recently replaced that certificate with this master's program.

The proposed certificate does not seek to replicate a full degree in the subject, but the 12-credit program of study would emulate a substantial percentage of the media-scoring coursework found in these exemplary degree programs. This program would fill a unique need in the state and in the nation, and we 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.

Certificate programs are not reviewed by the National Association of Schools of Music, our main accrediting agency. All of the coursework, however, aligns with current standards of practice and goals as expressed in the NASM Handbook.

6. Student Learning Outcomes

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 working on individual projects, and scenes.

Please submit documentation of the following approvals with the proposal:

- Department Head/Director
- Dean/Vice President
- Heads of any academic units which offer courses used in the program of study
- Heads of any academic units which offer similar programs