

University of North Carolina School of the Arts
School of Filmmaking – Office of the Dean

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Date: July 5, 2011
To: All School of Filmmaking Students
From: Dean Jordan Kerner
Subject: 2011-12 Academic Year
CC: All Faculty and Staff

I want to welcome you all to or back to the University of North Carolina School of the Arts, School of Filmmaking. The last four years were an amazing step forward for the school. We implemented and continue to implement many new programs and a philosophical change in the education of the next generation of Filmmakers subject to the financial constraints of the school. You return at a time of great innovation, re-imagination and financial constraints, similar to every University in the nation.

We will continue to be a program unique in providing a first rate film education, encouraging original creative voices, following a professional filmmaking process, while at the same time, challenging your knowledge and perceptions with a great liberal arts education. These two areas of study must be in balance. Within every filmmaker must live a keen thinker capable of great insights into the human condition; capable of convincingly expressing the content of one's own character as it develops here; and capable of an advanced artistic voice forged through hard work over the next few years in a mentor/mentee series of relationships with our great faculty.

The faculty and I seek a balance between the great series of courses in Filmmaking and the core liberal arts courses needed for the BFA degree. For it is the study of English literature, writing, history, theater, photography, art history, music, social studies, philosophy and the physics of light and sound which will form the core of the knowledge you take with you into filmmaking, it is indeed the heart and soul of a filmmaker. We seek a balanced educational program, which places a high value on all academic coursework including, reading, creative writing, lifelong intellectual curiosity in the events of the world, and the merits of a fully balanced curriculum. It is

our intention to develop and nurture the complete filmmaker, a storyteller of vision, compassion, substance and insight for the new world of film, television, animation, gaming and internet content. I hope that this program will gain further national recognition by helping to shape its films and filmmaker's visions, visions that seek to elevate the audience, notably visions of value and worth.

A number of new programs and practices were implemented in the in the last few years. They are as follows:

1. **The Production Process**: A comprehensive program (see the Student Manual that is on the Web Site). It sets forth the procedure to pitch a project; develop the screenplay; enter pre-production; start and complete production; follow a system of completion within the Post Production System and finally to Market and Distribute the 3rd and 4th year films.
2. **American Immersion**: This program where 2 groups of 10 students each with a faculty member went for one week to wide ranging environments across the country to seek out new worlds that will aid in the construction of storytelling and in the deepening understanding of character. The students who were selected on the basis of their performance in school had "Life Changing" experiences at Habitat for Humanity in New Orleans and at the Philadelphia Veterans Administration Hospital.
3. **Commercials, Music Videos and PSAs**: We began this program a couple of years ago to give the students, selected to participate, an education in short digital content. We have had the strong support of local/regional/national businesses to aid in the making of "Brand" oriented content for the internet. This type of screenwriting and production will lead the class into a much stronger form of storytelling that is the core of many industry jobs in the future.
4. **New Semester System**: This fall our School will change over to a 2-semester system to bring it in line with all other UNC and most other schools in the nation. This will stop our students from being discriminated against due to the late start of the Summer Break. It will also allow the establishment of joint MFA programs with other MFAs or with an MBA at the Kenan Flagler School of Business at Chapel Hill. Expect a few snafus; this is a huge effort to convert over.
5. **Joint Graduate Programs**: We are down the road for a Fall 2011 start for our Joint Degree MBA/MFA program with the Kenan Flagler School of business at UNC Chapel Hill. It is intended as a Joint Masters Program for film professionals in the Film, Television, Animation, Gaming, Commercials & Music Videos, and New Digital Content. We have begun the construction of a joint screenwriting MFA with UNC Chapel Hill's Writing for Film program. We are also in the process of starting a new Documentary Film program with emphasis in 2 electable areas of concentration. We are discussing this with UNCCH, UNCG, UNCC, Appalachian State, NC State and WSSU. Areas of concentration such as Science, Business, Politics, Journalism, Arts & Entertainment, Sports, Education, Medicine, Law, Banking, Environmental Issues, etc. will assist the graduate into a career in Documentaries with a

higher degree of preparation and concentration than any other film Documentary Program.

6. **New Building for Animation/Gaming/New Digital Content/Digital Production Design**: Was approved by the State of North Carolina. This combined with the CDI (Center for Design Innovation) will form the home for the technology of the future and an economic engine for the attraction of these industries to the Triad.
7. **Graduate Programs in all of our Departments**: Directing, Screenwriting, Cinematography, Production Design, Editing (Picture and Sound), and Animation are all part of a much larger "Center of Excellence" budget that was approved by the General Administration and the Board of Governors of UNC. It was put on hold like all other new programs until State Reviews come back into line. This program will include a major Film School physical plant and equipment overhaul. It will add students, faculty and staff. It will give on going financial support for the growing innovative programs. And last but certainly not least.....
8. **4th Year Studio Sized Outdoor Posters**: As you participated in or have just seen, part of the Production Process includes Marketing and Distribution. These posters created by the Production Designer with support from the Production Design Department and supervision of the film's Producer will go up every April as both Public Art and a culmination of a long road to the completed film.

Returning undergraduate students need to be sure to bring their Student Production Handbooks back with them to campus this fall. We will give you new pages to insert in your handbook, and once again you will be asked to sign a form agreeing to all policies and procedures outlined in the handbook, along with accepting our copyright ownership of all produced student work at the School, as a condition of your attending our program. If you do not have a current production handbook you will be charged \$20 to purchase one, so please remember to bring the edition of the handbook you were issued last year. You should always keep this handbook close by as a reminder of the rules we all live by in the School of Filmmaking.

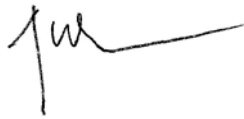
If the School can raise specified scholarship funds or individual students can provide it themselves, I will be hosting for 2-3 weeks (the required Internship Credits) a "shadowing" position in each of Directing, Producing, Screenwriting, Cinematography, Production Design, Sound Recording, Picture Editing, Animation and Film Music Composition and maybe more with the 1st AD on my next film *THE SMURFS*, directed by **Error! Reference source not found.** and distributed and financed by Columbia. No other School of Filmmaking in the nation has such a program. It will be shooting in New York City starting in early-mid October.

Please keep in mind that classes in the School of Filmmaking will formally begin on Monday August 22, 2011.

This will be a year of immense growth for the student body academically and for the Filmmaking School in new programs and practices. I expect that every student will perform at the highest academic levels. A degree from the University of North

Carolina's School of the Arts, the oldest public Arts School in the nation, is an honor. We are all privileged to be a part of this wondrous institution. Our Chancellor, John Mauceri has a grand vision for our future here in the Filmmaking School. Our students and faculty will share one of life's most treasured journeys, that of becoming an artist through experimentation and study. It will be a journey of mutual respect and devotion to achieve the best in Film. At the end of four years an artist will be forged. An artist who will affect the way the world looks at itself. An artist who will make audiences in every filmed medium laugh, cry and question their previous conceptions. It is a great responsibility to be a filmmaker in this new information age. The survival and civility of the planet will, in no small part, rest in your hands.

Best regards,

A handwritten signature in black ink, appearing to read 'JK', with a long horizontal stroke extending to the right.

Jordan Kerner, Dean
School of Filmmaking

University of North Carolina School of the Arts
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July 5, 2011

Dear 2011 Freshman Class:

It is with great excitement and enthusiasm that I welcome you to the 2011 – 2012 academic year. I along with the Dean, Associate Dean, faculty, staff and students are delighted that you have chosen to attend the University of North Carolina School of the Arts – School of Filmmaking. You will find this to be an excellent environment to study, learn, grow, make lifelong friendships all while pursuing your dream to become a filmmaker.

Several things you need to know:

In your first year, you will be responsible for maintaining a combined academic and an art’s (film) GPA of 2.3. To be successful in the first year, you must maintain and/or exceed this minimum grade point average. Equally, you are expected to crew a certain number of hours on 2nd, 3rd, & 4th year student productions and attend all “Required” screenings throughout the academic year. At the start of the Fall Semester, you will receive a copy of the “Student” handbook, please take time to familiarize yourself with our school policies.

As a part of the college experience, a film advisor will be assigned to you. It is your responsibility to meet with your assigned advisor throughout the school year to discuss any concerns with coursework/assignments, etc. He or she will set aside office hours when you can meet with them. Hours are posted on the door of each faculty member’s office.

To save valuable time, I will pre-course plan and register you each semester into all required film courses. All academic courses are scheduled through the *Undergraduate Academic House*; you will learn more about this during orientation week.

If you wish the faculty and administration to speak to your parent (s) and/or legal guardian about your progress, you must give the school permission to do so by signing *the Family Educational Rights and Privacy Act* form commonly referred to as the *FERPA Waiver form*. By signing this form, you agree to allow instructors and school administrators to talk to your parent (s) and/or legal guardian. You can obtain a copy of this form from the *Registrar’s Office*, located in the Welcome Center, second floor.

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In the first few weeks of your Cinematography class, you will be given a Safety Exam. This examination is designed to test your knowledge about *Safety on the Set*. The instructor will spend time going over the test material with you; however, you can begin preparing now by reviewing all highlighted text found in the *Safety Handbook*. For your convenience, a link to the Safety Handbook and other valuable links are listed below. These links will be helpful to you prior to arriving to college and useful throughout the academic year.

http://www.uncsafilm.net/handbooks/11-12_safety_handbook_highlighted.pdf

<http://www.uncsafilm.net>

<http://www.uncsafilm.net/1801/index.htm>

All information related to school business will be sent electronically to your assigned school email address. Please Note: **Your personal email address will not be used for school business.** If you have not set up your email account, please do so immediately. You will need the Campus ID# assigned to you. This ID # was included in your acceptance letter sent from the Admissions Office. Please remember to check your individual, assigned school email address often and regularly.

You will also receive paper correspondences from us in an assigned mailbox located in the lobby of the Film School Administration building. To receive care packages from home, you will be assigned a campus mail box. Campus mailboxes are located in the Mail Center, Commons building, 1st floor.

Lastly, I maintain an “open door” policy and I encourage you to contact me with any and all questions. I am located in the *Film Administration* building, second floor. Please feel free to stop by or call me at 336.770.1332 and/or email to: watsond@uncsa.edu If I am not available, please contact Assistant Dean Renata Jackson. She is located in the Ace Theatre Complex building, BB& T Lobby area. She can be reached at 336.770.1389 and/or by email to: jacksonr@uncsa.edu

Remember, the only stupid question is the question that is not asked.

I look forward to seeing you in August!

Sincerely,



Dolores Kay Watson
Academic Programs Manager