

## CONCENTRATION

15 UNITS

### SCRIPTING

SCR 3005	Screen Writing: Characters & Genres
SCR 3010	Writing for the short film
SCR 3015	Writing for Television Drama
SCR 4005	Feature Film Writing
SCR 4010	Script Analysis and Project for Scripting

### DIRECTING

DIR 3005	Art Direction and Production Design
DIR 3010	Directing Actors
DIR 3015	Location and Studio Directing
DIR 4005	Directing the Master Scene
DIR 4010	Script Analysis and Project for Directing

### CINEMATOGRAPHY

CIN 3005	Advanced Color theory and color timing for Cinematography
CIN 3010	Shooting the Master Scene
CIN 3015	Visual Effects and Green Screen Cinematography
CIN 4005	Studio Production
CIN 4010	Script Analysis and Project for Cinematography

### EDITING

EDT 3005	Sound and VFX for Film and Video
EDT 3010	Advanced Color Theory and Color Timing for Editing
EDT 3015	After Effects
EDT 4005	Editing the Narrative
EDT 4010	Sound Design for the Final Mix and Project

## ADMISSION REQUIREMENTS

The minimum University entrance qualifications are:

- Kenya Certificate of Secondary Education (KCSE) grade of C+
- Five credits in any five subjects at KCE or EACE or
- Five (5) upper level passes at the O level and/or A-Level passes of C for GCE or
- Kenya National Examinations Council (KNEC) Diploma or its equivalent;
- 5 Upper Level Passes for IGCSE/IB students

## CAREER OPTIONS

- Directors
- Producers
- Editors
- Art Directors
- Sound Engineers
- Cinematographers
- Screenwriting

## CONTACTS

P.O. Box 14634-00800  
USIU Road, Off Thika Road (Exit 7)  
Tel: +254-730 116 733/729/703/300/522/218/503/247/000  
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Accredited in Kenya & the United States of America by the Commission for University Education (CUE) and WASC Senior College and University Commission respectively.



# Bachelor of Arts in Film Production & Directing

[www.usiu.ac.ke](http://www.usiu.ac.ke)



@USIUAfrica

 **United States  
International  
University-Africa**  
Education to take you places



## PROGRAM DESCRIPTION

With a strong emphasis on both theory and practical skills, the Bachelor of Arts in Film Production and Directing seeks to create film professionals who are well versed in the aesthetics and technical aspects of film production and directing. The program aims at helping Kenya and other African countries meet local media content demand, which has been created by the exponential growth of the media industry in the continent.

## PROGRAM LEARNING OUTCOMES

- Analyze film traditions and practices in the context of film theory.
- Script, produce, direct, shoot, and edit films of different genres.
- Apply ethical, legal and management principles in the execution of the film production process.
- Use appropriate production technology to produce films.
- Manage production teams through synergy and resonance to achieve set production goals.
- Conduct research on film arts from a global perspective.

## DEGREE REQUIREMENTS 123 UNITS

### GENERAL EDUCATION 39 UNITS

#### SIGNATURE COURSES 12 UNITS

**STRATEGIES FOR UNIVERSITY SUCCESS 3 UNITS**  
SUS 1010 Strategies for University Success

**RESEARCH METHODS 3 UNITS**  
GRM 2000 Introduction to Research Methods

**COMMUNITY SERVICE OR COMMUNITY PROJECT 3 UNITS**  
CMS 3700 Community Service

**THE SENIOR EXPERIENCE 3 UNITS**  
SEN 4800 Integrated Senior Seminar

#### LANGUAGE STUDIES 12 UNITS

**ENGLISH 6 UNITS**  
ENG 1106 Composition I  
ENG 2206 Composition II

**FOREIGN LANGUAGE 6 UNITS**  
*Students must have credit for a foreign language or must take up a two-course foreign language sequence of one language. USIU-Africa offers courses in Arabic, Chinese, French, Japanese, Spanish, and Swahili.*  
Foreign Language I  
Foreign Language II

#### DISCIPLINARY GENERAL EDUCATION ELECTIVES 15 UNITS

MTH 1109 College Algebra 3 Units  
IST 1010 Introduction to Information Systems 3 Units

**SCHOOL-BASED GENERAL EDUCATION ELECTIVES 9 UNITS**  
*Students are required to pick 3 electives from the other schools (At least one of the courses should be an upper level course).*

#### SCHOOL OF HUMANITIES AND SOCIAL SCIENCES - LOWER LEVEL ELECTIVES

COM 1500 Intercultural Communication  
GNS 2000 Introduction to Gender Studies

#### CHANDARIA SCHOOL OF BUSINESS - LOWER LEVEL ELECTIVES

BUS 1010 Introduction to Business Organizations  
ECO 1010 Principles of Microeconomics  
ENT 1010 Introduction to Entrepreneurship  
HRT 1010 Introduction to Hospitality & Tourism

#### SCHOOL OF HUMANITIES AND SOCIAL SCIENCES - UPPER LEVEL ELECTIVES

GEO 3000 Geography and the Environment  
IRL 3015 Introduction to Peace & Conflict Studies  
LIT 4785 African Authors Seminar  
PHL 3310 Ethics and Value Theory  
PSY 3135 Psychology of Communication

#### CHANDARIA SCHOOL OF BUSINESS ELECTIVES - UPPER LEVEL ELECTIVES

MGT 3010 Overview of Management Practice  
MKT 3010 Principles of Marketing

### MAJOR 66 UNITS

#### LOWER DIVISION CORE COURSES 51 UNITS

FLA 1005 History of Film & Video  
FLA 1010 Fundamentals of Photography & Cinematography  
FLA 1015 Fundamental of Scripting  
FLA 1020 Film and video production fundamentals  
SND1005 History & Theory of Sound for Film & Video  
FLA 1030 Fundamentals of Film Editing  
FLA 1035 Introduction to production Design and Art Directing  
FLA 1040 Camera Operation Techniques and Aesthetics  
CIN 2005 Visual production design  
FLA 2010 The Business of Film, Culture and Society  
FLA 2015 Fundamentals of film directing  
SND 2010 Sound Physics  
SND 2015 Sound Design and Aesthetics  
FLA 2020 Principles of Writing for Dramatic and Factual Production  
FLA 2025 World Approaches to Film  
FLA 2030 Entertainment Law & Ethics of Film Production & Directing  
FLA 2035 Film Theory and Criticism

#### UPPER DIVISION CORE COURSES 15 UNITS

SND 3005 Sound Mixing  
SND 3010 Sound Script Analysis and Project  
PRD 3005 The Art of the Pitch  
PRD 4010 Producing From Green Light to Completion OR  
PRD 4015 Internship in Producing From Green Light to Completion