Bachelor of Arts in

Film Production & Directing

USIU-Africa is accredited in Kenya by the Commission for University Education (CUE) & the United States of America by WASC Senior College and University Commission respectively.

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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.

LEARNING OUTCOMES

Upon successful completion of the program, students will be able to:

1. Analyze film theory, traditions and practices in a global context.
2. Script, produce, direct, shoot, act and edit in films and different genres.
3. Apply ethical, legal and management principles in a film business.
4. Use appropriate technology to make films.
5. Manage production teams through synergy and resonance to achieve set production goals.

DEGREE REQUIREMENTS 120 UNITS

GENERAL EDUCATION 39 UNITS

SIGNATURE COURSES 15 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

FUNDAMENTALS OF INFORMATION LITERACY 3 UNITS

FIL 1010 Fundamentals of Information Literacy

LANGUAGE STUDIES 12 UNITS

ENGLISH LANGUAGE 6 UNITS

ENG 1106 Composition I (WI)
ENG 2206 Composition II (WI)

FOREIGN LANGUAGE 6 UNITS

Students must have credit for a foreign language or must take a two-course foreign language sequence of one language.
USIU-Africa offers courses in Arabic (ARB1000), French (FRN1000), Japanese (JPN1000), Spanish (SPN1000), Swahili (SWA1000), Chinese (CHI1000) and Kenya Sign Language (KSL1000).

DISCIPLINARY GENERAL EDUCATION ELECTIVES 6 UNITS

IST 1010 Introduction to Information Systems
MTH 1109 College Algebra

SCHOOL-BASED GENERAL EDUCATION ELECTIVES 6 UNITS

Students are required to pick 2 electives from School of Humanities and Social Sciences and Chandaria School of Business (one lower-level course and one upper-level course). The electives are as follows:

CHANDARIA SCHOOL OF BUSINESS LIST OF LOWER LEVEL ELECTIVES

BUS 1010 Introduction to Business Organizations

ENT	1010	Introduction to Entrepreneurship
ECO	1010	Principles of Mircroeconomics
HRT	1010	Introduction to Hospitality & Tourism

SCHOOL OF HUMANITIES & SOCIAL SCIENCES LIST OF LOWER LEVEL ELECTIVES

GNS	2000	Introduction to Gender Studies
COM	1500	Intercultural Communication

SCHOOL OF HUMANITIES & SOCIAL SCIENCES LIST OF UPPER LEVEL ELECTIVES

GEO	3000	Geography and the Environment
LIT	4785	African Authors Seminar
PHL	3310	Ethics and Value Theory
PSY	3135	Psychology of Communication
SOC	3301	Social Problems
SOC	3500	Social Conflict & Resolution

CHANDARIA SCHOOL OF BUSINESS LIST OF UPPER LEVEL ELECTIVES

MKT	3010	Principles of Marketing
MGT	3010	Overview of Management Practices

CORE COURSES 81 UNITS

LOWER LEVEL CORE COURSES 51 UNITS

FLA	1005	History of Film & Video	3 Units
FLA	1010	Fundamentals of Photography & Cinematography	3 Units
FLA	1015	Fundamentals of Scripting	3 Units
FLA	1020	Film & Video production fundamentals	3 Units
FLA	1030	Fundamentals of Film Editing	3 Units
FLA	1035	Introduction to Production Design and Art Directing	3 Units
FLA	1040	Camera Operation Techniques and Aesthetics	3 Units
FLA	2010	The Business of Film, Culture & Society	3 Units
FLA	2015	Fundamentals of film directing	3 Units
FLA	2020	Principles of Writing for Dramatic and Factual Production	3 Units
FLA	2025	World Approaches to Film	3 Units
FLA	2030	Entertainment Law & Ethics of Film Production & Directing	3 Units
FLA	2035	Film Theory and Criticism	3 Units
SND	1005	History & Theory of Sound for film & Video	3 Units
SND	2010	Sound Physics	3 Units
SND	2015	Sound Design and Aesthetics	3 Units
CIN	2005	Visual production design	3 Units

UPPER LEVEL CORE COURSES — 15 UNITS

SND	3005	Sound Mixing	3 Units
SND	3010	Sound Script Analysis and Project	3 Units
PRD	3005	The Art of the Pitch	3 Units
PRD	4020	Costume and Makeup for the Screen	3 Units
PRD	4010	Producing From Green Light to Completion	3 Units
OR			
PRD	4910	Internship in Producing From Green Light to Completion	3 Units

CONCENTRATION COURSES — 15 UNITS

SCRIPTING — 15 UNITS

SCR	3005	Screen Writing: Characters & Genres	3 Units
SCR	3010	Writing for the short film	3 Units
SCR	3015	Writing for Television Drama	3 Units
SCR	4005	Feature Film Writing	3 Units
PRD	4005	Screen Acting	3 Units

DIRECTING — 15 UNITS

DIR	3005	Art Direction and Production Design	3 Units
DIR	3010	Directing Actors	3 Units
DIR	3015	Location and Studio Directing	3 Units
DIR	4005	Directing the Master Scene	3 Units
PRD	4005	Screen Acting	3 Units

CINEMATOGRAPHY — 15 UNITS

CIN	3005	Advanced Color theory and color timing for Cinematography	3 Units
CIN	3010	Shooting the Master Scene	3 Units
CIN	3015	Visual Effects and Green Screen Cinematography	3 Units
CIN	4005	Studio Production	3 Units
PRD	4005	Screen Acting	3 Units

EDITING — 15 UNITS

EDT	3005	Sound and VFX for Film and Video	3 Units
EDT	3010	Advanced Color Theory and Color Timing for Editing	3 Units
EDT	3015	After Effects	3 Units
EDT	4005	Editing the Narrative	3 Units
PRD	4005	Screen Acting	3 Units

CAREER OPPORTUNITIES

A Bachelor of Arts in Film Production & Directing opens up a wide range of career opportunities:

1. Directors
2. Producers
3. Editors
4. Actresses/Actors
5. Art Directors
6. Sound Engineers
7. Film Studies Scholars
8. Cinematographers

ADMISSION REQUIREMENT

Kenya Certificate of Secondary Education (KCSE) or its equivalent with a minimum aggregate of C+ (Plus).

CONTACTS

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