Professional Practices in Film
14076 – ART – 4392.002
Spring 2024
Brad Maule
SFASU School of Art
Micky Elliot Fine Arts Building Rm 114
maulegb@sfasu.edu
Office Hours: Mondays through Thursdays by appointment
Class: Tuesday/Thursday 11:00 am – 1:40 pm

4392.002 Professional Practices in Film - Three semester hours. This course is designed to immerse film studies students in practical and theoretical issues related to their future professional life.

School of Art Film students will be given the opportunities over the course of six projects/assignments to learn the business side of being a professional filmmaker.

The six assignments for this class are:
1. Who are you and what are you selling?
2. Resume
3. Demo Reel
4. Social Media Profile (IMDB, Face Book, Instagram, etc.)
5. Business Cards
6. The Big Move (group projects)

Program Learning Outcomes (PLO):

Program – STUDIO ART BFA PLOs
1. Undergraduate students will demonstrate proficiency in foundation skills as they relate to the elements and principles of film/Video Production.
2. Undergraduate students will exhibit a high level of proficiency in the use of materials, techniques and media.
3. Undergraduate students will demonstrate understanding of contemporary art issues through exploration of synthesis of content, problem solving and creativity.
4. Undergraduate students will define and state knowledge of Cinematic Historical precedents.

Student Learning Outcomes (SLO): Students enrolled in ART 4392 should be able to demonstrate through the successful completion of projects and other coursework (including possible exams, quizzes, readings, and writing samples) the acquisition of the following:

- Proficiency in the technical skills related to professional practices
- The ability to articulate key concepts and terminology related to professional practices
The ability to navigate the logistics of exhibiting/marketing film/Video Productions.

**Course Outline:** A typical class day will consist of lecture, demonstration, and studio time, in that order. It is expected that students will need to spend up to six hours outside of class each week working on their assignments.

**Grading and Attendance:**

Formal evaluation of coursework will proceed as follows: Grades will be assigned on a scale of 0-4, 0 being low and 4 being high. Merit will be based on quality of craftsmanship, creativity/ambition, and precision in fulfilling any given assignment. Each project will be compared to the grading rubric (see below). I reserve the right to assign occasional readings, including written responses, and administer quizzes and/or exams as I see fit and will include the grades of such along-side project grades. Since this class is based largely on studio experience, attendance is mandatory. I expect students to arrive to class on time, every time, just as I expect for myself. Students who miss class will fall behind and the ultimate result will show in poorly executed assignments. As an additional incentive to attend class, students with perfect attendance will be given the opportunity to raise their lowest project grade one whole step (for instance from a B to an A). I reserve the right to decide whether or not I will repeat lectures and or demonstrations for students who missed them by not coming to class. At the end of the semester, all project/exam/written assignment grades will be averaged to determine the final grade. Below is the grading scale:

- 3.5 – 4 A
- 2.5 – 3.4 B
- 1.5 – 2.4 C
- .5 – 1.4 D
- 0 -.4 F

**Grading Rubric:**

An assignment receiving a grade of “A” represents the best possible example of that assignment. The work is excellent. There are no technical problems. The parameters of the assignment, such as they are, have been met with exactness. Content is both creative and ambitious and goes well beyond simple imitation of the demonstration. The work exhibits a sound understanding on the part of the student.

An assignment receiving a grade of “B” represents work that is good but could be better. The work has some technical errors, but overall is satisfactory and above average. Possibly not all of the parameters of the assignment have been fulfilled, but most have. The content is thought out to a certain point, but it is slightly evident that further inquiry could have been used on the part of the student.
An assignment receiving a grade of “C” represents work that is average. The work has several errors, both technical and conceptual. The work betrays a general lack of understanding on the part of the student. Not all parameters have been met. The assignment lacks creativity beyond the demonstration of the assignment.

An assignment receiving a grade of “D” represents work that is below average and that is in need of reconsideration. There are many glaring errors in both technique and conceptual rigor. The work doesn’t satisfy the parameters of the assignment but should be given some credit based on a low level of effort. The work displays that the student does not grasp the assigned content very well at all.

An assignment receiving a grade of “F” represents the type of work that can in no way be accepted for credit. The parameters of the assignment are not met. The technical errors are gratuitous. The portrayed attitude is one of “blowing off.” The work should be redone.

While attendance won’t be factored formally into the grading, students will be required to sign in and out on a designated sign-in sheet each day as a matter of record keeping. Students should refer to the university attendance policy in dealing with managing absences (see below):

Class Attendance and Excused Absence

Class Attendance

Regular and punctual attendance is expected for all classes, laboratories, and other activities for which a student is registered. Attendance policies shall be stated in the syllabus. For those classes where attendance is a factor in the course grade, an accurate record of attendance shall be maintained. Regardless of attendance, the student is responsible for course content and assignments.

Excused Absences

Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Students are responsible for providing satisfactory documentation in a timely manner to the instructor for each absence. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with acceptable excuses may be permitted to make up work for a maximum of three weeks’ worth of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make up work must be completed as soon as possible after returning from an absence in accordance with the course syllabus.

Acceptable Student Behavior

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties.

Academic Policies:

Academic Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help
another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. For more information visit 
http://www.sfasu.edu/policies/academic_integrity.asp

Students with disabilities: No qualified student with a disability shall, on the basis of disability, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under any ... postsecondary education program or activity ... [Federal Rehabilitation Act of 1973, Section 504, 84.43]

and

An institution shall make such modifications to its academic requirements as are necessary to ensure that such requirements do not discriminate or have the effect of discrimination on the basis of handicap, against a qualified handicapped applicant or student ...

http://www.sfasu.edu/policies/