

## Academic Business Plan: Master of Fine Arts (MFA) in Cinema

### Overview

The Cinema Department was established in 1970, and it has been a legendary center for alternative, experimental forms of cinematic expression, recognized as one of the most influential programs for the cinematic art in the United States. The Cinema Department has two areas of focus: cinema production and film studies. The cinema production side challenges students to broaden their creativity through various courses focusing on experimental film, video art, non-fiction, animation, audio works, installation, and performance, while the film studies side discusses film history, theory, and other topics in cinema to expand students' knowledge and understanding of the art of the moving image. Students in this program will be encouraged to explore in depth the formal, historical and cultural meanings of cinema and its components, processes and tools, as a means to better develop creative strategies for self-expression. What makes a work of cinema far-reaching, expressive and unique, inventive, discerning or effective, will be among the questions that we will raise in an environment fostered by critical and creative thinking—an environment where making something is not only about understanding how to use the tools but how to innovate and how to lead.

Students in the Cinema Department will be exposed to the contemporary practice in the cinematic art through the Visiting Film/Video Artists/Scholars Speakers Series, an event the Cinema Department invites contemporary film/video artists and scholars for their screenings and presentations, and the Cinema Department provides opportunities for students to organize on/off-campus exhibitions/screening events, including the Student Experimental Film Festival in Binghamton, an annual showcase of experimental films made by college students nationwide.

Now the Cinema Department proposes to establish a new 2-year MFA in Cinema program. This Academic Business Plan focuses on the MFA in Cinema that will be offered in a traditional face-to-face classroom format. An updated or separate plan will be submitted later in conjunction with a formal proposal.

### Context

The Cinema Department constitutes a fundamental part of the Harpur College of Arts and Sciences. The proposed MFA in Cinema will increase the visibility of the department, enrich the

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Univ. of Arizona	MFA in Art PhD in English
California State University Northridge	MFA in Visual Arts
California State University Sanbernardino Mount Saint Mary's University	MFA in Studio Arts

underrepresented minorities, in order to increase the retention of faculty. The Cinema Department formed a new team mentoring program in Spring 2021, and a team consists of the chair and one senior faculty member. The team meet with their assigned junior faculty member on a regular basis, assisting with matters such as creative work/research direction, fellowship and grant writing, film festival submissions, and teaching issues.

The undergraduate student body in the Cinema Department is highly diverse. Most notably, we have a very high rate of international students, as the table below shows, we have had more than double the percentage of the international students at Harpur College, except this fall, which would be due to the pandemic situation during the spring in the United States, as most of our production courses were offered as "in-person only" courses. We expect that higher percentages will be achieved in the proposed MFA in Cinema program, as more international students have been admitted to the graduate programs at Harpur College.

Percent of Diverse: International Students

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Cinema Students	21.3%				

The Cinema Department keeps integrating multicultural content into the curriculum and employing a pedagogy that is appropriate to diverse students for the retention of students from diverse backgrounds and their success. The tables below show that the percentage of Black, Hispanic, and Asian Pacific Islander students in the Cinema undergraduate program, and each of which is more than the percent of overall Graduate Students at Binghamton University, especially the percentage of Hispanic students that is almost double of the one of Graduate Students. It is expected that similar percentages will be achieved in the proposed MFA in Cinema program.

Percent of Diverse: Black

	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Cinema Students	6.5%	7.5%			



wider variety for students to choose from. Our production courses have been providing opportunities for students to work with off-campus art venues to exhibit their projects and present screening programs. We also offer opportunities for students to work for other departments, encouraging them to learn outside the Department. For example, our students have been helping the Theatre Department produce a video of their performance event while taking Independent Study course with our faculty. Through these experiences, our students will learn how to work with professionals and their expectations so that they will be ready for pursuing a career in this field and working with the communities and beyond. Recently, our Program has co-developed a new videography internship position at the Binghamton University Art Museum, and the Art Museum is offering this opportunity in Spring 2021, for which students will work closely with one of the museum's curators for their exhibitions and other public events. Furthermore, the Cinema Department offers a summer study-abroad program that takes place in Tokyo, in which students will learn the uniqueness of the Japanese art animation while exploring Japanese culture, which will increase their cultural competency, preparing them for successful, fulfilling and meaningful lives.

The MFA in Cinema Program will be related to the other Strategic Priorities of Binghamton University, Engagement, as it will enhance the University's cultural impact through engagement



keep developing a good relationship with Nihon University to seek possibilities of establishing a faculty/student exchange program with a simplified admissions process in the future.

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group studio space for 6 graduate students for a temporary purpose, while requesting additional space in the basement of Classroom Wing for the second year to accommodate 12 graduate students in total. We will not need any expenses to modify one of our studios for the group studio



We also plan to promote the program by organizing info sessions and portfolio reviews at other institutions and having advertisements in film festival catalogs.

In calculating Program Revenue, we assume that in Years 1 and 2, all students will be full-time and 1 out of 6 students will pay either out-of-state or international tuition. Calculations of program revenue across all years utilize the most current figures available (2020-21).

In calculating Program Expenses, we determine the starting salary for a new tenure-track faculty member in the third year reflects an estimate from the most recent hire in the Cinema Department, including start-up fund.

Enrollment and Revenue						
	Before Start	Academic Year 1	Academic Year 2	Academic Year 3	Academic Year 4	Academic Year 5
Enrollment Full Time	0	6 FT	12 FT	12 FT	12 FT	12 FT
Enrollment Part Time	0	0 PT				

Other (marketing):	\$2,000	\$2,000	\$2,0
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2. Utilize Constructive Criticism in The Creative Process: Graduating MFA students will learn to articulate and receive constructive criticism while learning to find their own individual responses in their creative practice and in how they communicate.
3. Obtain Knowledge and Creative Proficiency with Tools of Production: Graduating MFA students will demonstrate knowledge of and creative proficiency with production tools.
4. Analyze Works of Cinematic Art: Graduating MFA students will demonstrate competence in the analysis of cinematic art. Students will comprehend fundamental terms of critical and technical language in cinema, and students will understand foundational aspects of cinema history and aesthetics. Students will indicate their competence through their ability to speak and write with accuracy and merit about cinematic art.
5. Teach and Lead a Group of Students: Graduating MFA students will demonstrate the ability to teach a production course and/or conduct a filmmaking workshop to diverse students effectively.