

MEDIA ARTS DEPARTMENT OVERVIEW

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Our primary goal is to teach students the tools, traditions, and technologies related to the digital arts. Although the curriculum requires Media Arts students to develop skills and understanding of quickly evolving technology, we recognize that the digital arts are rooted in a longer history of visual and audio concepts. The Media Arts program takes a conservatory approach to arts training built on the promise that to learn to make art, one must make art. Following that tradition, the curriculum is project-based and students are evaluated on portfolios.

Each level has portfolio requirements as well as ensemble expectations that determine a student's grades and matriculation through levels. Portfolio requirements are intended to show an understanding and proficiency of various aspects related to the digital arts. Even though many students come with a specific interest, like audio production or cinematography, we expect students to learn a multitude of skills that weave together as a whole. Students also learn film production positions, responsibilities, and professional expectations. To be successful in the Media Arts program one must develop skills related to team building, collaboration, communication, and professional etiquette.

Admission to the Program

Admission to the Media Arts program is based on the application and audition. The application consists of an academic transcript, a short essay stating applicant's interest and goals, as well as a letter of recommendation. Students who complete the application on time will be scheduled for an audition. The audition consists of a written film critique, an interview, and a portfolio review. The portfolio can include one or more of the following: a short film, a photo story, storyboards, a screenplay, electronic or recorded music, a music video, or short animation. Media arts is rooted in time. Therefore, demonstrating one's understanding of how story, character, space and/or tone *develop over time* is an essential element of the portfolio.

All applicants are ranked based on a score from their audition. Class sizes are limited, and admittance to NOCCA goes to the top-ranked students. Placement into levels is determined at the discretion of the Media Arts faculty.

Curriculum/Courses of Instruction

Course work includes but is not limited to: Screenwriting, Producing, Directing, Cinematography, Digital Photography, Animation, Editing, Motion Graphics and Compositing, Media Literacy, Film History, Projection Mapping, Special Effects, Audio Recording, Sound Editing, Music production, and Studio Engineering. By emphasizing a core curriculum of project-based (both independent and group) assignments, we aim to imbue our students with a massive practical and conceptual media arts toolkit, preparing them for future excellence in any realm of our vast field.

General Requirements and Guidelines

Level I projects are designed to *demonstrate basic concepts and technical skills* related to story, screenwriting, traditional and digital animation, digital photography, audio and video recording, audio and video editing, motion graphics, compositing, music production and basic lighting. We introduce Level 1 students to all applications, both software and hardware, that will be useful for developing their media in a modern context.

For screenwriting, we teach Final Draft. For video production, we teach the Adobe Creative Suite, including Premiere Pro, After Effects, Photoshop and Animate CC. We explore stop-motion animation with Dragon Frame and post-production with DaVinci Resolve. In Level 1 we introduce students' to a variety of professional-grade cameras, lenses and lighting practices. Visual projects include developing a photostory, shooting/editing a "Lumiere" film, writing screenplays, storyboarding, and making a variety of animated and motion graphic shorts. For audio production, we introduce students to the essential professional suite of DAW's, including but not limited to Pro Tools, Ableton Live, FL Studio and Studio 1, as well as introductions to small-format analog signal flow via recording hardware such as mobile recording interfaces and microphones. In both theory and practice, we coordinate the video and audio components of media by teaching scoring to film as well as ADR and foley placement in many of the students' video projects. Projects include MIDI composition, rhythmic theory and adherence to "the grid," songwriting, MIDI production in Pro Tools and Ableton Live, Music Concrète, audition and preparation for MARS Fest (Media Arts Recording Showcase--an annual live music festival created and performed by our department), and score composition and recording.

Our Level 1 foundation courses are supplemented by unique instruction from our level 3 & 4 thesis candidates. This adds a distinct flavor and variety to our curriculum by emphasizing peer to peer learning while reinforcing the importance of ensemble and strengthening networking

skills essential in our industry. Overall, we explore all aspects of pre and post-production and expect our students to expand their technical know-how as they advance through our curriculum. Upon completing Level 1, a NOCCA media arts student will be able to produce independent films and audio projects and competently assist others in doing so.

Monday – Friday. 4:00p.m – 6:30p.m. (3 credits)

Level II projects are designed to *demonstrate understanding of media structure and form*.

Level II students are given personal computers and are allowed to check out professional level gear in order to further their craft at home. Responsibility and accountability are traits expected of a NOCCA media artist and these are traits they must maintain to matriculate. As their proficiency with pre and post-production tools expands, level II students produce a self-directed experimental film, a self-portrait, and an animated film. They design album covers and movie posters. They also collaborate with actors and singers from different departments at NOCCA to produce original narrative work as well as produce an annual series of documentaries about highlighted NOCCA President's Honors recipients. Level II media arts students work both independently and in crews--wearing many hats to ensure professional level completion of said projects. For audio production, we introduce Level II students to managing their own DAW in the form of a laptop which contains all the capabilities to interact with the software and hardware we continue to explore. Ableton Live, FL Studio, Pro Tools and Studio 1 are all made available to students as we begin to connect their small-format workstations to the large-format recording studio we have on campus. Students are now able to book recording sessions where they learn the commercial application of engineering duties and become proficient at operating a professional-grade cache of microphones, preamplifiers and converters. Projects include recording and producing a cover song, recording and arranging classical vocalists, recording and producing a poem set to original music, audition and preparation for MARS Fest, and on-set sound recording and post-production on all associated visual projects, including narrative and music-video media.

Monday – Friday. 1:15p.m – 3:45p.m. (3 credits)

Level III students *hone personal style*. By exploring and refining their concentration(s) in either filmmaking or audio engineering/production, they are granted greater freedom to develop a personal theses in their chosen field(s). Filmmaking students produce films that explore stories, themes and genre techniques inspired by masters of the medium to better shape a personal perspective of their own work. Video projects are an exploration of film history, process, tradition and style. Level III students pursue more in-depth training in more advanced concentrations within the medium such as cinematography, screenwriting, directing and animation. Video projects include but are not limited to: creating a fully articulated title sequence, an inked and timed animatic, production and direction of a narrative short film, production and direction of a narrative feature film, documentaries, animated shorts, music videos, cinematography reels, poster and album cover design, web and game design, as well as script, story and screen development. Audio projects include forming a band, managing

personal and collective IP and copyrights, introduction to the media identity of a musician, audition and preparation for MARS Fest, recording and composing for both personal work and filmmaking students' video projects, and advanced tutorials in mixing, recording, production and mastering.

Monday – Friday. 1:15p.m – 3:45p.m. (3 credits)

Level IV students *focus on a personal thesis* in which they produce a project that culminates and illuminates their study at NOCCA and articulates their goals as an artist or professional in the field. In addition, Level VI students are required to develop and teach a week of curriculum to Level I students in order to demonstrate mastery of some technique, principle or concept within the medium. Video projects include but are not limited to: creating a fully articulated title sequence, an inked and timed animatic, production and direction of a narrative short film, production and direction of a narrative feature film, documentaries, animated shorts, music videos, cinematography reels, poster and album cover design, web and game design, as well as script, story and screen development. Audio projects include forming a band, managing personal and collective IP and copyrights, introduction to the media identity of a musician, audition and preparation for MARS Fest, recording and composing for both personal work and filmmaking students' video projects, and advanced tutorials in mixing, recording, production and mastering.

Monday – Friday. 1:15p.m – 3:45p.m. (3 credits)

Certificates

Media Arts awards certificates in the following three categories:

Certificate of Artistry is awarded to seniors in Level III or IV who have completed a creative thesis and have developed and taught a specialized class representing their mastery of advanced media arts techniques and/or theories.

Certificate of Achievement is awarded to seniors in Level II or III who have completed all course requirements but have not submitted a creative thesis.

Certificate of Recognition is awarded to seniors in Level I who have shown artistic growth and dedication during their time at NOCCA.

In all cases, the judgment by the core faculty regarding the awarding of certificates is final.

