



World Story Organization

1156 Dakota Court • Bowling Green, OH • USA • [www.worldstoryorganization.org](http://www.worldstoryorganization.org)

# Daystar University

Film Production Degree Programme Proposal

Prepared for: Purity Kiambi, Dean of the Faculty of Arts

Prepared by: Justin Edwards, Director of World Story Organization

February 19, 2009

# EXECUTIVE SUMMARY

## **Objective**

To provide strategic guidance in curriculum development and equipment recommendations for a 4-year undergraduate Film Production degree programme at Daystar University in Nairobi, Kenya.

## **Goals**

To deliver this curriculum, including suggestions for semester coursework, books, and equipment (not limited to lights, sound, camera, computer, editing materials, and software) for review by June 2009. Further training for curriculum to follow.

## **Solution**

To deliver training workshops in order to equip faculty to deliver the curriculum so programme is intrinsic, self-sustaining, and not reliant on any outside professionals or faculty.

## **World Story Organization's Mission and Methodology**

World Story Organization is dedicated to providing a storytelling and film production education for communities around the world.

WSO identifies, initiates, and provides strategic guidance in curriculum development for starting film schools in countries with developing film industries.

WSO seeks to give a voice to stories around the globe in coordination with other organizations.

WSO provides curriculum and training for local teachers to temper it to their culture and stories, emphasizing maintaining the indigenous voice.

The influence of the Western (Euro-American) Story with all of its archetypes, values, structure, and style could inadvertently stifle the indigenous voice.

In light of this, WSO is in no way a provider of educators. It is our belief that training in film should primarily come from teachers within the same culture.

# SUGGESTED FOUR YEAR STUDY PROGRAMME

## FILM PRODUCTION CONCENTRATION

<b>1ST YEAR</b>				<b>2ND YEAR</b>			
Semester 1		Semester 2		Semester 1		Semester 2	
INS 111	3	INS 112	3	ACS 101	2	<b>COM 226</b>	3
BIL 111	3	BIL 112	3	ECO 111	2	<b>FILM 201</b>	3
ENG 111	3	ENG 112	3	INS 212	2	INS 313	3
ENV 112	2	PHY 112	2	PHL 111	3	<b>COM 223</b>	3
MAT 102	2	BIO 111	2	BIL 212	2	<b>FILM 202</b>	3
ART/LIT/		HPE 113	1	<b>ICO 016</b>	<b>3</b>	Minor/Elective	3
MUS 111	2	COM 099	0 (3)	POL 111	1		
	15		14 (17)		15		18

<b>3RD YEAR</b>				<b>4TH YEAR</b>			
Semester 1		Semester 2		Semester 1		Semester 2	
RET 320	2	RET 321	2	INS 412	3	<b>FILM 410</b>	3
<b>ICO 065</b>	3	<b>COM 361</b>	3	<b>FILM 401</b>	3	<b>FILM 411</b>	3
<b>ICO 066</b>	3	<b>FILM 302</b>	3	<b>FILM 402</b>	3	<b>FILM 420</b>	3
<b>COM 264</b>	3	<b>ICO 067</b>	3	<b>FILM 403</b>	3	Minor/Elective	6
<b>FILM 301</b>	3	<b>ICO 068</b>	3	Minor/Elective	4		
Minor/Electives	3	Minor/Electives	3				
	17		17		16		15

### JUNE/AUGUST BLOCK

**FILM 501**    4

New courses introduced above:

- FILM 201 - Intro to Image & Sound
- FILM 202 - World Cinema
- FILM 301 - Development of the Motion Picture
- FILM 302 - Documentary Film
- FILM 401 - Directing
- FILM 402 - Advanced Screenwriting
- FILM 403 - Cinematography
- FILM 410 - Advanced Editing
- FILM 411 - Producing
- FILM 420 - Narrative Film Production
- FILM 501 - Film Thesis Project

# DAYSTAR FILM PRODUCTION DEGREE

## MAJOR COURSES

**bold - used in 4-year outline above**

*italics - possible alternative major courses*

*ART 111 - Art in Africa*

**COM 223 - Public Speaking**

**COM 226 - Interpersonal & Group Communication**

**COM 264 - Broadcast Techniques**

**COM 361 - Audio Production**

*COM 344 - Photography*

*COM 346 - Creative Graphic Arts*

*COM 364 - Writing for the Screen*

*COM 422 - Media & Christianity*

*COM 466 - Video Production*

*ENG 215 - Oral Literature*

*ENG 314 - Creative Writing*

*ENG 343 - Fiction Writing*

**FILM 201 - Intro to Image & Sound**

**FILM 202 - World Cinema**

**FILM 301 - Development of the Motion Picture**

**FILM 302 - Documentary Film**

**FILM 401 - Directing**

**FILM 402 - Advanced Screenwriting**

**FILM 403 - Cinematography**

**FILM 410 - Advanced Editing**

**FILM 411 - Producing**

**FILM 420 - Narrative Film Production**

**FILM 501 - Film Thesis Project**

*FILM 310 - Genre Studies*

*FILM 311 - Film Theory*

*FILM 312 - Ethics in Film*

*FILM 313 - Contemporary Hollywood Cinema*

*FILM 404 - Visual Effects and Motion Graphics*

*FILM 421 - Documentary Film Production*

**ICO 016 - Introduction to Mass Communication**

**ICO 065 - Scripting for Video Production I**

**ICO 066 - Introduction to Video Production**

**ICO 067 - Scripting for Video Production II**

**ICO 068 - Video Production & Editing 2**

*ICO 049 - Photography & Photojournalism*

# SUGGESTED EQUIPMENT & SOFTWARE PURCHASES

Based on an informal investigation, WSO makes the following equipment suggestions, keeping in mind the numbers are subject to change based on student enrollment.

## **Computers & Software**

Currently, there is an editing studio on campus at Athi River with three (3) iMac computers running Mac OS X 10.4 that have the first Final Cut Studio (both circa 2005). Final Cut Studio is certainly an industry standard, particularly in the world of education. In 2008, Final Cut Studio 2 was released, featuring updated software for film editing, sound production, DVD authoring, and motion graphics that would keep students on the cutting edge of the global film industry.

As expected, with the introduction of a film degree, these editing stations will become very busy, particularly for 3rd and 4th year students. These editing labs should be available for extended hours (if not 24 hours), as video editing and rendering can be very time consuming.

**WSO recommends: increasing the number of editing stations to at least ten (10), complete with the latest OS and Final Cut Studio.**

## **Audio Equipment**

Currently the selection of audio production equipment available for student's to check out is unsatisfactory for film production. No student should be recording to cassette tape anymore. Digital recorders can come very cheap these days, record at a much higher quality, and are easier to transfer to a computer for editing. A good quality digital recorder for film production begins at around \$300.

Daystar should also consider investing in a finer selection of microphones. The Shure SM-57 is a very good all purpose microphone for under \$100, though ideally, for film production, a shotgun microphone is most desirable, and they start around \$200 each.

**WSO recommends: having at least ten (10) shotgun microphone & digital recorder packages available for student productions.**

## **Lighting Equipment**

Lighting equipment is the next production need. Based on interviews, there are no lighting kits available for students to check out. Basic production lighting kits, complete with stands, gels, and umbrellas begin around \$200.

**WSO recommends: having at least five (5) lighting kits available for student productions.**

## **Cameras**

Finally, the Athi River campus currently checks out Hi-8 or basic Mini-DV camcorders for students. When it comes to film production, students will find these cameras too limiting with a lack of manual controls, and out of date with their standard definition, full-screen shooting modes.

There is currently a great selection of high-definition, widescreen camcorders that record to an internal hard drive, eliminating the need for tapes and importing headaches. They also come with full manual controls and adaptable lenses, beginning around \$600 each.

**WSO recommends: having at least ten (10) of these HD camcorders available for student productions.**

## CONTACT INFORMATION

World Story Organization looks forward to continued collaboration with Daystar University as they embark upon creating their Film Production degree programme. Please don't hesitate to contact us below with any questions.

Thank you.



Kenya contact:

Cell: 0735 430 347

US contact:

World Story Organization

1156 Dakota Court

Bowling Green, OH 43402 USA

[office@worldstoryorganization.org](mailto:office@worldstoryorganization.org)

[www.worldstoryorganization.org](http://www.worldstoryorganization.org)