

## UPPER DIVISION CORE COURSES

15 UNITS

- SND 3005 Sound Mixing
- SND 3010 Sound Script Analysis and Project
- PRD 3005 The Art of the Pitch
- PRD 4020 Costume and Makeup for the Screen
- PRD 4010 Producing From Green Light to Completion OR
- PRD 4015 Internship in Producing From Green Light to Completion

## CONCENTRATION

15 UNITS

### SCRIPTING

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

### DIRECTING

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

### CINEMATOGRAPHY

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

### EDITING

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

## ADMISSION REQUIREMENTS

The minimum University entrance qualifications are:

- Kenya Certificate of Secondary Education (KCSE) grade of C+
- Five (5) upper level passes in any 5 subjects at 'O' Level, and/or 3 Principal passes at 'A' Level for EACE/KCE/KACE/EAACE/GCE/IGCSE/IB
- Kenya National Examinations Council (KNEC) Diploma or its equivalent;

## CAREER OPTIONS

- Directors
- Producers
- Editors
- Actresses/Actors
- Art Directors
- Sound Engineers
- Film Studies Scholars
- Cinematographers

## CONTACTS

P.O. Box 14634-00800  
USIU Road, Off Thika Road (Exit 7)  
Tel: +254-730 116 733/729/703/300/522/218/503/247/000  
Email: bafpd@usiu.ac.ke / admit@usiu.ac.ke



# Bachelor of Arts in Film Production & Directing

Accredited in Kenya & the United States of America by the  
Commission for University Education (CUE) and WASC Senior  
College and University Commission respectively.

[www.usiu.ac.ke](http://www.usiu.ac.ke)

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**United States  
International  
University-Africa**  
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.

## PROGRAM LEARNING OUTCOMES

Students will be able to:

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

## DEGREE REQUIREMENTS

**120 UNITS**

### GENERAL EDUCATION

**39 UNITS**

#### SIGNATURE COURSES

**12 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

#### LANGUAGE STUDIES

**12 UNITS**

##### ENGLISH

ENG 1106 Composition I

ENG 2206 Composition II

**6 UNITS**

##### FOREIGN LANGUAGE

**6 UNITS**

*Students must have credit for a foreign language or must take up a two-course foreign language sequence of one language. USIU-Africa offers courses in Arabic, Chinese, French, Japanese, Spanish, and Swahili.*  
Foreign Language I  
Foreign Language II

#### DISCIPLINARY GENERAL EDUCATION ELECTIVES

**15 UNITS**

MTH 1109 College Algebra

**3 UNITS**

IST 1010 Introduction to Information Systems

**3 UNITS**

#### SCHOOL-BASED GENERAL EDUCATION ELECTIVES

**9 UNITS**

*Students are required to pick 3 electives from the other schools (At least one of the courses should be an upper level course).*

#### SCHOOL OF HUMANITIES AND SOCIAL SCIENCES -

##### LOWER LEVEL ELECTIVES

COM 1500 Intercultural Communication

GNS 2000 Introduction to Gender Studies

#### CHANDARIA SCHOOL OF BUSINESS – LOWER LEVEL ELECTIVES

BUS 1010 Introduction to Business Organizations

ECO 1010 Principles of Microeconomics

ENT 1010 Introduction to Entrepreneurship

HRT 1010 Introduction to Hospitality & Tourism

#### SCHOOL OF HUMANITIES AND SOCIAL SCIENCES - UPPER LEVEL ELECTIVES

GEO 3000 Geography and the Environment

IRL 3015 Introduction to Peace & Conflict Studies

LIT 4785 African Authors Seminar

PHL 3310 Ethics and Value Theory

PSY 3135 Psychology of Communication

#### CHANDARIA SCHOOL OF BUSINESS ELECTIVES - UPPER LEVEL ELECTIVES

MGT 3010 Overview of Management Practice

MKT 3010 Principles of Marketing

## MAJOR

**66 UNITS**

#### LOWER DIVISION CORE COURSES

**51 UNITS**

FLA 1005 History of Film & Video

FLA 1010 Fundamentals of Photography & Cinematography

FLA 1015 Fundamentals of Scripting

FLA 1020 Film & Video production fundamentals

SND 1005 History & Theory of Sound for film & Video

FLA 1030 Fundamentals of Film Editing

FLA 1035 Introduction to Production Design and Art Directing

FLA 1040 Camera Operation Techniques and Aesthetics

CIN 2005 Visual production design

FLA 2010 The Business of Film, Culture & Society

FLA 2015 Fundamentals of film directing

SND 2010 Sound Physics

SND 2015 Sound Design and Aesthetics

FLA 2020 Principles of Writing for Dramatic and Factual Production

FLA 2025 World Approaches to Film

FLA 2030 Entertainment Law & Ethics of Film Production & Directing

FLA 2035 Film Theory and Criticism