Department of Film, Video, Animation & New Genres
Foundation Review Process & Procedure Guidelines

There is no portfolio required for admission into the Department of Film, Video, Animation & New Genres for incoming freshmen or transfer students. Incoming students must only meet the UWM application and admission requirements. Once students have completed the foundation courses in the department, film students must pass a foundation review in order to gain eligibility to enroll in upper level courses within the Film major. Students typically reach this milestone at the end of their third or fourth semester.

Foundation Review occurs twice a year, usually during exam week in the Fall and Spring semesters. Eligible students who have completed their foundation courses and two foundation studio courses apply by completing an application form, providing their unofficial UWM transcripts, and submitting 2 media projects from foundation studio courses. The faculty reviews each student’s application materials and media and assesses if the student is prepared to succeed in upper level courses in the department. Each student is evaluated individually—meaning the department does not have a cap or minimum requirement when evaluating students. Students are not present during the review.

Following the review, students are notified via email of their status. Students who have passed Foundation Review are eligible to enroll in upper level film courses. Students who have not passed are assigned a faculty mentor and given a specific course of action to take in order to reapply in the future.

Updated application forms, deadlines and procedures are emailed to the student body each semester via their UWM email address. The following pages provide specific guidelines for the Foundation Review, including requirements, a sample application form, and assessment criteria.

Please contact Film Advisor, Lilly Coyle with any questions. (lillyjc2@uwm.edu)
Department of Film, Video, Animation & New Genres
Foundation Review Guidelines

For Students who entered the Film BFA program Fall 2016 and beyond

Dates of Importance: exact dates and deadlines updated each semester:

5 weeks before Foundation Review: Foundation Review Workshop

2 weeks before Foundation Review: Completed Foundation Application Form & UWM Transcript (printed from PAWS), due.

Day before Foundation Review: Media projects due.
Clearly label all materials and place in a well-marked bag or envelope. Media will be stored in until 5 weeks into the next semester.

Day of Foundation Review: Review of portfolios by all faculty.

3 weeks following Foundation Review: Students notified via e-mail of their review status.

Requirements
The following classes (or approved equivalents) are required for foundation review:

a. Film/Video/New Genres
   - Film 114
   - Film 116
   - Film 117
   - Film 118
   - Film 201
   - Film 231
   - 6 credits of Foundation Studios:
     Film 222 and one of the following studio courses: Film 220, Film 232, Film 255

Film/Video/New Genres Portfolio consists of:
1) Application Form
2) Copy of current UWM transcript
3) Media Projects from two Foundation Studios

b. Inter-Arts, w/ Film Concentration
   - Film 114 or 210
   - Film 117
   - Film 116
   - Film 201
   - 6 credits of Foundation Studios:
     Film 222 and one of the following studio courses: Film 220, Film 232, Film 255

Inter-Arts/Film Portfolio consists of:
1) Application Form
2) Copy of current UWM transcript
3) Media Projects from two Foundation Studios

If you have any questions about course substitutions, course deficiencies, requirement changes that have occurred or any other aspect of the portfolio review process, please contact Lilly Coyle lillyjc2@uwm.edu.
Department of Film, Video, Animation & New Genres
Foundation Review Guidelines

For Students who entered the Film BFA program prior to Fall 2016

Dates of Importance: exact dates and deadlines updated each semester:

5 weeks before Foundation Review: Foundation Review Workshop

2 weeks before Foundation Review: Completed Foundation Application Form & UWM Transcript (printed from PAWS), due.

Day before Foundation Review: Media projects due. Clearly label all materials and place in a well-marked bag or envelope. Media will be stored in until 5 weeks into the next semester.

Day of Foundation Review: Review of portfolios by all faculty.

3 weeks following Foundation Review: Students notified via e-mail of their review status.

Requirements

The following classes (or approved equivalents) are required for foundation review:

c. Film/Video/New Genres

- Film 114
- Film 116
- Film 117
- Film 201 & 202
- Film 210
- 6 credits of Foundation Studios:
  - Film 220, Film 222, Film 232, Film 255

Film/Video/New Genres Portfolio consists of:
1) Application Form
2) Copy of current UWM transcript
3) Media Projects from two Foundation Studios

d. Inter-Arts, w/ Film Concentration

- Film 114 or 210
- Film 115 or 117
- Film 116
- Film 201 or 202
- 6 credits of Foundation Studios:
  - Film 220, Film 222, Film 232, Film 255

Inter-Arts/Film Portfolio consists of:
1) Application Form
2) Copy of current UWM transcript
3) Media Projects from two Foundation Studios

If you have any questions about course substitutions, course deficiencies, requirement changes that have occurred or any other aspect of the portfolio review process, please contact Lilly Coyle lillyjc2@uwm.edu.
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**Foundation Review: Application Form**

Students applying for portfolio review: Please complete and submit this form, along with a copy of your UWM academic transcript (printed from PAWS), to the Film Equipment Room, MIT B54*.

- Form and transcript are due on (date updated each semester).
- Media is due on (date updated each semester).
- Portfolio Review will take place (date updated each semester).

I. Name________________________________________________________

UWM Email Address _____________________________________________

Phone:_________________________________________________________

This is the _____ 1\textsuperscript{st} or _____ 2\textsuperscript{nd} time I’ve applied to foundation review.

II. Please check your degree program:

- _____ Film BFA
- _____ Inter-Arts BFA, with Film Concentration

III. Foundation documents required of all students: Due date

-Complete Application Form (updated each semester)
-UWM Transcript (print from PAWS) (updated each semester)

IV. Foundation Media : Please check items that you will be submitting. A clearly labeled flash drive is preferred for digital media submissions. 16mm films should have at least 6’ of properly labeled head leader and be submitted on a clearly labeled reel.

- _____ 16mm Film Final Project for Due Date
  Film 220 (updated each semester)

- _____ Video Film 222 (updated each semester)

- _____ Digital Art Film 255 (updated each semester)

- _____ Animation Film 232 (updated each semester)

- *Students who have fulfilled the prerequisites, (see Foundation Review Requirements), are eligible to apply for portfolio review. Please contact Lilly Coyle lillyjc2@uwm.edu if you have any questions about your eligibility or portfolio items.

- A Foundation Review Workshop will be held on (date & location updated each semester). Topics include eligibility, the application process and media preparation.
Department of Film
Peck School of the Arts

Foundation Review Criteria

• Film 220: 16mm Filmmaking II (formerly Basic Elements of Filmmaking I)

For portfolio review, students may submit their 16mm film final project from Film 220 as one of their portfolio media projects. Suggested running time for the final 16mm film projects is between 3 to 5 minutes. The faculty looks for creative & conceptual accomplishment that is reinforced by technical ability.

• **Curiosity** – Passion for exploration, increasing one’s experience and knowledge as evidenced by both the conceptual planning and execution of the film.

• **Perceptual Skills** – The ability to find qualities of interest in things, people, and events immediately around oneself.

• **Process and Discovery** – Evidence of conceptual and aesthetic development in the film materials generated over the period of your principal cinematography. The ability to recognize inherent strengths in the material generated so that these strengths are built upon during subsequent image acquisition and during the editing process.

• **Creative Voice** – The ability to draft and execute a production and editing plan that utilizes the inherent strengths of the material generated while maintaining a personal creative voice.

• **Technical Competency** – Evidence of self-sufficiency in using the basic tools of 16mm film production -- including control of lighting, exposure, composition, camera operation and editing.

Good to excellent film projects usually have some, if not most or all of these qualities. They engage their subject matter with innovative and stimulating ways of thinking. They demonstrate considerable development of the original idea and/or curiosities through engaging the world and film materials. They have well composed, well exposed, and striking imagery. Projects that are often predictable with very little development of ideas or form are not very highly rated.

Here is a list of things to look for as you are making your film:

• Have you posed a question, perception, or situation to explore and learn about?
• Is your camera work purposeful and directed?
• Do you have a sufficient number and/or variation of striking images to create an engaging final project?
• Are your image relationships subtle and nuanced rather than clichéd?
• How is your personal point of view and/or personal visual style being developed through your process?
• Does your editing create pacing and rhythms?
• Is your film concise and directed? Does it tell the story or develop its subject efficiently?
• Does your film have an overall structure – a beginning, an end?

Your final film must be in 16mm format, mounted on a reel, with properly labeled head and tail leaders. A credit list is required for any and all materials or activities that you did not produce or perform. If you received help with camera-work or have used written materials other than your own, give credit for this assistance. No copyrighted images can be used in the film without the written consent of the artist or copyright holder. Include these credits and permissions with the materials you submit for portfolio review.

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Foundation Review Criteria

• **Film 222, Introduction to Digital Filmmaking**
  For portfolio review, students may submit their final project video from Film 222 as one of their portfolio media projects. Suggested running time for final projects is between 3 and 4 minutes with the maximum being approximately 5 min.
  The faculty looks for creative & conceptual accomplishment that is reinforced by technical ability.

• **Creative Voice** – The ability to generate strong and concise images that demonstrate a strong personal and creative voice.

• **Perceptual Skills** – The ability to find qualities of interest in things, people, and events immediately around oneself.

• **Process and Discovery** – The ability to recognize inherent strengths in the material you generate so that these strengths can be built upon during subsequent shootings and during the editing process.

• **Technical Competency** – Evidence of self-sufficiency in the use the camera and Final Cut Pro or Adobe Premiere editing.

• **Audio Proficiency** - Evidence that you used multiple tracks of sound that work to fully define or highlight the content of images from your own personal perspective.

Good to excellent video projects usually have some, if not most or all of these qualities. They engage their subject matter with innovative and stimulating ways of thinking. They demonstrate considerable development of the original idea and/or curiosities through engaging the world and video technology. They have well composed, well exposed, and striking imagery. Projects that are often predictable with very little development of ideas or form are not very highly rated.

**Here is a list of things to look for as you are making your video:**

• Is your camera work purposeful and directed?
• Do you have a sufficient number and variety of images to create an engaging final project?
• Does your editing create pacing and rhythms?
• Does your video have an overall structure, a beginning, and end?
• Are your image relationships subtle rather than clichéd?
• How is your personal point of view and/or personal style being developed throughout your video?

Your digital video project should be submitted as a QuickTime .mov file on a flash drive or SD/SDHC/SDXC card.

If available, please include an online (e.g. Vimeo) URL as a backup source. A credit list is required for any and all materials or activities that you did not produce or perform. If you received help with camera-work or have used written materials other than your own, give credit for this assistance. No copyrighted images can be used in the film without the written consent of the artist or copyright holder. Include these credits and permissions with the materials you submit for class and portfolio review.
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Portfolio Review Criteria

Foundation Review Criteria

• **Film 255: Introduction to Digital Arts**
For portfolio review, students may submit their digital art final project from Film 255 as one of their media projects. Viewing time for final projects during portfolio review will be approximately 5 minutes, though it will depend on the format and nature of the project. The faculty looks for creative and conceptual accomplishment that is reinforced by technical ability.

  • **Curiosity** – Passion for exploration, increasing one’s experience and knowledge as evidenced by both the conceptual planning and execution of the project.
  • **Perceptual Skills** – The ability to find qualities of interest in things, people, and events immediately around oneself.
  • **Process and Discovery** – Evidence of conceptual and aesthetic development in the project materials generated over the period of production. The ability to recognize inherent strengths in the material you generate so that these strengths are built upon during subsequent development of the project.
  • **Creative Voice** – The ability to draft and execute a production plan that utilizes the inherent strengths of the material generated while maintaining a personal creative voice.
  • **Technical Competency** – Evidence of self-sufficiency in using the tools of digital arts production.

Good to excellent projects usually have some, if not most or all of these qualities. They engage their subject matter with innovative and stimulating ways of thinking. They demonstrate considerable development of the original idea and/or curiosities through engaging the world and unique qualities of the digital realm. Projects that are often predictable or mimic other media with very little development of ideas or form are not very highly rated.

**Here is a list of things to consider as you are making your digital arts project:**

  • Have you posed a question, perception, or situation to explore and learn about?
  • Does your project investigate interactivity, nonlinearity, networking and/or other properties unique to the web/digital art or other new genres?
  • Does your project and its workflow take advantage of the unique properties of digital arts to distinguish itself from traditional videos, still images, audio and literature?
  • Are your links & image/sound relationships subtle and nuanced rather than clichéd?
  • Does your project go beyond design or coding skills? (Commercial sites, blogs and web-based portfolios will not be considered).
  • How is your personal point of view and/or personal style being developed through your production process?

Screen-based projects can be made using any suitable technology as long as they can be viewed/experienced in a web browser. Chrome will be the standard browser used during the review. Projects may be web-based (with a provided URL) or be submitted as a file on a clearly labeled flash drive or SD/SDHC/SDXC card. Video documentation (data file on flash drive) will be accepted for projects such as installations and performances. Please test media thoroughly and be certain that non-QuickTime files, such as Flash files, are self-contained & will play independently, without need for the full Flash application.

Images and sounds from the public domain (not copyrighted) may comprise a small percentage of a project, but their presence must be justified by the substantially altered context created for them within the project. A credit list is required for any and all materials or activities that you did not produce or perform. If you received help with image or sound production or have used written materials other than your own, give credit for this assistance. No copyrighted images can be used in the project without the written consent of the artist or copyright holder. Include these credits and permissions with the materials you submit for portfolio review.
Department of Film  
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Foundation Review Criteria  

- **Film 232, Introduction to Animation, (or other Animation Course)**  
  For portfolio review, students may submit their final project video from an Animation course as one of their portfolio media projects. The faculty looks for creative & conceptual accomplishment that is reinforced by technical ability.

- **Creative Voice** – The ability to generate strong and concise images that demonstrate a strong personal and creative voice.

- **Perceptual Skills** – The ability to find qualities of interest in things, people, and events immediately around oneself.

- **Process and Discovery** – The ability to recognize inherent strengths in the material you generate so that these strengths can be built upon during the subsequent production process.

- **Technical Competency** – Evidence of self-sufficiency in the use of your chosen production format.

- **Audio Proficiency** - Evidence that you used sound that works to fully define or highlight the content of images from your own personal perspective.

Good to excellent animation projects usually have some, if not most or all of these qualities. They engage their subject matter with innovative and stimulating ways of thinking. They demonstrate considerable development of the original idea and/or curiosities through engaging the world and technologies and techniques utilized. They have well-composed and striking imagery. Projects that are often predictable with very little development of ideas or form are not very highly rated.

Here is a list of things to look for as you are making your animation project:

- Is the development of your project purposeful and directed?
- Do you have a sufficient number and variety of images to create an engaging final project?
- Does your project have an overall structure, a beginning and end?
- If your project is character-based, did you demonstrate the ability to make your characters believable and does their acting support the story?
- Are the backgrounds evocative and do they provide support for the scene?
- Are your image relationships subtle rather than clichéd?
- Does your editing create pacing and rhythms?
- How is your personal point of view and/or personal style being developed throughout your project?

Your animation project should be submitted as a QuickTime .mov file on a flash drive or SD/SDHC/SDXC card. If available, please include an online (e.g. Vimeo) URL as a backup source. A credit list is required for any and all materials or activities that you did not produce or perform. If you received help with camera-work or have used written materials other than your own, give credit for this assistance. No copyrighted images can be used in the film without the written consent of the artist or copyright holder. Include these credits and permissions with the materials you submit for class and portfolio review.