



— THE INSTITUTE OF F.I.L.M.S. —

(Focused Inspirational Leaders of Marketing, Movies and Storytelling)

• A Higher Education Non-Profit •

CATALOG

2024-2025

FOCUSED
INSPIRATIONAL
LEADERS OF
MARKETING
MOVIES &
STORYTELLING

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Volume IV, 2024

MISSION STATEMENT

Our mission is Teaching Dreamers to Create Focused Inspirational Leaders of Marketing, Movies and Storytelling (F.I.L.M.S.).

PURPOSE/INSTITUTIONAL PHILOSOPHY

The purpose of **The Institute of F.I.L.M.S.** is to create courses using technology to teach digital film and visual communication. The Institute of F.I.L.M.S uses a highly qualified staff to provide the necessary skillset. The Institute of F.I.L.M.S. maintains those professionals who are dedicated to teaching and maintaining the programs in the best professional manner possible.

HISTORY and STATEMENT OF OWNERSHIP

The Institute of F.I.L.M.S. operates as a non-profit organization founded in 2017.

GOVERNANCE

The governance of The Institute of F.I.L.M.S. is carried out by a volunteer Board of Directors. The Board of Directors has the primary responsibility for ensuring that the institution achieves its mission and purpose and maintains its academic integrity. The Board and Executive Producer and President are advised and guided by The Advisory Board. Currently, these Boards are composed of the following members:

The Board of Directors:

David Penn, Executive Producer and President
Jeremiah Baumbach, Vice President
Judith Horvath, Ph.D. Director

The Advisory Board is made up of members of various communities with a variety of backgrounds. The two main purposes of the Advisory Board are to advise and guide the Executive Producer and President and Board on matters that affect the quality of services offered by The Institute of F.I.L.M.S. Information between the Advisory Board and the Executive Producer and President is mutual; neither supervises the other.

The Advisory Board:

Krystal Alexandria, Emmy® Award winning Director, Film Editor.
Rich Boyd, Actor
Melissa Chisholm, MFA, Graphic, Web Designer, Education Leader
Gilberto Companioni, Emmy® Award winning television Producer, Writer, Spanish language TV
Kristin “Kiki” Grossman, JD, LLM, Legal Studies, Film Lecturer, Mediator
Debbie (Sunnie) Jackson, GLS TV Plus Network Producer
Kimberly Kelly-Rolfe, CPA, MS, Entrepreneur, Virtual Business Center, University of Southern California (USC) Professor
Shelly Lewis, MBA, MA, Marketing Corp. Executive, Entrepreneur, Women in Film Member
Kevin Mardesich, Writer Producer and Marketer, Hollywood, California
Omar Metwally, MBA, PMP, Senior Project Administrator, former College Online Director
Orlando Morales, Webmaster and Digital Marketing
Brad Murphy, past Associate Director, The Digital Animation and Visual Effects (DAVE) School, Disney TV Production Coordinator
Edward Penird, Art Director, Software Development, Film/Marketing Director.
Erica Rivera, Actor; Human Resources, Amazon; Caregiver and Disability Advocate
Gregory Reed, MFA Digital Producer, Presidential Photographer, Filmmaker, Educator, and Broward Cultural Council Chair
David Ruggieri, retired president, Florida Technical Institute and The Digital Animation and Visual Effects School
Abena Salvant, Friend and Inspirational Mentor
Michael Shore, Project Manager
Ingrid Simunic, Ph.D. , Marketing Executive, NYU Mentor, Children’s Author
T.J. Skinner, YouTube Growth Factory Founder
Debbie Tuck, Talent Manager, Marketing Professional
Joy Tuck, Actor.

FACULTY

Jeremiah Baumbach

Bachelor of Science, Film Production, University of Central Florida; Three-Time Emmy© Award nominee, Cinematography

David Penn

Post-Doctoral Degree, Management & Marketing , University of Florida; Doctor of Education, Educational Leadership, University of the Cumberland; Doctor of Philosophy, Business Administration, Northcentral University; Master of Fine Arts, Digital Cinema Production, National University Los Angeles, Graduate Certificate in Independent Producing, University of California at Los Angeles; Master of Liberal Arts, Sustainability and Environmental Science, Harvard University; Master of Business Administration, Master of Information Technology Management, Western Governors University; Bachelor of Science in Business Administration, Business Communications concentration, Bryant University; Emmy© Award-winning Producer

Melissa Chisholm

Master of Fine Arts, Graphic Design, Miami International University of Art and Design; Bachelor of Fine Arts, Visual Communications, American InterContinental University; Bachelor of Fine Arts, Theatre, Pennsylvania State University

Shelly Lewis

Master of Business Administration, University of South Dakota; Master of Arts in Psychology, Adler Institute; Bachelor of Science in Sociology, University of South Dakota

Gabriel Garces

Master of Business Administration, Concentration: Digital Marketing, National University Institute; Bachelor of Science, Aeronautical Science, Business Administration, Embry-Riddle Aeronautical University

HOURS OF OPERATION

The Institute of F.I.L.M.S. is open from 9:00 AM to 11:00 PM., Monday through Friday.

LICENSED PROGRAM

Program Title	Required Credits/Hours*	Credential
Digital Film and Visual Communication	69 Semester Credit Hours	Associate in Science Degree
Digital Film and Visual Communication	1,200 Clock Hours	Diploma

*One clock hour represents 50 minutes of instructions in the presence of an instructor plus appropriate breaks.

PHYSICAL FACILITIES /EQUIPMENT

The Institute of F.I.L.M.S. utilizes technology to teach students via electronic devices including computers, online technology, editing equipment, camera equipment in student-centric studios including venues for live productions in select communities in residence. Students are guided to utilize equipment for the courses inclusive of electronic devices and select spaces for live productions to be filmed in their local communities. The main office is approximately 1,300 square feet allowing for open guidance for prospective students to be informed about the program.

CLASS SIZE

There are 4 classes each with approximately 25-30 students to allow for optimal amount of personalization as well as group work.

POLICIES ON STUDENT CONDUCT

CLASS ATTENDANCE:

Students are required to attend all classes regularly and be punctual. In the event of illness or inability to attend classes, the student must notify The Institute of F.I.L.M.S. in writing or via phone (407-480-7776) and present a valid and verifiable excuse.

Students must arrive at classes on the scheduled times and return to classes after all breaks and lunch periods are complete.

Tardiness is defined as arrival to classes 15 minutes after the scheduled time. Three tardiness are considered as one absence.

ADDITIONAL POLICIES ON STUDENT CONDUCT

Firearms, illegal drugs, alcoholic beverages and the possession of any weapons are strictly prohibited. Students are prohibited from playing games of chance, using offensive language, making unnecessary or disruptive noises, or engaging in any behavior unbecoming of a professional. Children are not allowed in the virtual classrooms.

Students will be held responsible for and pay for any property they have destroyed or damaged. Vandalism will result in immediate expelled and terminated without recourse or appeal; In all instance the refund policy will be followed.

Disciplinary Action

If a student fails to comply with any Institute policy or procedure, or with any local, state or federal law and regulation, the student may be subjected to disciplinary action, up to and including dismissal/termination.

NONDISCRIMINATORY PHILOSOPHY

The Institute of F.I.L.M.S. admits students of any race, creed, color, sex, gender identity and expression, disability, religion, sexual orientation, genetic information, military status, veteran

status, familial status, national origin, and any other protected category under applicable local, state, or federal law, the ordinance, or regulation in its programs and activities.

PROCEDURES FOR ADDRESSING COMPLAINTS

A. STUDENT RIGHTS

The Institute of F.I.L.M.S. recognizes the rights of all the students of the facility. Among these rights are:

1. To be informed of the Policies on Student Conduct
2. To maintain safety and order within the facility
3. To understand and use **The Institute of F.I.L.M.S.**' guidance and student services
4. To be treated with dignity and respect
5. To be protected with reasonable and fair treatment
6. To be protected by privacy with respect to the release of personal information unauthorized party.
7. To be notified of academic failure or potential failure as outlined in the grade reporting schedule

B. APPEALS

Students who wish to appeal a decision or seek a waiver of policy regarding attendance, reenrollment, cancellations, refunds, or academic decisions may do so by following the appeals process:

1. The student submits the appeal in writing to a counselor.
2. The counselor gathers data and all information that the student deems relevant. The counselor may ask for additional information. The counselor submits the information to the director or to his designee.
3. The counselor notifies appropriate staff for an appeal's meeting. This meeting must include the administrator, counselor, as well as the instructor if pertinent to the appeal.
4. The student is given the opportunity to submit and/or present his/her case to the committee reviews all information and acts accordingly. If an additional meeting is needed, the committee makes that decision at the end of the first hearing.
5. Notes are taken at each meeting and then distributed to all parties. Every effort will be made to resolve the situation at this level. In the event the issue is not resolved, the student may file a formal grievance against The Institute of F.I.L.M.S.

C. GRIEVANCE PROCEDURE

Students who feel that their rights have been violated, and who are not satisfied with the outcome of the appeals process may file a grievance procedure as follows:

1. The student submits in writing the alleged incident to a counselor.
2. The counselor gathers data and all information that the student deems relevant.
3. The counselor sets individuals for a grievance committee meeting. The grievance committee shall include a Charter Board member and two faculty or staff members. The counselor serves as facilitator during the meeting.
4. The student is entitled to have a support person present at this meeting.

5. The student is given the opportunity to present his/her case to the committee.
6. The grievance committee reviews all the information and acts accordingly. In some case there will need to schedule additional meetings.
7. A written report of the committee's recommendation will be distributed to all parties.

D. FINAL DECISION

If the student feels that the decision of the grievance committee does not resolve the problem, he/shay may lodge a complaint with: The Commission for Independent Education: 325 West Gaines Street, Suite 1414, Tallahassee, Florida 32399-0400

DISCLOSURE STATEMENT

Courses are not necessarily taught in the order as they appear in the curriculum outline. The Institute of F.I.L.M.S. reserves the right to change the program outline, start dates, tuition, and/or to cancel programs. The students will be advised of any and all modifications. Students who are currently enrolled will not be affected by any tuition increase that may go in effect. All programs that are cancelled will be in accordance with the State of Florida Department of Education.

STUDENT SERVICES AND CAREER DEVELOPMENT

The Institute of F.I.L.M.S. will make every effort to assist with career services and may provide available names and addresses to potential employers. The student's academic record, attendance, personal characteristics, attitude and personal demeanor will contribute to The Institute of F.I.L.M.S. ' overall evaluation of the student. Each student is given assistance in resume preparation and interview skills. The Institute of F.I.L.M.S does not guarantee employment. All programs are designed to prepare graduates for entry-level positions.

Students will meet one-on-one with Faculty for advising during their final course before graduation. This time is used to discuss goals beyond graduation. Completion of professional career materials (i.e. resume, cover letter, business cards) is mandatory in order to graduate from the program. Students are welcome to schedule additional appointments with faculty for advising to get further assistance.

I understand that The Institute of F.I.L.M.S. has not made and will not make nor imply any guarantee of placement The Institute of F.I.L.M.S. may disclose information relating to market and job availability, if verified through statistical research; however, the institution shall not promise or imply any specific market or job availability amounts. The Institute of F.I.L.M.S will provide me career service placement services, which will consist of identifying employment opportunities and advising me on appropriate means of attempting to realize these opportunities.

Applicants for the FILMS program must complete a Student Attestation of Understanding that Criminal and/or Health Background May Limit or Prevent Employment in Film, Entertainment, or Marketing Fields. The student attestation form was designed to disclose certain requirements or limitations to prospective students interested in training for Film, Entertainment, or Marketing fields. This requirement is established in consideration of Fla. Admin Code 6E-1.003 (6) (g) (2012).

COUNSELING

Counseling and guidance begin with the admission interview and continues throughout the program of study. The Institute of F.I.L.M.S. encourages consultation with the faculty for minor academic and personal problems. More serious problems must be brought to Executive Producer and President. If a solution cannot be found at this level, the student may be referred for professional help.

HOLIDAYS 2024 - 2025

Martin Luther King Jr. Day: Mon. Jan. 15, 2024

Independence Day: Thu. July 4, 2024

Memorial Day: Mon. May 27, 2024

Labor Day: Mon. Sept. 2, 2024

GRADUATION REQUIREMENTS

In order to graduate and participate in a graduation ceremony, students must...

- Achieve a cumulative GPA of 2.0 or greater and successfully complete all required courses and specialized field requirements in their program of study.
- Earn a minimum of 18 of their last credits for the degree and/or 400 hours in the diploma from the regular courses at The Institute of F.I.L.M.S. Credit by Examination may not be used to satisfy this requirement.
- Completed attendance requirements
- Met satisfactory academic progress
- Fulfilled all monetary obligations to The Institute of F.I.L.M.S.

The Institute of F.I.L.M.S. reserves the right to withhold ceremony participation, transcript, certificate and/or diploma if a student has not fulfilled all monetary obligations to The Institute of F.I.L.M.S.

Graduation with Honors

Any student who has maintained the above standards through graduation will be further recognized during commencement exercises as follows:

3.85 - 4.00 High Honors

3.50 - 3.84 Honors

LIBRARY and educational resources

Library resources will be online via the institutional web page and library page, and they include dictionaries, journals, encyclopedias, newspapers, e-books, some libraries via the Internet, databases, translators, grammar, and education resources areas. Our electronic library is accessible through open-access educational materials, providing over 15 million journal, magazine, and newspaper articles, including 1,700 film production-related publications, and over two million resources related to general education subjects. Other academic materials include Masterclass.com, which provides lectures from notable filmmakers, entertainers, and business leaders. Online resources will include full-text resources in the form of Word, Excel, PowerPoint, and PDF documents uploaded into the learning management system in addition to the online library resources, which will also be available through both the institutional web page and learning management system. Students are able to access the online library resources 24 hours per day, 7 days per week.

The librarian is Amanda Moldan.

E. Educational resources

Equipment will be available for students to use including various film technological software.

This includes a Digital Camera with 24-105mm f/4L Lens, Adobe Creative Cloud Software Pack, 256GB Extreme PRO CFexpress Card Type B, GVM 800D-RGB LED Studio 2-Video Light Kit, Info-Lithium Battery Pack (6300mAh), MVH502A Fluid Head and MVT502AM Tripod with Carrying Bag, Aluminum Boompole with Internal XLR Cable, Zoom H6 All Black 6-Input / 6-Track Portable Handy Recorder with Single Mic Capsule (Black), MDR-7506 Headphones, External Storage Extreme Portable USB, DaVinci Resolve Studio, Microsoft Office 365.

STUDENT RECORDS

Student records are maintained indefinitely. Students may examine their academic records by scheduling an appointment with the registrar.

FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT

The Institute of F.I.L.M.S is committed to the protection of students' rights and privacy of information. In accordance with Public Law 93380, Family Educational Rights and Privacy Act, Florida Status 5.229.782, The Institute of F.I.L.M.S. allows students access to their educational records, to challenge records they believe to be inaccurate, incomplete or misleading, and to limit the release of such information. Records will not be released without the written consent of the student. The parents of a dependent student as defined in title 26. U.S.C.S. S 152 (internal Revenue Code) has the right to inspect records, which is maintained by The Institute of F.I.L.M.S. on behalf of the student.

Students who desire to become applicants for the most advanced education program of The Institute of F.I.L.M.S. are required to meet additional admission requirements. The Institute of F.I.L.M.S reserves the right to limit enrollment on each of its programs.

TRANSFERABILITY OF CREDITS

Credit for previous training and educational courses successfully completed may be granted upon receipt of an official transcript from an approved educational institution. The director of Admissions will determine the amount of credit accepted and any necessary adjustments in the student' program will be made. The amount of credit granted will not exceed 25% of the program. Credit for previous work experience-related training is not granted.

1. The institution shall disclose information to the student regarding transferability of credits to other institutions and from other institutions. The institution shall disclose that transferability of credits is at the discretion of the accepting institution, and that it is the student's responsibility to confirm whether or not credits will be accepted by another institution of the student's choice. If a licensed institution has entered into written articulation agreement with other institutions, a list of those other institutions may be provided to the student, along with any conditions or limitations on the amount or kinds of credit that will be accepted. Such written agreement with other institutions must be valid and in effect at the time the information is disclosed to the

student. The agreement will be kept on file at all times and available for inspection by the commission representatives or students. Any change or termination of the agreement shall be disclosed promptly to all affected students. No representation will be made by The Institute of F.I.L.M.S. that its credits can be transferred to another specific institution, unless the institution has a current, valid articulation agreement on file.

2. Credits applied toward the award of a credential may be derived from a combination of any or all of the following:
 - a) Credits earned at and transferred from other institutions, when congruent and applicable to the receiving institution's program and validated and confirmed by the receiving institution.
 - b) Credit by examination may be applied to General Education courses if the exam score is at least 70%.

Requirements

- Students must request transfer credits before the first day of their program. The written request and transcripts must be provided to the Academic Department. Course syllabi may be required.
- Students must have successfully passed the technical program concentration specific courses and earned a grade of at least a B or 80 or higher to receive transfer credit for technical program concentration specific courses.
- Students must have successfully passed the equivalent of general education courses and earned a grade of at least a C or 70 or higher to receive transfer credit for general education courses.
- All transfers must be equivalent to 80% of The Institute of F.I.L.M.S. core FILM and MKTG course content and equal to or greater than the existent credits or hours earned.
- Appeals must be presented in writing to the Academic Department within 72 hours of denial.

Procedure: When an interested party inquires about admission, an appointment is arranged for a virtual meeting with The Institute of F.I.L.M.S. representative. During the virtual meeting, the catalog is available to the student. If he/she decides to enroll, he/she must complete an application form and then referred to admissions staff for an interview and testing. An appointment will be scheduled with the staff to complete an enrollment agreement. The admissions staff will review all the information and make a decision on the acceptance of the student.

ADMISSION REPRESENTATIVE

Each student will be assigned a representative to aid the student during his/her program of study at The Institute of F.I.L.M.S.

INTERNATIONAL BASIS FOR ADMISSION REQUIREMENTS

All prospective students with internationally awarded diplomas and degrees must provide the following documentation to meet official basis for admission to the Institute:

ENGLISH PROFICIENCY

English is the language of instruction at The Institute of F.I.L.M.S. and students work with English-speaking faculty. The programs rely heavily on writing; therefore, students must be able to communicate effectively in written English. Applicants who do not hold a conferred degree from a secondary or post-secondary school where English was the primary language of instruction are required to demonstrate English proficiency.

Demonstrated English proficiency for students whose first or native language is not English:

- International English Language Testing
- TOEFL scores of 500 PBT/173 CPT/61 IBT
- Certification of English language studies
- System (IELTS) with a level of 6 or higher
- A grade of 'C' or better in an intermediate ESL course
- Graduation from an English-speaking secondary institution
- Notarized evaluation by an agency of an US Bi-national Cultural Center which evaluates the if the student candidates to undertake Institute program(s) in English.
- Evidence of having completed 12 semester hours or 18 quarter hours with at least a 'C' (70%) average an accredited postsecondary institution in which English was the language of instruction.
- The Institute of F.I.L.M.S. does not provide language services.

Credential Evaluation

Applicants submitting diplomas, degrees and course transcripts from non-U.S. institutions should have their academic credentials evaluated. The evaluation will determine if an applicant's education meets admission requirements, and if any transfer credits will be awarded. Be sure to accommodate a credential evaluation in your enrollment timeline. The Institute of F.I.L.M.S. will accept credential evaluations through any evaluations by the American Association of Collegiate Registrars and Admissions Officers (AACRAO) are accepted.

Official documents must be sent directly to the evaluation agency; it is important to list The Institute of F.I.L.M.S. as a copy recipient on the application so that The Institute of F.I.L.M.S. will be electronically notified when the evaluation is complete. Please note that The Institute of F.I.L.M.S. Registrar's office cannot assist you in facilitating your credential evaluation through AACRAO.

An official credential evaluation meets the following requirements:

- Evaluation completed by an approved credential evaluation agency
- Submitted to The Institute of F.I.L.M.S. in a sealed envelope from the agency or via secure email delivery
- Degree level Program of study or major and U.S. equivalency statement
- Degree conferral date
- With information that matches that of the prospective student (e.g. birthdate, name, passport, etc.)

Note: Name change documentation is required if a prospective student's name differs from the name that is listed on official documentation from approved credential evaluation agency.

The Institute of F.I.L.M.S. will provisionally accept internationally awarded degrees as the basis for admission provided an unofficial degree equivalency evaluation from The Institute of F.I.L.M.S. -

approved credential evaluation agency is provided. During the enrollment process, The Institute of F.I.L.M.S. will work with an applicant to determine which approval credential evaluation may be recommended for their personal situation.

The Institute of F.I.L.M.S. accepts transfer credit evaluations from National Association of Credential Evaluation Services (NACES), American Association of Collegiate Registrars and Admissions Officers (AACRAO), or Association of International Evaluators, Inc. (AICE) member organizations.

All official transcript evaluations completed by approved credential evaluation agencies are due 60 days after the start of the student's first course. An official credential evaluation is defined as being received:

- In a sealed envelope from the agency or via secure email delivery
- Degree level, major and U.S. equivalency statement
- With a conferred date
- With information that matches that of the Applicant

Students granted provisional basis for admissions using an internationally awarded diploma or degree must provide official documentation before their first date of attendance in The Institute of F.I.L.M.S. course.

The Institute of F.I.L.M.S. will administratively dismiss students who do not provide the required official documentation prior to the day of enrollment. Students who have been administratively dismissed for failure to provide official documentation within the allotted timeframe will not be allowed to return to the Institute until all official documentation has been provided.

ADMISSION REQUIREMENTS AND PROCEDURE

An admission representative will discuss the program of study with the student. Also, the representative will give an overview of the contents of the catalog.

1. Verification of a standard high school diploma, verification of general equivalency diploma (GED) of scores or diploma, or verification of signed attestation of home education affidavit of homeschool education meeting state statutes, and submission of an essay or original artwork that reflects an interest in working on and learning about one of the following items: a written screenplay a film production book, graphic portfolio of digital graphics or advertising, marketing plan for a product or service, or a directing and production plan for a film.
2. Academic credentials are reviewed by the Director of Admissions. If compliance is met, the student satisfies the requirements of admission.
3. Credit for previous work experience-related training is not granted
4. Completion of The Institute of F.I.L.M.S registration form/enrollment Agreement.
5. Media/Photo Release
6. Payment

WE ACCEPT INTERNATIONAL STUDENTS. I-20 Documents and F-1 Status

A citizen of a foreign country attending The Institute of F.I.L.M.S. does not need a student VISA. If the student visits the United States, The Institute of F.I.L.M.S. invites students to meet with the staff, but travel is not required for The Institute of F.I.L.M.S. programs.

The Institute of F.I.L.M.S. is not a Student Exchange Visitor Program (SEVP) certified institution, and thus is not authorized to issue form I-20, nor will full-time attendance at The Institute of F.I.L.M.S. by a non-citizen satisfy F-1 student status. The Institute of F.I.L.M.S. does not require international students to study in the United States.

International students must also comply with all other admission requirements of the Institute.

ABILITY TO BENEFIT: Those students without HS diploma or GED fall under the Ability to Benefit category, which allows those students to be admitted if they pass the institution's Ability to Benefit Examination. The exam used is the Wonderlic Test, published by E.F. Wonderlic and Associates. The student must score at least 200 points to pass this exam.

EVIDENCE OF HIGH SCHOOL GRADUATION: A diploma, certificate, or transcript must be authentic and accompanied by a certified translation in English if necessary. If a transcript is included the following should be included in the transcript:

- a) Name
- b) Subjects studied
- c) Dates attended
- d) Grades awarded
- e) Explanation of the grading system

CANCELLATION AND REFUND POLICY

Should a student's enrollment be terminated or cancelled for any reason, all refunds will be made according to the following refund schedule:

1. Cancellation can be made in person, by electronic mail, by Certified Mail or by termination.
2. All monies will be refunded if the Institute does not accept the applicant or if the student cancels within three (3) business days after signing the enrollment agreement and making initial payment, with the exception of the application fee (not to exceed \$150.00).
3. Cancellation after the third (3rd) Business Day, but before the first class, results in a refund of all monies paid, with the exception of the registration fee (not to exceed \$150.00). Business Days exclude Saturdays, Sundays, and holidays.
4. Cancellation after attendance has begun, through 40% completion of the program, will result in a Pro Rata refund computed on the number of hours completed to the total program hours.
5. Cancellation after completing more than 40% of the program will result in no refund.
6. Termination Date: In calculating the refund due to a student, the last date of actual attendance by the student is used in the calculation unless earlier written notice is received.
7. Refunds will be made within 30 days of termination of students' enrollment or receipt of Cancellation Notice from student.

8. If the student's enrollment is terminated or canceled due to the Institute closing or no longer offering any program, the refund is 100%.

9. In the event that The Institute of F.I.L.M.S. cancels a program, the student will be placed in another program if requested, or the student will have the option to withdraw from the institution if no means of program fulfillment can be found.

10. The Institute reserves the right to cancel and/or change any course(s), or alter the hours, days of attendance, starting dates, and/or delivery method of any course(s) when deemed necessary. Students will be notified of changes through the catalog or other means.

11. If a student fails to comply with any Institute policy or procedure, or with any local, state or federal law and regulation, the student may be subjected to disciplinary action, up to and including dismissal/termination.

12. The Institute may use the Student's termination date as the Student's last date of attendance at an academically related activity provided that the Institute documents that the activity is academically related and documents the Student's attendance at the activity. The Institute may also use the Student's termination date as an earlier written notice as received.

13. The Institute reserves the right to cancel the Contract in instances where the prospective student has intentionally misrepresented or provided fraudulent information during the enrollment process.

14. I agree to comply with the rules and policies and understand that The Institute of F.I.L.M.S. shall have the right to terminate this contract and my enrollment at any time for violation of rules and policies as outlined in the catalog.

15. I understand that The Institute of F.I.L.M.S. reserves the right to modify the rules and regulations, and that I will be advised of any and all modifications.

16. Veterans Refund Policy:

The Refund of the unused portion of tuition, fees and other charges for veterans or eligible persons who fail to enter a course, withdraw or discontinue prior to completion will be made for all amounts paid which exceed the appropriate prorated portion of the total charges that the length of the completed portion of the course bears to the total length of the course. The proration will be determined on the ratio of the number of days or hours of instruction completed by the student to the total number of instructional days or hours remaining in the course.

LEAVE OF ABSENCE

The Institute does not have a Leave of Absence Policy unless the student is an active duty member of the military in which the student may be granted a military leave of absence upon submission of a written request and documents that indicate the service appointment outside the geographic area of a campus for a period of time that exceeds eight (8) consecutive class days. As used in this section, "active duty" means full-time duty in the active military service of the United States, including full-time training duty, annual training duty, and active state duty for members of the national guard or a member of those armed forces in a retired status, and is called to active duty.

RE-ENTRY

A student who has canceled, or has been otherwise withdrawn or terminated, and desires to re-enter the program of study must notify the Institute and follow the required admission procedures. The withdrawn student must submit a letter to the Executive Producer and President stating why he or she should be reinstated and may be required to have a personal interview with a representative of The Institute of F.I.L.M.S. before being permitted re-entry. The level of Satisfactory Academic Progress at the time of his or her departure will determine at what level he or she may be allowed to re-enter the program. The decision of the Executive Producer and President is final.

MAKEUP WORK

All assignments are due on the date defined by the instructor, without regard to attendance. Only tests and quizzes missed due to attendance may be made up. Make-up tests must be taken on the student's first day back in class. It is a student's responsibility to coordinate a make-up test with the instructor. Failure to do so on the first day back will result in a score of zero for the missed test or quiz. Students missing an end-of-term test or quiz will not have the opportunity to make it up and will receive a zero.

TUITION and FEES

Tuition:

Digital Film and Visual Communication Diploma:	\$ 3,000
Digital Film and Visual Communication Associate in Science Degree:	\$ 4,500

Fees

Application Fee (non-refundable)	\$ 150
Books & Supplies	\$ 600
Any Other Cost	\$ 250
Returned Check Fee	\$ 50

Payment Schedule

In order to guarantee a seat in any given start, students are required to pay tuition and fees in full by the tuition due date, approximately 4 weeks before the beginning of class. Likewise, any student receiving tuition financing must have all loan documentation completed and/or approved by the tuition due date in order to guarantee a seat. After the Tuition due date, all open seats are awarded on a first-funded basis.

Student Financial assistance

Students may request staff assistance to provide information about financial assistance. Financial assistance is for those who qualify. If a student obtains private lending to pay their tuition, financial information assistance will be provided to the student to include that the student understands that he/she is obligated to repay the loan, the terms and amounts of repayments, and when repayments will begin.

ACADEMIC INFORMATION

Assessment of Learning

Through both formative and summative assessments, The Institute of F.I.L.M.S. will measure its student learning outcomes by identifying desired results, determining important evidence, and planning for the online learning experience and instruction. Through syllabi and program development processes, the skills and knowledge that students are expected to achieve will be measured. This will include interactive assignments, critiques of work presented, and various tests, including pre- and post-tests.

Performance and objective-based measurements that indicate how a student can explain, interpret, apply, have perspective on, empathize, and have self-knowledge of course content will support the gathering of evidence of understanding. To develop focused relevant learning activities, course assessments may include factors such as application of material, analysis based on critical thinking, mature and/or creative analysis, effective use of communications, and composition, depending on the course.

For enhanced online learning assessments will include a variety of assessments, including informal assessments such as reflective journals and discussion dialogues, traditional tests and quizzes, and open-ended academic prompts and performance tasks.

Each faculty member will be guided to implement diagnostic, formative, and summative assessment strategies in order to measure progress throughout the course of instruction. Ongoing feedback from faculty, including critiques from faculty and guided with additional peer feedback that is reflective will help close any learning gaps.

To enhance the digital learning experience, feedback, various tools and technology may be used including 360-degree webcams, text feedback with commentary, voice, video, and links may be used to improve the student's understanding of the faculty member's intent, increase involvement, and to increase content retention, and a greater sense of caring. Interactive social media will be embedded into the curriculum to demonstrate learning outcomes and enhance academic performance based on modern technology and uses of social media that can transform the online education experience by including in the learning management system such learning experiences.

Team projects will be utilized as an additional method for enhancing student interaction, communications, and receiving feedback. Screen sharing spaces and rooms will be created for interactive lessons and enhanced feedback from faculty and teams/groups of students.

Each year student learning-based data will be collected and analyzed from course assignments to determine evidence of student learning and to make enhancements for improvements in student learning. This will help inform the Institute of the program curriculum performance and educational processes.

Additionally, student services and satisfaction will be measured through survey-based methods to determine the quality of the academic programs and services and any recommendations for continuous improvement.

Clock and Credit Hour Definitions

The Institute of F.I.L.M.S. measures and awards credits based on clock hours or semester credits. Credit Hour, Semester. The number of credit hours assigned to a traditionally delivered course consists of a minimum of 15 classroom lecture periods of not less than 50 minutes each and

which assumes outside reading and/or preparation, 30 laboratory clock hours where classroom theory is applied and explored or manipulative skills are enhanced, 45 hours of external discipline-related work experience with indirect instructor supervision or employer assessment, or an appropriate combination of all three.

Clock (or Contact) Hour. A minimum of 50 minutes of supervised or directed instruction and appropriate break(s).

Grade Point Average (GPA)

The cumulative GPA is calculated by multiplying the total number of courses attempted by the following numerical value of the grades; totals are divided by the total number of courses completed. Withdrawals "W" and Transfers "T" are not included in the computation of the GPA.

Grading System

Grading System for programs: Diploma and Associate in Science Degree

Programs: Grade	Numerical Value	Percent
A = Excellent	4.0	90-100
B = Good	3.0	80-89
C = Satisfactory	2.0	70-79
F = Failure	0.0	69-0
I = Incomplete	0.0	n/a
W = Withdrawal	0.0	n/a
T = Transfer Course	n/a	n/a
CE = Credit by Examination	n/a	n/a

Courses completed by the student at another institution that have been accepted by The Institute of F.I.L.M.S. will be listed on the transcript and assigned a grade of "T."

The instructor reviews and grades work at the end of each assignment. When appropriate, written tests, quizzes, and/or weekly performance grades are given. A single assignment may yield more than one grade. Each term and/or course assignment within the program is scored separately. The Institute uses an alphabetical grading system with a numerical equivalence based on a "0" to "4" scale. Students may monitor individual academic progress at any time during the program by accessing our online grade management system.

Satisfactory Academic Progress (SAP)

A student enrolled at The Institute of F.I.L.M.S. must comply with the minimum requirements of academic progress as outlined below in order to satisfactorily complete his or her program of study and in order to receive the academic credential for which he or she is enrolled. It is necessary to pass all the courses of his or her program of study in sequence in order to graduate. To measure the student's progress, minimum quantitative and qualitative standards have been established as follows.

Evaluation Points

Digital Film and Visual Communication Diploma	At the end of every 288 hours
Digital Film and Visual Communication Associate in Science	At the end of every 40 credits

Minimum Pace and Grade Point Average

Diploma Program	Minimum Pace	Minimum GPA
Digital Film and Visual Communication	50%	2.0

Degree Program	Minimum Pace	Minimum GPA
Digital Film and Visual Communication	67%	2.0

Grades and SAP

Grades of Fail (F), Incomplete (I), or Transfer Course credit (TC) are calculated in the pace required. Grades of Fail (F), Incomplete (I) are calculated in the GPA.

Only the higher grade obtained in a repeated course is included in the calculation.

Maximum Time Frame

The maximum timeframe is no more than 150% of the total credit or clock hours in a program. Failure to complete a program within the maximum timeframe specified will result in the student being dismissed by The Institute. The maximum timeframe for each program is provided.

Program	Total Hours or Credits in Program	Maximum Timeframe in Program
Digital Film and Visual Communication Diploma	1,200	1,800
Digital Film and Visual Communication Associate in Science	69 credits	103.5 credits

Academic Warning

Academic warning is a status assigned to a student who fails to make satisfactory academic progress at the end of an evaluation period by achieving the minimum pace and grade point average listed above. A student on academic warning may continue to be enrolled for one evaluation period; however, they are expected to improve their academic standing by the end of the evaluation period under the warning status. Academic warning status will be assigned without an appeal or other action by the student. If a student meets or exceeds the minimum pace and GPA described above during the academic warning period, the student will be considered to be making satisfactory academic progress. If a student fails to meet the minimum qualitative and quantitative standards described above during the academic warning period, the student will lose eligibility for continual enrollment unless an academic appeal is filed and approved. If the appeal is approved, the student will be placed under an Academic Probation period.

Academic Probation

Academic probation is a status assigned to a student who fails to make satisfactory academic progress after one evaluation period while on academic warning status and who has appealed and has had eligibility for enrollment reinstated. The approval of an appeal may require that the student be placed on an academic plan during the academic probation period if it is unlikely for the student to be able to meet satisfactory academic progress standards by the end of an evaluation period

under probation. The purpose of the academic plan is to ensure the student is monitored each subsequent evaluation period to ensure student's ability to graduate within the maximum time frame (Please refer to the appeal process and academic plan below). Students will be eligible for continual enrollment during the evaluation period under an academic probation status if an appeal is requested and a decision is granted for the student to continue being enrolled. Once the probation period ends at the end of the evaluation period, students must be able to show they meet the requirements of the satisfactory academic progress and a possible academic plan to maintain enrollment and to avoid academic dismissal.

Appeals Process

Appeals to be placed on Academic Probation for One Evaluation Period. A student may appeal a decision by clearly stating in writing the circumstances that affected his or her academic performance, by providing written documentation of his or her special circumstances, by identifying the steps he or she has taken to ensure that he or she will not fall below satisfactory academic progress standards in the future, and by signing and dating his or her petition. Appeals must be submitted to Faculty members within ten days of the posted final grades. It is the responsibility of the student to decide when an appeal is appropriate and to initiate an appeal before the specified deadline. Decisions regarding appeals may be made by the Faculty Committee. The student can request further appeal with the Executive Producer and President, and continue using the Student Grievance Policy chain of command outlined in the catalog for further appeals.

Academic Plan

A written summary of recommended actions and strategies may be initiated by a student on an academic warning status or on academic probation in order for a student to enhance academic efforts during an evaluation period when a student is not meeting satisfactory academic progress. This may provide an opportunity for the student to review and enhance steps to achieve satisfactory academic progress with the Executive Producer and President. The purpose of the Academic Plan is to ensure the student is monitored each subsequent evaluation period to ensure student's ability to graduate within the maximum time frame.

Academic Dismissal and Requests for Re-enrollment after Dismissal

Students who do not meet satisfactory academic progress at the end of an evaluation period while on academic probation will be academically dismissed for a minimum of 10-week period for diploma programs and 7 weeks for degree programs. A student who requests to be re-enrolled after an academic dismissal must re-apply to the Executive Producer and President by providing documented evidence of academic improvement or other similar evidence of academic effort such as a portfolio of new works of art created after academic dismissal that are completed after the academic dismissal. Such requests are reviewed and determined by the Executive Producer and President. If a decision is made to not permit re-enrollment, such student may request reconsideration in writing from the Executive Producer and President.

Academic Counseling

Academic counseling is available from the Executive Producer and President, and his or her designees, including faculty.

Program Transfer

An evaluation will be conducted by the Executive Producer and President, or his/her designee for all students not meeting satisfactory academic progress who would like to transfer to a different program. If the student is permitted to transfer to a different program while not meeting SAP in his/her current program, then the student's Grade Point Average and hours attempted and completed in the prior program will be counted in the subsequent program. When a student changes to a new program (ground-to-ground, ground-to-online, online-to-online, or online-to-ground), tuition costs for the new program will be reduced by the number of credits transferred to the new program.

Course Repetitions Policy

In order to move forward in the program, a student must re-take courses in which the he or she was previously unsuccessful and therefore will automatically be enrolled for the next available term on a space availability basis. This has the potential to be at a different time of day than the student's original enrollment. A student required to retake a course in which a grade of "F" has been earned will be on academic probation until that course has been completed successfully. Only the final passing grade will be recorded and figured when calculating the cumulative GPA upon completion of the entire program. A student must pass each of the program courses in sequence, in order to graduate. In no case may a student extend beyond the maximum timeframe in order to complete the program. Credits or hours earned during a period of extended enrollment will count towards the maximum timeframe for completion of the program.

A student may repeat a course in which a grade has been earned. However, repeating courses in which a grade of "C" or better has been earned is not recommended. Only the second grade earned in a repeated course will be used in computing the grade point average. Credits for a repeated course are counted only one time in computing the grade point average. Both grades remain as a permanent part of the student's transcript and both attempted and completed credits are counted. Therefore, in no case may a student extend beyond the maximum timeframe in order to complete the program and receive the original credential.

Class Retake-fee Policy

In the event that a student retakes a failed course, a retake-fee will apply.

Policy to Request, Award and Remove Incomplete Provisional Grades

An Incomplete is a grade awarded to a student who, for justified reasons, has failed to complete all required coursework during the academic term. A student can request an Incomplete Provisional Grade due to extenuating circumstances, which are the following: student's health condition, health condition of a close relative, death of a close relative, military reasons, accident, or incomplete externship hours.

General process for requesting an Incomplete Provisional Grade:

1. Student must request the form, Request for Incomplete Provisional Grade, through the course professor.
2. The Request for Incomplete Provisional Grade form must be duly completed, signed, and submitted with the corresponding evidence.
3. The student will submit the documents along with corresponding evidence on or before the deadline established in the academic calendar for the term in which the provisional grade was requested. These documents must be submitted to the course professor.
4. The course professor will evaluate the documents, determine whether to grant the request

and present to the Executive Producer and President for approval. The course professor will notify the student of the decision, and coordinate with the student the due date for the submission of missing assignments or hours.

5. The student must complete the incomplete removal process on or before the deadline established in the academic calendar.

General process for requesting removal of an Incomplete Provisional Grade:

The student will properly complete and submit the document and required assignments to the course professor on or before the deadline established in the academic calendar. The assignments will be sent to the professor via institutional email, according to the type of work. If the professor is not available, these will be submitted to the Executive Producer and President, or designated person, as appropriate, who will acknowledge receipt of the documents.

Note: If the student does not complete the process of removing the incomplete provisional grade, it will automatically be converted to the earned grade provided by the professor. A second request for an incomplete for the same course will not be authorized. If the student does not agree with the final grade received, he/she can request a review. Refer to the Change of Grades process. Special situations will be referred for evaluation to the Vice President for Academic Affairs Office with the corresponding evidence.

Withdrawal Policy

A grade of “W” is assigned as a grade for those students who request in writing to withdraw from a course prior to completing the mid-term assessment or exam. In addition, a student who withdraws or is withdrawn from The Institute prior to the end of the course without completing the mid-term assessment or exam will be assigned a grade of “W” without the request being submitted in writing. A grade of “W” is not calculated into the GPA, but will be considered as credits attempted thus affecting the successful completion percentage.

Students Receiving Veterans Benefits

Students receiving Veteran Benefits are held to a more stringent standard. If at the end of a given course for a diploma student, or quarter for a degree student, a veteran student’s cumulative grade point falls below a 2.0 average, the student is placed on probation for the next course (for a diploma student) or quarter (for a degree student). If the cumulative grade point average is not raised to a 2.0 or higher by the end of the second consecutive course of probation (for a diploma student) or second consecutive quarter of probation (for a degree student), the student will be terminated from Veteran Benefits for unsatisfactory progress and the VA will be so notified.

Grievance Resolution

The Institute of F.I.L.M.S. takes the concerns of its students very seriously and will attempt in good faith to resolve student grievances. Complaints or comments regarding policies, curriculum, disciplinary action, expulsion, academic issues, harassment or any such matter of serious importance to the student should be brought to the attention of the Instructor.

If the Instructor is unable to resolve the issue, the affected student is strongly encouraged to bring the issue to the attention of the Executive Producer and President.

If the Executive Producer and President and the affected student cannot resolve the issue, the complaint may be directed to: Executive Director, Commission for Independent Education, Florida Department of Education, 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, toll free (888) 224-6684. In addition, the student can file a complaint with the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104, (267) 284-5000.

Re-admission

A student who has canceled, or has been otherwise withdrawn or terminated, and desires to re-enter the program of study must notify The Institute of F.I.L.M.S. and follow the required admission procedures. The withdrawn student must submit a letter to the Executive Producer and President stating why he or she should be reinstated and may be required to have a personal interview with a representative of The Institute of F.I.L.M.S. before being permitted re-entry. The level of Satisfactory Academic Progress at the time of his/her departure will determine at what level he/she may be allowed to re-enter the program. The decision of the Executive Producer and President is final.

Anti-Hazing Policy

The Institute of F.I.L.M.S. as well as the state of Florida, strictly prohibits employees, students or student groups from condoning or participating in the activity of hazing. The State of Florida, Statute 1006.63 defines hazing as any action or situation that recklessly or intentionally endangers the mental or physical health or safety of a student for the purpose of initiation or admission into, or affiliation with any organization operating under the sanction of a postsecondary institution. Such term includes, but is not limited to, any brutality of a physical nature, such as whipping, beating, branding, forced calisthenics, exposure to the elements, forced consumption of any food, liquor, drug or other substance, or other forced physical activity which could adversely affect the physical health or safety of the student, and also includes any activity which would subject the student to extreme mental stress, such as sleep deprivation, forced exclusion from social contact, forced conduct which could result in extreme embarrassment, or other forced activity which could adversely affect the mental health or dignity of the student.

Digital Film and Visual Communication Diploma

1,200 Clock Hours

Entrance/Admission Requirements:

Verification of a high school diploma or verification of GED completion (GED scores or GED diploma), general equivalency diploma, and submission of an essay or original artwork that reflects an interest in working on and learning about one of the following items: a written screenplay a film production book, graphic portfolio of digital graphics or advertising, marketing plan for a product or service, or a directing and production plan for a film.

Program Objective:

This program is designed to teach students about a variety of topics related to film production and marketing for creative industries and a variety of organizations. At the same time, students will explore the artistic aspects of the topics, including the creation of visual images to gain knowledge and skills to produce films and marketing campaigns.

Program Description:

The program will encompass:

Screenwriting, cinematography and lighting, pre-production casting, crew, and budgeting, directing and producing, live film production, editing, film premiere, and demo reel presentation, marketing, advertising, motion graphics, web development, and social media/digital media and portfolio presentation.

This combined effort of Digital Film and Visual Communication gives students access to courses that will enhance the skills needed to finance, create, and market their future projects. The program offers a series of courses intended to shape the film premiere project and a marketing portfolio so that it will best meet the challenges of microbudget planning and digital production.

The program prepares candidates for a wide range of entry-level positions on independent films and related productions and in entry-level marketing positions for a business.

Program Outline (Diploma)

	<u>Hours</u>
FILM 100 Screenwriting and Storyboarding	100
FILM 133 Digital Cinematography and Lighting	100
FILM 167 Preproduction Casting, Crew, and Budgeting	100
FILM 200 Digital Directing and Producing	100
FILM 233 Life Digital Film Production	100
FILM 267 Digital Editing, Film Premiere, and Demo Reel Presentations	100
MKTG 100 Digital Marketing Management	100
MKTG 133 Digital Advertising Production	100
MKTG 167 Motion Graphics 1	100
MKTG 200 Digital Film Marketing Distribution Exhibition and Sales	100
MKTG 233 Web Development	100
MKTG 267 Social Media/Digital Marketing and Portfolio Presentations	100
<u>Total:</u>	1,200

Digital Film and Visual Communication Associate in Science Degree

69 semester credits

Entrance/Admission Requirements:

Verification of a high school diploma or verification of GED completion (GED scores or GED diploma), general equivalency diploma, and submission of an essay or original artwork that reflects an interest in working on and learning about one of the following items a written screenplay a film production book, graphic portfolio of digital graphics or advertising, marketing plan for a product or service, or a directing and production plan for a film.

Program Objective:

This program is designed to teach students about a variety of topics related to film production and marketing for creative industries and a variety of organizations. At the same time, students will explore the artistic aspects of the topics, including the creation of visual images to gain knowledge and skills to produce films and marketing campaigns. It also includes a general education component to introduce students to courses in the humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics.

Program Description:

The program will encompass:

Screenwriting, cinematography and lighting, pre-production casting, crew, and budgeting, directing and producing, live film production, editing, film premiere, and demo reel presentation, marketing, advertising, motion graphics, web development, and social media/digital media and portfolio presentation.

This combined effort of Digital Film and Visual Communication gives students access to courses that will enhance the skills needed to finance, create, and market their future projects. The program offers a series of courses intended to shape the film premiere project and a marketing portfolio so that it will best meet the challenges of microbudget planning and digital production.

The program prepares candidates for a wide range of entry-level positions on independent films and related productions and in entry-level marketing positions for a business.

Program Outline (Associate in Science Degree)	<u>Credits</u>
FILM 100 Screenwriting and Storyboarding	4.5
FILM 133 Digital Cinematography and Lighting	4.5
FILM 167 Preproduction Casting, Crew, and Budgeting	4.5
FILM 200 Digital Directing and Producing	4.5
FILM 233 Life Digital Film Production	4.5
FILM 267 Digital Editing, Film Premiere, and Demo Reel Presentations	4.5
MKTG 100 Digital Marketing Management	4.5
MKTG 133 Digital Advertising Production	4.5
MKTG 167 Motion Graphics 1	4.5
MKTG 200 Digital Film Marketing Distribution Exhibition and Sales	4.5
MKTG 233 Web Development	4.5
MKTG 267 Social Media/Digital Marketing and Portfolio Presentations	4.5
General Education courses	
*PSY 100 Introduction to Psychology	3.0
*HUM 150 The Contemporary World	3.0
*HUM 200 The Arts and Human Development	3.0
*HUM 250 Performance Theory	3.0
*EVR 100 Introduction to Environmental Science	3.0
<u>Total:</u>	69

General Education*: To earn the associate degree the student will have to transfer in or complete 15 semester credits with at least 3 semester credits in the Humanities or Fine Arts fields, at least 3 semester credits in the Social or Behavioral Sciences, and at least 3 semester credits in the Natural Sciences or Mathematics fields. While the courses above are suggested as a representation of the 15 semester credits one could complete, meeting the requirement above will be required with 15 semester credits as represented by the fields/disciplines above.

Digital Film and Visual Communication Course Descriptions

Course Numbering System

Courses numbered in the 100 series are generally considered freshman level; those in the 200 series, sophomore level. FILM – Digital Film MKTG – Multimedia 6K Technology and Graphics

FILM 100 Screenwriting and Storyboarding

Introduces the basic techniques of story development and screenwriting through exercises in story structure, dialogue, and character development.

FILM 133 Digital Cinematography and Lighting

An introduction to the principles of the motion image capture process: Camera, lenses, lighting, and grip theories, techniques and technologies.

FILM 167 Preproduction Casting, Crew, and Budgeting

Students learn director's responsibilities including working with writers, talent, producer and various production and post-production departments.

FILM 200 Digital Directing and Producing

Students learn director's responsibilities including working with writers, talent, producer and various production and post-production departments. The role of the producer is examined in the context of theatrical film.

FILM 233 Live Digital Film Production

In this production course, students will learn and apply industry-standard pre-production and production techniques to produce a fiction or non-fiction film. Students will go through a selection process to determine their crew positions on the production.

FILM 267 Digital Editing, Film Premiere, and Demo Reel Presentations

Students will learn the practice of editing digital media, film shorts, and learn video editing with an emphasis on sound design, visual effects, color correcting and finishing fiction and non-fiction projects. Students will also examine the functional areas within marketing as well as the various distribution means (both current and projected) that are governing the sale of independent feature films or films financed outside of the studio system. Students learn to distribute their own selected films in this course.

MKTG 100 Digital Marketing Management

This course introduces the student to the basics of marketing as a business discipline. It will cover a wide variety of topics relevant to the task of managing resources to achieve marketing goals. Successful completion will require learning the vocabulary and concepts which characterize the marketing field and applying them to the development of a marketing strategy.

MKTG 133 Digital Advertising Production

Advertising Graphics and production covering such subjects as typography, printing, engraving, photography, screening, direct mail, exhibits, displays and packaging.

MKTG 167 Motion Graphics 1

Techniques and mechanics of artificial environments, with emphasis on compositing, image processing, visual style, visual continuity.

MKTG 200 Digital Film Marketing Distribution Exhibition and Sales

Examination of the functional areas within marketing and sales as well as the various distribution means (both current and projected) that are governing the sale of independent feature films, films financed outside of the studio system, and media promotions. Students learn to distribute and market films and media promotions.

MKTG 233 Web Development

Integration of core internet technologies to produce usable interfaces and algorithms.

MKTG 267 Social Media/Digital Marketing and Portfolio Presentations

In this course students will explore and implement the many forms of social media for personal promotion and as an advertising medium. Students will design and implement a Social Media marketing campaign. Students will explore current trends and technologies for search engine optimization.

General Education: To earn the associate degree the student will have to transfer in or complete 15 semester credits with at least 3 semester credits in the Humanities or Fine Arts fields, at least 3 semester credits in the Social or Behavioral Sciences, and at least 3 semester credits in the Natural Sciences or Mathematics fields. Find below the offered General Education courses.

PSY 100 - Introduction to Psychology

Scientific approach to the basic principles of human behavior, focusing on learning, motivation, perception, feeling emotion, intelligence, personality formation, and social interaction.

HUM 150 - The Contemporary World

The theories of significant creative and intellectual works, ideas, and movements of the last twenty years will be discussed from an interdisciplinary perspective, including various cultures in art, architecture, drama, music, literature, philosophy, religion, and history.

HUM 200 - The Arts and Human Development

This course explores how creativity and the arts evolve throughout the lifespan. It provides a dynamic, interdisciplinary overview in theories of human development, and the role of the Arts in marking our physical, social, and cultural milestones. Learning methods include reading, discussions, lecture, multimedia engagement and interdisciplinary review of creative theories.

HUM 250 - Performance Theory

Traditional and contemporary theories of performance with a focus on linguistic performatives, bodily and virtual performances, self-identity, and the politics of performance.

EVR 100 – Introduction to Environmental Science

This course is an introduction to environmental science that covers the basic functioning of the Earth's environmental system and human effects on that system.

The Institute of FILMS Academic Calendar 2024 -2025

Enrollment begins and ends on the dates below:

Day	Date	Specifics for both programs
Monday	April 22, 2024	New class start for students
Monday	May 20, 2024	New class start for students
Monday	June 17, 2024	New class start for students
Monday	July 15, 2024	New class start for students
Monday	August 12, 2024	New class start for students
Monday	September 9, 2024	New class start for students
Monday	October 7, 2024	New class start for students
Monday	November 4, 2024	New class start for students
Monday	December 2, 2024	New class start for students
Monday	January 6, 2025	New class start for students
Monday	February 3, 2025	New class start for students
Monday	March 3, 2025	New class start for students

Licensure Information

The Institute of F.I.L.M.S.

(Focused Inspirational Leaders of Marketing, Movies, and Storytelling)

Physical Address: 37 North Orange Avenue, Suite 308, Orlando, FL, 32801

Mailing Address: 9924 Universal Blvd., Suite 224-211, Orlando, FL, 32819

Tel: 407-480-1299

www.theinstituteoffilms.org

Licensed by the Commission for Independent Education Florida Department of Education.

Additional information regarding the institutional licensed may be obtained by contacting the Commission for Independent Education, Florida Department of Education, 325 West Gaines Street, Suite 1414, Tallahassee, Florida 32399-0400, toll-free telephone number (888)224-6684.