



# Department of Screen Arts & Cultures

Screen Arts & Cultures provides a visual forum for interpreting, analyzing, demonstrating, and commenting on society's ideas, beliefs, and cultural diversity. At Michigan, Screen Arts & Cultures is an interdisciplinary program encouraging students to explore the artistic achievements and potential of both media. The program encourages students to examine American and world film, video art, television and digital media, as well as the development of particular genres (e.g., horror) and types (e.g., documentary), the careers of individual artists (e.g., directors), and the study of theories of the social, psychological and technological nature of moving image media and responses to these art forms. The program also offers students practical experience in the making of film, single-camera video, studio television, and digital media.

A challenging sequence of screenwriting courses is also available to qualified students.

Although the program emphasizes the artistic aspects of moving image media in its study and production courses, the Screen Arts & Cultures concentrator will discover occupational opportunities in a wide range of areas, such as business, non-profit organizations, government, education, and, of course, the media. In addition, Screen Arts & Cultures majors may choose to continue their education in professional or graduate school. Listed below are some characteristic skills developed by Screen Arts & Cultures majors as well as representative occupations of graduates with a Screen Arts & Cultures degree.

## SKILLS & ABILITIES

Screen Arts & Cultures concentrators develop a broad range of skills including artistic, critical, evaluative, planning, and technical abilities. Whether applied to various media-centered careers, such as film criticism, production, or screenwriting, or whether applied to career paths as

varied as advertising, teaching, or law, concentrators in Screen Arts & Cultures bring with them technical and organizational skills combined with an appreciation for artistic and creative endeavor. A sampling of skills and abilities developed by Screen Arts & Cultures majors follows.

### Organizational/ Project Development

- Establishing timelines
- Delegating assignments/authority
- Maintaining overview of program or project
- Motivating groups
- Assessing needs
- Developing cost analysis
- Budgeting for programs/services
- Organizing equipment
- Establishing priorities
- Fundraising
- Reviewing new projects

### Communication

- Supervising people
- Solving problems
- Conveying ideas
- Writing copy/proposals
- Interviewing/hiring staff
- Comparing/contrasting ideas
- Using critical analysis

### Artistic

- Creating new approaches/concepts
- Setting camera positions
- Designing scenery
- Giving visual and aural form to ideas
- Thinking creatively

### Technical

- Operating visual and audio equipment
- Lighting
- Installing and maintaining projecting and receiving systems
- Developing computer graphics

## OCCUPATIONAL OPPORTUNITIES

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Screen Arts & Cultures concentrators are prepared to succeed in a number of occupational areas. This selected list of occupations pursued by Screen Arts & Cultures majors offers a glimpse of the wide ranging career paths for which Screen Arts & Cultures may provide preparation. This list was compiled from national data and follow-up informa-

tion of Michigan graduates. For some occupations listed below such as sound engineer or arts center administrator, specific expertise or related experience is expected. Additional graduate study or professional school is expected for those occupations marked with a • on the list.

### Screen Arts & Cultures Production

Graphic artist  
Executive producer  
Production assistant/  
stage manager  
Cinematographer/  
videographer  
Animator  
Cartoonist  
Videotape editor  
Filmmaker/director  
Sound engineer  
Gaffer  
Dubbing editor  
Digital production

### Business/Industry

•Contract lawyer  
Agent  
Theater manager  
General sales manager,  
TV station  
Grip and electrical services  
consultants  
Advertising manager,  
video sales and rental  
store  
Audio-visual specialist  
Account executive,  
advertising agency  
Copywriter

### Communications

Film critic  
•Entertainment lawyer  
•Director of biomedical  
communications  
•Film scholar  
Television researcher  
Screenwriter  
Reviewer

### Education/Government

Audio-visual program  
officer  
Teacher  
•Media resource librarian  
Education program  
specialist  
Television broadcast  
technician  
Public affairs specialist  
Photographic technologist  
Film archivist  
Arts center administrator

## CURRICULUM REQUIREMENTS

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The Screen Arts & Cultures concentration requires a minimum of 43 credits including required courses in Screen Arts & Cultures and an integrated sequence of courses

in related areas approved by the program. Electives in cognate fields are selected from among a large number of courses approved by the department.

## FOR MORE INFORMATION

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For information about choosing a career, about graduate/professional school, internships, or job descriptions, and for library resources:

The Career Center  
3200 Student Activities Building  
764-7460  
[www.careercenter.umich.edu](http://www.careercenter.umich.edu)

For information about the concentration and degree requirements:

Department of Screen Arts & Cultures  
6525 Haven Hall  
764-0147  
[www.lsa.umich.edu/sac/](http://www.lsa.umich.edu/sac/)

LS&A Academic Advising Center  
1255 Angell Hall  
764-0332