

THE OXY CAMPAIGN

FOR GOOD

MEDIA ARTS & CULTURE: Preparing future leaders for the creative economy

Our Purpose: To establish Occidental College as the premiere institution for preparing leaders who make positive change across the creative economy and beyond.

Through The Oxy Campaign For Good, we seek investments in one of Oxy's most exciting academic departments— Media Arts & Culture (MAC). Through your partnership we will enhance programmatic flexibility and technical capacity for our faculty and students, create essential new teaching and learning spaces and fully leverage Oxy's location in Los Angeles.

APPROACHING MAC IN A DISTINCTLY OXY WAY

As digital media pervades all aspects of our lives, the uniquely liberal arts approach of Oxy's MAC Department is at the forefront not only of how we prepare media-literate scholars, producers and storytellers, but also of how we cultivate their ability to think critically about the societal implications of current and emerging media forms.

Our mission is for every MAC student to reframe themselves not simply as consumers of media but as critical and creative participants in an increasingly networked and technologized media culture.

PREPARING STUDENTS TO BE CREATIVE LEADERS

Our liberal arts tradition is a significant differentiating factor in preparing students for success throughout the rapidly evolving media and entertainment industry. By exposing our students to a range of academic disciplines and creative media practices, by teaching them how to combine thinking and making, and by providing them with meaningful faculty advising, we cultivate their capacity for producing critically-engaged and culturally-sensitive work. MAC graduates possess cultural and social awareness, emerging as intellectually flexible and progressive creators, innovators, and leaders.

All MAC majors engage in historical, critical, and practice-based coursework. In turn, MAC students come away with technical skills, but more importantly possess the analytical, and collaborative capacities that position them as future leaders. Oxy graduates do not simply slot into today's creative industries; they stand to transform them into more innovative, engaged, and inclusive sectors through the tenets of Oxy's mission: excellence, equity, community, and service.

COLLABORATIONS ACROSS DISCIPLINES

MAC functions as an influential and intellectual "collaboratory," animating the connections across disciplines through creative digital expression and examination.

An intentionally porous program, MAC engages faculty across traditional disciplines and is specifically exploring ways to enhance synergies between the MAC, Music, and Computer Science Departments. These programs share many students, with some majoring in one discipline while minoring in another, and faculty guest-teach and visit courses in each other's departments. For instance, in MAC/Music 258: Introduction to Film Scoring, taught by Associate Professor of Music Adam Schoenberg, students investigate the aesthetic relationship between film and music and are required to score student short films (senior comps) from Media Production majors.

There is great potential for further collaboration, including multimedia installation/performance; media scoring; computational, interactive, and emergent media; sound studies and audio culture; and digital art and activism.

EMBEDDED IN LOS ANGELES

MAC is the only liberal arts film/media department in the country located in a major metropolitan area. Our location in Los Angeles, one of the world's media capitals and most dynamic urban areas, positions ours as the most compelling liberal-arts-oriented undergraduate program available.

In addition to a curriculum that helps students develop critical and creative skills for engaging in an increasingly participatory media culture, MAC students engage in invaluable internships, networking, and research opportunities across the Los Angeles entertainment and media landscape.

For example, in addition to industry internships, students have collaborated with community partners like Freewaves, KCET, the Highland Park Independent Film Festival, and the ACLU of Southern California. Students also actively engage Los Angeles as a filming location, a historical archive of media history, a site for media activism, and an invaluable repository of compelling stories and subjects.

A RAPIDLY GROWING MAJOR

MAC became a stand-alone department in 2016, but its history at Oxy is in fact a much longer and more impactful one. Generations of alumni recall Dr. Marsha Kinder, who started a film studies focus in the English department over 50 years ago; or the transformative media production experiences provided by avant-garde filmmaker Chick Strand, who created a Film and Media Studies Program in Art History and Visual Arts.

Spurred by growing student demand and the curriculum's ever-increasing relevance to the media industry and a rapidly changing digital culture, **the program has doubled in faculty size and tripled in student enrollment since 2004**. Even as the numbers of course offerings and MAC majors reach unprecedented levels (**80+ majors makes MAC the most subscribed Arts and Humanities department at Oxy**), the department provides students with invaluable one-on-one interaction with faculty.

THE OXY CAMPAIGN FOR GOOD: HOW YOUR PHILANTHROPY CAN HELP

The creative economy is changing rapidly— not only year to year but even week to week — while the demand for Oxy's talented MAC graduates will not subside. **The MAC department requires new resources to enable the department to be nimble to industry needs.** Positioning MAC as a leader in the influential media and entertainment world will further push Oxy to the forefront of leading colleges and universities.

Therefore, in The Oxy Campaign For Good, we seek investments in the people, programs and places for MAC:

- **Endow the Department Chairship (\$500k Endowment):** An endowed department chair will provide crucial funding to support the department's rotating leadership, which typically changes every three years. Specifically, the fund will help underwrite a course release for the chair, support a stipend for their scholarly work, and provide discretionary funding to use for the MAC's most pressing needs, in consultation with the Dean's Office
- **Repurpose space on campus for multi-media courses and production (\$1M - \$1.5M--includes a technology replacement fund):** For the MAC department to thrive, your partnership would help Oxy create a new multi-media and production classroom as well a screening room to showcase student films.
- **Provide four-year funding to establish a Director of Digital Media Production (\$400,000 spend-down fund)** to fully support our students and faculty with technical skills and knowledge, as well as to manage all video, audio, graphic and other multimedia needs. The Director, Digital Media Production position is a critical role in the MAC department. The Director teaches technical courses to students including digital design, motion design, and sound and video editing. As technology in the media industry evolves rapidly, funding would elevate the existing position and enable a path toward a permanent role and further establish Oxy's MAC program as one of the best among all colleges and universities.
- **Establish an Artist and Program Fund (\$500K endowment):** An endowed artist and program fund will provide a vital, flexible funding source for the department. The fund will support, for example, engagement with media industry professionals as well as guest artists who will expose our students to inspiring examples of artistic and scholarly expression, and the department's innovative events like the Oxy

Oxy Graduates who have paved the way for this new chapter for MAC.

Ashley Burch '12
Emmy award-winning writer & actor

Moana Casanova '08
Director, West Coast productions, HBO

Gabriela Cowperthwaite '93
Award-winning filmmaker and documentarian

Lindsey Collins '94
Oscar-winning producer at Pixar Films

Michael Angelo Covino '08
Actor, producer, director

Tor Myrhen '94
Vice President, Marketing Communications, Apple

Leo Olebe '97
Managing Director,
Play Partnerships, Games at Google

Jesus Trevino '68
Activist, director, documentarian

Please visit campaign.oxy.edu/MAC
for more information on Oxy's outstanding
students, faculty and alumni.

To learn more about how to support this high priority within *The Oxy Campaign For Good*, please visit campaign.oxy.edu/MAC. Our gift officers can discuss ways to impact Media Arts and Culture today and the future.