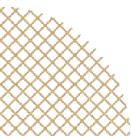


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THE SCHOOL OF CONTEMPORARY ARTS: A FOCUS ON THE ECONOMY IN THE NJ/NY METRO AREA

Counselor Workshop Series



RAMAPO QUICK FACTS



- **WE'LL GET TO KNOW YOU HERE**
*About **5,500** undergrads on campus each year*
- **A GLOBAL FIRST-YEAR CLASS**
*Roadrunners from all **21** NJ counties, **7** states and **4** countries from Europe and Africa*
- **ENGAGING LEARNING ENVIRONMENT**
*Small classroom environment; average class size: **21** maximum class size in your first year: **30-35***
- **MENTORS...NOT JUST TEACHERS**
***17-to-1** student-faculty ratio, assuring personalized attention by faculty who are here to teach and mentor*
- **INCLUSIVE EXCELLENCE**
47%** of new students identify as first generation college students with an overall diversity rate of over **40%

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MAKING MOVIES: EXPLORING FILMMAKING AT RAMAPO COLLEGE

Ken Goldstein, *Dean of the School of Contemporary Arts*
Rowlett Neel Scott, *Associate Professor of Digital Filmmaking*

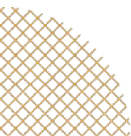


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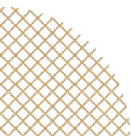


Filmmaking at Ramapo

Curriculum • Concentrations • Facilities • Faculty



What trends are you seeing in students interested in creative fields—film, media, digital storytelling, content creation?



Why?

Why now?

Why here?

In order to respond to, or tell stories about, the human experience and the world around us, you must understand both.

The best way to build that understanding is through an Arts Education deeply rooted in the Liberal Arts, experiential opportunities, and interdisciplinary experiences.



Value of *our* BA Programs

Journey • Explore • Discover

Liberal Arts

Interdisciplinarity

Global Perspectives

Experiential Education

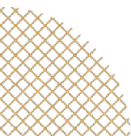


Preparing you for a future of choice & change

Critical thinking • Storytelling • Collaboration

- Communication skills
 - Creative problem-solving
 - Adaptability
 - Innovation
 - Technical Proficiency
 - Project Management
- 

What do you know, or do the students know, about the film industry and career paths?



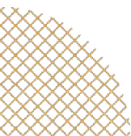
Film in New Jersey

- In 2024, in-state production spending surpassed **\$833 million**, setting a new record. That spending represents a **41% increase** over 2023 levels
- More than **550 productions** (specifically 556) were filmed in New Jersey in 2024.
- The industry hired **over 30,000 crew members** in 2024, nearly doubling crew employment from 2023.

Film in New Jersey

- The New Jersey Film & Digital Media Tax Credit Program offers production tax credits of up to ~40% and was extended through 2049 — a key driver of growth
- As of 2025, there are **43 designated “Film-Ready Communities”** in New Jersey, meaning communities certified to support film and TV productions.
- Major infrastructure investments are underway: e.g., a large facility by Netflix at the former Fort Monmouth site and the proposed 1888 Studios complex in Bayonne signal long-term growth.

**Students are applying with
experience—what are their
expectations for building on that?**



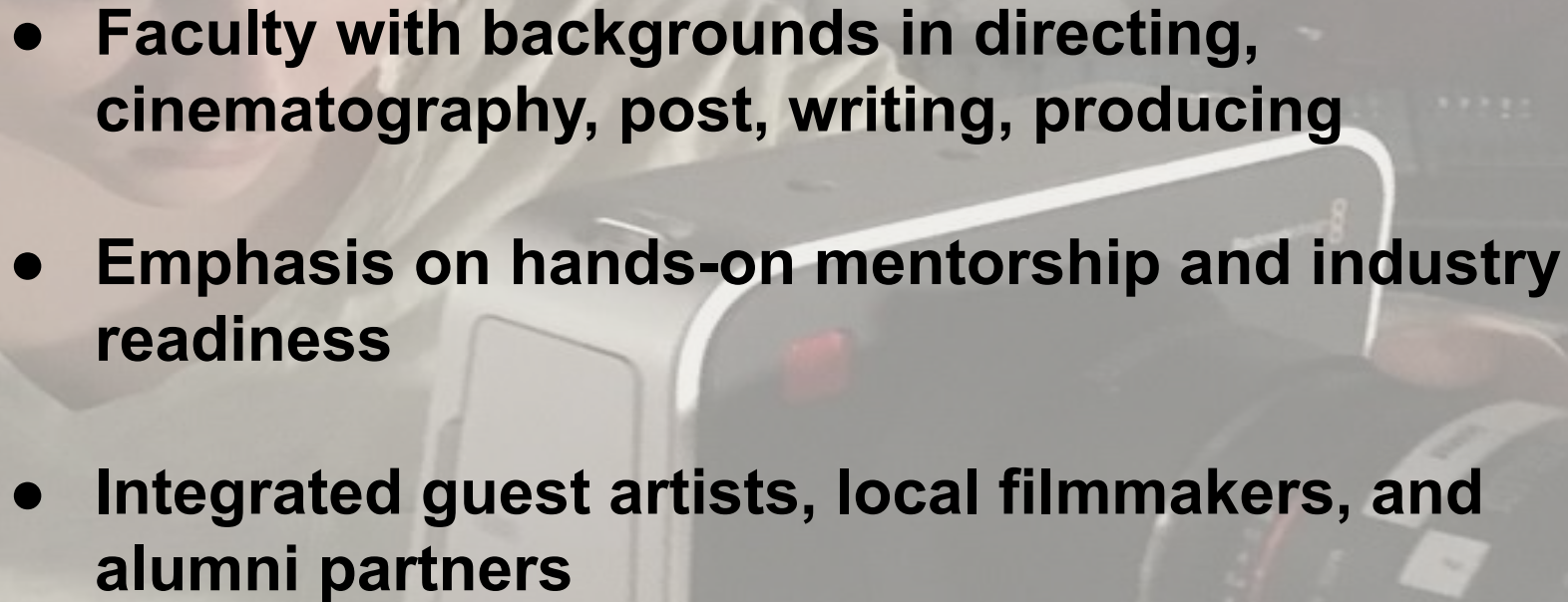
The Major at a Glance

- Core courses:
 - **Fundamentals of Filmmaking**
 - **Film Aesthetics & Analysis**
 - **Screenwriting I**
 - **Production Workshops**
- Production culture:
 - crew-based training, set etiquette, professional workflows
- Students work on films from **year one**

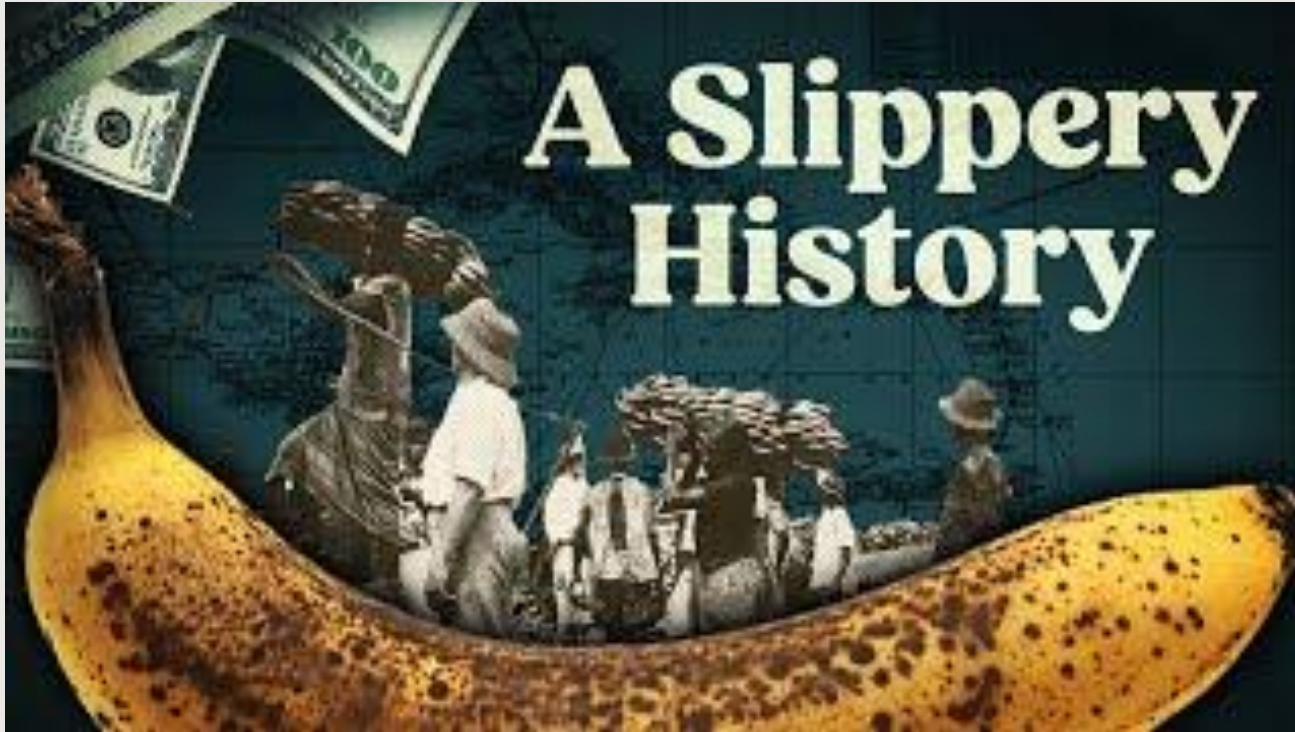
Rigorous Exploration

- **Directing Concentration**
 - Visual storytelling, actor collaboration, shot design
 - Directing labs + advanced production courses
 - Narrative, documentary, and experimental opportunities
- **Post-Production Concentration**
 - Editing, color grading, sound design
 - Industry-standard tools & workflows
 - Growing regional demand in post houses + streaming content
- **Screenwriting Concentration**
 - Story development, structure, character
 - Writing for film, TV, web series, short-form media
 - Workshop model: critique, revision, iteration

Faculty-Student Relationship

- Faculty with backgrounds in directing, cinematography, post, writing, producing
 - Emphasis on hands-on mentorship and industry readiness
 - Integrated guest artists, local filmmakers, and alumni partners
- 
- A faded background image showing a student in a light-colored shirt operating a professional video camera. The student's hands are visible on the camera's controls, and the camera's viewfinder and lens are prominent.

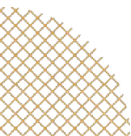
Recent Graduate: RJ McLaughlin



 How a Banana Started a Coup | The History Show

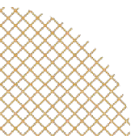
BA IN ART: PICKING A MAJOR IN THE ARTS WITH A HUMAN-CENTERED APPROACH

Ken Goldstein, *Dean of the School of Contemporary Arts*



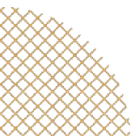
BA in The Arts

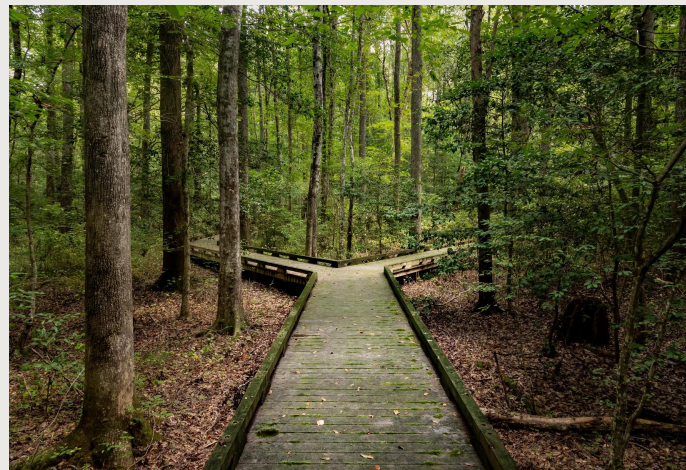
Discussion of the differences between a BFA and a BA in the arts. And, what a BA at a liberal arts college allows students to do in their academic and professional journey.



What are your perceptions about the difference between BA and BFA Programs?

What about student perceptions?





Train Tracks or a Journey

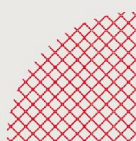
Should we expect 17-year-olds to know exactly what they want to do for the rest of their lives?

So, what are the differences...

Admission & Progress Requirements

- **B.A.:** Often open-admission within the institution; may not require a portfolio or audition.
- **B.F.A.:** Frequently requires auditions, portfolios, and ongoing evaluations for continuation.

Curricular Breadth vs. Depth (not always!)

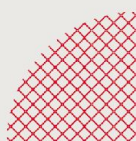
- **B.A.:** Critical thinking, experiential learning, and contextual learning across disciplines.
 - **B.F.A.:** Emphasizes technical proficiency, portfolio development, and mastery of craft.
- 

So, what are the differences...

Student Experience

- **B.A.:** Balanced academic and creative environment with room to explore multiple interests.
- **B.F.A.:** Immersive, conservatory-style atmosphere centered on artistic identity and discipline-specific training.

Degree Focus

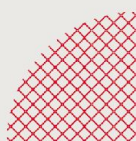
- **B.A.:** Broad liberal arts education with a balanced mix of major requirements and general education.
 - **B.F.A.:** Highly specialized, intensive training focused almost entirely on the artistic discipline.
- 

So, what are the differences...

Credit Distribution

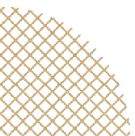
- B.A.:** Less than 50% of credits in the major; the rest devoted to electives, general education, exploration, or minors.
- B.F.A.:** Often 60–70% (or more) of credits devoted to the major and required studio/skills courses.

Flexibility

- B.A.:** Designed for academic breadth; easier to double major, pursue minors, study abroad, or explore other fields.
 - B.F.A.:** Rigid, sequential curriculum with fewer elective opportunities.
- 

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Forgive the repetition...



Industry Pathways: Yes, There are Opportunities

Arts and Cultural Industries Grew at Twice the Rate of the U.S. Economy, Adding \$1.2 Trillion

Latest Data Reveal Continued Growth for the Arts Sector, But Struggles Remain Post Pandemic

The real value added by arts and culture has doubled over a 25-year period.

As in previous years, the arts added more to U.S. GDP than did the sectors of agriculture, forestry, fishing, and hunting; mining; outdoor recreation; and transportation and warehousing.



Not to mention workers embedded in the corporate and not-for-profit spaces!!!

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Why now?

Why here?

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Our Majors & Programs

Communication Arts

- Digital Journalism/Writing
- Global Communication & Media

Filmmaking

- Directing
- Post Production
- Screenwriting

Music

- Music Education
- Music Industry
- Music Performance
- Music Production (4+1 MFA)
- Music Studies



Our Majors & Programs

Theater and Film

- Acting
- Production and Design
- Theater Studies

Visual Arts

- Art History
- Drawing & Painting
 - Painting w/Art Therapy
- Electronic Art & Animation
- Photography
- Sculpture
 - Sculpture w/Art Therapy

Visual Communication Design

- Game Design
- Graphic Design
- Interaction Design

Contract Major/The Self-Designed Major



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Journey • Explore • Discover

Liberal Arts

Interdisciplinarity

Global Perspectives

Experiential Education



Value of *our* BA Programs

Journey • Explore • Discover

Liberal Arts.

Interdisciplinarity.

Global Perspectives.

Experiential Education

Workforce Development.

Mentorship.

Access to Faculty.

Professional Preparation.

Preparing you for a future of choice & change

Critical thinking • Storytelling • Collaboration

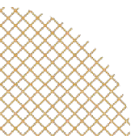
- Communication skills
 - Creative problem-solving
 - Adaptability
 - Innovation
 - Technical Proficiency
 - Project Management
- 
- A faded background image of a person in a dark room operating a professional video camera. In the background, a child is sitting on a bed in a brightly lit room with a window, looking towards the camera operator. The room is decorated with a garland and a picture on the wall.

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