Initiative Report for Arts 2009-10

Increase Efficiency and Enrollment in Media Arts and College with Lab Software Upgrade

Summary:

Increase efficiency and enrollment in Media Arts and College by upgrading software in two existing computer classrooms, located in Building 17 Rm. 113 and Building 18 Rm. 219, in order to integrate the multimedia design component of Media Arts with journalism, photojournalism, graphic design publications and web design components and develop curriculum that directly serves student in an integrated lab/work environment that uses coordinated technological and pedagogical resources to advance student learning in a real world setting. We expect this to increase enrollment as it grows to articulate students with the UO Digital Arts program.

Description

The Media Arts programs primary initiative for 2008-09 is to develop an integrated pedagogical and production system among our currently independent disciplines in publications, journalism and graphic design that makes the best use of current technology and reflects real world, professional work practices. In order to do this all three groups must work from the same technologies and equipment. This requires that we upgrade outdated computer software in all existing classrooms and include Center 453 which is a multi-use college computer lab. These are not the same classrooms that are requested in the Journalism, Web Design and Publications initiatives. Those are all new bond related classrooms and labs.

Upgrading the software will facilitate an integrated model within media arts pedagogy that assures the highest levels of learning and proficiency for our students in a real world environment that integrates curriculum and production in design, journalism and publications.

Funding the initiative will allow Media Arts staff and students to learn with and apply current industry standards, practices, and methodologies. This enhances their ability to be competitive in current and future job markets. It is essential to continue providing our students access to industry standard tools and facilities used to develop skills in publication design and journalism production.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

1. **How does it continue the achievement of those goals?**

2. **If this is a continuation of an initiative started last year, make sure that relationship is clear.**

How is this initiative linked to the efficiencies and productivities plans you had last year?

1. **How does it continue the achievement of these plans?**
2. **If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.**

The focus of the Division of the Arts in the last three years has been in two areas; efficiencies and growth or productivity. By combining sections, increasing minimum enrollment, limiting Independent study in exchange for additional classes taught and integrating curriculum to eliminate overlap we have significantly reduced costs. This initiative facilitates efficiencies by integrating classes and production and facilities for three disciplines; graphic design, journalism and publications.

Additionally, this integration of pedagogy and facilities and technology advances student learning in a model of media that reflects real world practices and industry standards. This better prepares students to either enter the job market with a 2-year degree or articulate with a four-year university. We expect that the introduction of state of the art facilities and technology in an integrated, real world model that articulates with a four-year university will enhance student engagement, learning and enrollment.

Further, this initiative addresses our commitment to growth by adding new courses that will align with the Torch, and our expanded tracks in journalism and graphic design. These ongoing efforts have shown great success as we have added four new photography classes in journalism, all of which have filled to capacity.

Describe the resources needed:

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SOFTWARE:
Building 17, Room 113
30 Licenses of Adobe Creative Suite 4 $559.00 each = $16,770.00
30 Licenses of Maya 2009 $389.00 each = $11,670.00
10 Licenses of Final Cut Pro $699.00 each = $ 6,990.00

Total = $35,430.00

Building 18, Room 219
25 Licenses of Adobe Creative Suite 4 $559.00 each = $13,975.00
10 Licenses of Maya 2009 $389.00 each = $ 3890.00
20 Licenses of Final Cut Pro $699.00 each = $13,980.00

Total = $31,845.00

Center Building Room 453
35 - Licenses of Adobe Creative Suite 4 $559.00 each = $19,565.00

Grand Total = $86,840.00

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

These improvements will dramatically reduce production time and increase workflow, efficiency, learning and production in student portfolios. This can be directly measured by tracking production time in writing, design, photography and production.

Students will learn by applying current industry standards, practices, and methodologies. This enhances their ability to be competitive in current and future job markets or other academic institutions. Track student success in job markets and articulation to four-year schools.

Development of new technologies in Media Arts will support our efforts to increase enrollment and FTE. In fact, the enrollment in classes that use these labs is already significantly increased. Data elements.

New facilities, technology and courses will attract a higher level of students as wel as new students. This should improve the quality of student portfolios. Track awards won by student publications

Department Priority:

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Unit Resources:

This is a regular and necessary technology upgrade that helps produce a more efficient and productive multimedia design program and to better integrate the existing media programs that are relevant to graphic design, web design, and journalism. The resources that are generally available to the media arts program are also available to multimedia design students. This includes current instructors, additional adjunct instructors to fill new course loads that are self-sustaining, current space and equipment and a percentage of the M&S budget and expected enhanced revenue from advertising sales. Anticipated M&S approximately $10,000.

Funding Request: Carl Perkins

Is this a Career & Technical Education program approved by the state and offered through Lane for credit?

Yes

If not a Career & Technical Education program, does your request provide considerable support for students enrolled in these programs?

Yes

Do you have an advisory committee that meets 2-3 times per year?

Yes

If request is for personnel, will funds be used to replace an existing position?

Does not apply

How will funding this initiative increase or sustain the academic achievement and technical skills attainment (GPA of 2.0 or better) of Career and Technical Education students?

Integrated technology helps integrate multimedia design students into other media arts program and to enhance their work in a real world model that crosses disciplines in journalism, publications and graphic design.

This initiative for routine software upgrades will provide access to industry standard software, thus giving our students the competitive edge they need to succeed.

By working hand in hand with graphic designers and journalism majors and photographers with integrated industry standardized equipment and software, these students will gain a deeper and broader understanding of the world of media production and dissemination.

How will funding this initiative increase or sustain the number of CTE students that graduate or receive a one-year certificate from Lane and help prepare the students for employment?

How will funding this initiative increase or sustain the number of CTE students that graduate or receive a one year certificate from Lane and help prepare the students for employment?

By providing students with industry standard software, technology and facilities we will draw more students to participate in this program and retain more of the students that we have.

By integrating classroom learning with a real world model of media production and dissemination we provide students with cutting edge experience that gives them greater opportunities in the job market and/or in their articulation with a four year program.

By providing consistency of applications we can more effectively integrate the multimedia design component with graphic design, web design, journalism and publications and facilitate student learning across a broader range of skills that can be applied to a broader range of job opportunities.

EQUIPMENT $

COMPUTER HARDWARE $

COMPUTER SOFTWARE $

67275

MATERIALS & SUPPLIES $

CURRICULUM DEVELOPMENT (Hours)

PART-TIME FACULTY $

TIMESHEET STAFF $

TRAVEL $

Can this initiative be partially funded?

No

EQUIPMENT $

(E) Explanation of effect of partial funding:

COMPUTER HARDWARE $

(CH) Explanation of effect of partial funding:

COMPUTER SOFTWARE $

(CS) Explanation of effect of partial funding:

MATERIALS & SUPPLIES $

(MS) Explanation of effect of partial funding:

CURRICULUM DEVELOPMENT (HOURS)

(CD) Explanation of effect of partial funding:

PART-TIME FACULTY $

(PF) Explanation of effect of partial funding:

TIMESHEET STAFF $

(TS) Explanation of effect of partial funding:

TRAVEL $

(T) Explanation of effect of partial funding:

Funding Request: Curriculum Development

Funding Request: Technology Fee

1. Category of request

- **Maintain existing technology**
- **Increase student access to technology**
- **New technology**

Please type in the category of the request in the field below.

Maintain Existing Technology

2. Campus location

- **Main Campus**
- **Downtown Center**
- **Florence**
- **Cottage Grove**
- **CLC (list specific locations)**

Please type in the location of the request in the field below.

Main Campus

3. Names of the person(s) with more information (if needed):

Rick Williams
Rick Simms

4a. Budget ORGN

621001

4b. Budget PROG

111000

5.How many students will benefit per year?

1,000

6. Describe the benefit?

By providing students with state of industry standard technology and facilities we will draw more students to participate in this program and retain more of the students that we have.

Funding this initiative will provide access to industry standard software thus giving our students the competitive edge they need to succeed.

Providing industry standard applications facilitates integrating classroom learning with a real world model of media production and dissemination and provides students with cutting edge experience that gives them greater opportunities in the job market and/or in their articulation with a four-year program.

Using integrated applications in all labs supports integration of all media arts components, graphic design, web design, publications and journalism with multimedia and supports student learning across a broader range of skills that can be applied to a broader range of education and workforce opportunities.

COMPUTER HARDWARE $

COMPUTER SOFTWARE $

67275

STAFFING $

INSTALLATION $

LICENSING $

Can this initiative be partially funded?

No

COMPUTER HARDWARE $

(CH) Explanation of effect of partial funding:

COMPUTER SOFTWARE $

(CS) Explanation of effect of partial funding:

STAFFING $

(S) Explanation of effect of partial funding:

INSTALLATION $

(I) Explanation of effect of partial funding:

LICENSING $

(L) Explanation of effect of partial funding: