Arts 2011-12
Animation Certificate

Summary:

A one-year Animation Certificate to increase program enrollment, cross-disciplinary student learning, and transition to workforce and/or four-year institutions through the introductions of new, cutting edge technologies. Integrate the Animation Certificate with Media Arts' Multimedia, Graphic Design, Web Design and planned New Media Communications and Digital Imaging programs through use of a shared new digital lab to increase efficiency and reduce program overlap in Media Arts. Coordinate new technological and pedagogical resources of instruction and production into contiguous labs and studios to enhance learning, progression, completion, and transitional opportunities while providing a highly desired program of study that will increase enrollment.

Description

Animation, formerly constrained to cinema and fine art throughout the 20th Century, has emerged, through new technological advances, as a ubiquitous industry standard for time-based production in the 21st Century. For instance, animation is now found throughout industry and education in most time-based forms: web graphics, television programs, advertisements, mobile devices, tablets, online learning, scientific and engineering simulation, medical instruction, theoretical modeling, data visualization, and independent productions now integrate animation into an increasing number of projects. Along with this expansion throughout time-based forms, Animation's role is also experiencing a Renaissance in the traditional areas of feature film production and fine arts practices that incorproate the new technologies.

A course of study in Animation is inherently cross-disciplinary in both production and application. Production skills encompass writing, storytelling, narrative, drawing, color theory, lighting, performance, acting, audio, music, composition, set design, photography, cinematography, directing, budgeting, distribution, and other disciplines. Implementation can be in the sciences, medicine, instruction, training, entertainment, literature, interactive arts, mobile and smart devices, and newly emerging forms.

An Animation Certificate supports and enhances the other Media Arts programs while complementing programs in other departments. As the production tools of the major visual arts industries become available to small production houses and eventually the public-at-large, we are seeing the integration and broad application of animation to all aspects of film, video, and web, whether for training, instruction, commercial release, branding, design, or other time-based implementations. For example, scientific and biomedical simulations are emerging as an invaluable tool for depicting and demonstrating microscopic or theoretical processes. Astronomers rely on animations to create depictions of cosmic conditions and events. Industry uses animation to create instructional materials for training workers and managers. As internet capability expands to accommodate time-based content the use of animation is accelerating. The growing gaming industry has animation at the core of its production demands. Almost all television and theatrical film presentations currently integrate some elements of animation with more and more productions moving towards fully animated content. Even dance, theater, opera, and small-house stage productions increasingly integrate animated components in their works. Accompanying the expansion of Animation throughout industry are educational shifts towards online learning. As programs such as Lane's Strategic Directions for Online Learning are implemented there will be an increasing demand for animated instructional content.

These are just a few examples of the increasing demand for animated content throughout time-based production industries. Central to the resurgence of animation is the affordability of the digital tools of production. Software, motion capture systems, digital cameras, and other tools that had for decades been cost prohibitive are now available at pro-sumer price points. As a result, the production of professional quality CG (computer graphics), 2D/3D, motion graphics, and stop-motion animation are quickly becoming available to an array of producers. New major animation studios are regaining investment and development consideration. For example, Laika, Inc. in Portland, owned by Nike co-founder Phil Knight, produces feature films (Coraline, Moongirl), music videos, short films and broadcast graphics, and has won two Academy Awards, 11 Emmys, 11 Clios, along with other awards since 2005. While the Laika and Disney/Pixar models of teams of animators for feature film production continues and will most likely grow, technological advancements now allow for very small team or even individual productions.

OLMIS data indicate a high level of growth in industries that produce animation.

- Oregon statewide median hourly wage in related occupations was $25.25 for 2008
- The Oregon Employment Department's Ten-year Occupational Projection predicts a 15.5% increase in job growth for the arts, design, entertainment and media occupations. (2006 – 2016)

With an established, 100-year-old history as both a commercial industry and a fine art form, current cultural and technological developments strongly indicate that this is an ideal time to initiate an Animation Certificate. Market, culture, and technological changes in demand for animated content affirms an area of media arts production that will expand significantly over the next two decades. Current Media Arts programs are already structured with courses and content that directly support a greater building-out of Animation-specific content. The program should significantly increase enrollment while providing students with a valuable addition to their technological skill sets, enhancing professional opportunities and transferability to four-year institutions.

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 and increased enrollment, fte and net profits. This initiative helps facilitate efficiencies and fte/revenue growth by integrating classes, production and facilities for six Media Arts disciplines: Multimedia, Graphic Design, New Media Communication, Web Design, Animation, and Digital Imaging. Additionally, this integration of pedagogy, facilities and technology advances student learning in a model of media that reflects real world practices and industry standards.

By producing multi-disciplined media specialists, this program better prepares students to either enter the job market with a one year certificate in animation or by adding animation skills to a two-year AAS degree in New Media Communication and/or to articulate with a four-year university, particularly the School of Architecture & Allied Arts' Digital Imaging program at the University of Oregon. We expect that the introduction of state-of-the-art facilities and technology in an integrated, real world pedagogical model that aligns with the UO will enhance student engagement, learning, success and enrollment and provide work force for this growing industry.

This initiative addresses our commitment to growth, excellence and technology by adding new technology and new courses in Media Arts that align with the cutting edge and emerging best practices in the field and with the Digital Arts curriculum at the UO. These ongoing efforts have shown great success as we have added four new photography classes, all of which have continued to fill to capacity. Last year's funds for a new computer studio for media arts in Building 18 will help support this program while new availability of space in Arts building 11 next year might be re-purposed at minimal cost to support space needs for animation, digital imaging and photography programs.

Describe the resources needed:

The foundational resource is the Media Arts Computer Lab #4, proposed last year and scheduled for instruction in Fall 2011.

The primary resource needed now is the renovation of building 17 through the bond initiatives.

Additional material technology resources are:

1 Motion Capture system @ $20,000 ea.

1 - 3D scanner @ $6000 ea.
4 - Animation Stands with lighting @ $1,000 ea.
2 - Animation Desks @ $1200 ea.
8 - DSLR cameras @ $1200 ea.
8 - tripods @ $500 ea.
6 - Wacom Cintiq tablet/displays @ $2000 ea.
32 - Wacom Intuos4 large drawing tablets @ $400 ea.

Hardware 70,800

32 - Toon Boom Animate software licenses @ $300 ea.
32 - Studio Artist Animation/Rotoscoping software licenses @ $400 ea.

Software 22,400

Total = $93,200

While the in-progress Media Arts Lab #4 provides the foundational resources needed—computers and additional software such as Adobe Suite, we will need to build out these resources with additional hardware and software, much of which will also support and tremendously contribute to resources needed by the other Media Arts programs.

Also critical is the need for additional space through the reconstruction of Building 17 and re-purposing of space in building 11 that will be available this summer.

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.

Integrate and expand current course offerings into a one-year Animation Certificate program that helps increase annual enrollment by in Media Arts by 600 and fte by 60 and annual net revenue by $79,000 first year and $159,000 in subsequent years. Integrate this program with Multimedia, Graphic Design, Web Design, New Media Communications, and Digital Imaging components within Media Arts that better reflects cutting-edge and emerging best practices in professional media arts workforce. Better prepare students to access a variety of jobs in expected growth (OLMIS) in media, design, writing, publication, and web production industries by providing students with a broad array of media and communication skills that will give them a clear advantage in the job market or in alignment with four-year institutions. Increase efficiency in media arts by eliminating need for crossover among students in these areas and integrating redundant sections or courses. Support and increase sustainable enrollment in other disciplines including LLC, Social Science, Math, Science, Arts, Health and PE and CIT.

Department Priority:

2

Unit Resources:

Because this is primarily an expansion within an existing Media Arts program, all of the division resources will be applied to this area in the same way they are to other areas. New adjunct faculty will be needed to teach courses, but this should produce a profit as Media Arts is the most profitable area in the Arts. General fund support as M&S is expected to be about $10,000 annually. Current media labs will be available to students as well as the in-progress Media Arts Lab #4, scheduled for classes in Fall 2011, and space available in building 11 summer 2011.

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?

DNA

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?

By developing and integrating an animation component into the media arts program students have the opportunity to work in a real world model of cutting edge technological development that crosses disciplines in new media communications, web design, graphic design and multimedia as well as other college disciplines. Funding this initiative will provide access to state of the arts equipment that represents the evolving standards used in the industry, thus giving our students the competitive edge they need to succeed in multiple disciplines. By working hand in hand with graphic designers, web designers, and multimedia majors and photographers, these students will gain a deeper and broader understanding of the world of media production and dissemination that will give them the tools and inspiration to succeed as well as a critical edge in the work place market.

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 state of the art equipment and technology and facilities we will draw more students to participate in this program and retain and inspire more of the students that we have toward progression and completion. By designing this program to articulate with the UO School of Journalism and Communication and School of Architecture and Allied Arts basic courses we assure that students will articulate seamlessly and will be receiving the most advanced technological preparation. 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 integrating the animation component with graphic design, new media and multimedia, students learn a broader range of skills that can be applied to a broader range of job opportunities throughout the communication spectrum.

EQUIPMENT $

COMPUTER HARDWARE $

70800

COMPUTER SOFTWARE $

22400

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.

New 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, Dean Division of the Arts

Jeff Goolsby, Media Arts Coordinator

4a. Budget ORGN

621001

4b. Budget PROG

111000

5.How many students will benefit per year?

3000

6. Describe the benefit?

Help increase enrollment by 600 annually and fte by approximately 60 annually by second year. By developing and integrating a animation component into the media arts program students have the opportunity to work in a real world model that crosses disciplines in new media communications, multimedia, graphic design and web design. Funding this initiative will provide access to state of the arts technology that will serve not only those students seeing the digital imaging certificate, but all Media Arts students. This new technology represents the emerging, cutting edge technology that is shaping new standards used in the industry, thus giving our students the competitive edge they need to succeed at the front of the technological race to the top. By working hand in hand with integrated programs in graphic designers, multimedia designers, new media majors and photographers, our students will gain a deeper and broader understanding of the world of emerging media production and dissemination technologies that will give them an edge in the work force market. By providing students with state of the art equipment and technology and facilities

we will draw more students to participate in this program and facilitate higher levels of progress and completion for new and current students.

COMPUTER HARDWARE $

70800

COMPUTER SOFTWARE $

22400

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: