

Arts 2011-12

Computer Lab Rotation Hardware and Software Upgrades

Summary:

Increase efficiency and enrollment in Media Arts and the College by upgrading computers and software in the four primary Media Arts computer labs, located in Building 17 Rm. 113 and Building 18 Rm. 201 and 219 and Center 453. Computers in two of our primary media arts labs are now six years old and beyond their viable life span for media arts. They will no longer run the new software that is critical to media arts education. This upgrade is also critical to the ongoing integration and advancement of the multimedia design and graphic design components of Media Arts with new programs in new media communication, photojournalism, animation, digital imaging and web design. These upgrades will facilitate development of new programs and curricula that directly serve 3,000 students in an integrated lab/work environment that uses coordinated technological and pedagogical resources to advance student learning in a real world setting. We expect these enhancements and new programs to increase enrollment and greater articulation for students with the UO Communication, Journalism and Digital Arts programs.

Description

The Media Arts program's primary long-term initiative is to develop an integrated pedagogical and production system among our currently independent disciplines in multimedia, new media communication, web design and graphic design that makes the best use of current and emerging technology and reflects real world, professional work practices. In order to do this all components must work from the same technologies and equipment. This requires that we upgrade outdated computer hardware and software in three primary Media Arts classrooms--17/113, 18/219 and Center 453 and our new lab that is currently being build in building 18/201. Hardware has already been approved for 3 of the 4 labs for this year. This initiative is a request for hardware for the remaining Center 453 and upgraded, specific software for each lab.

Upgrading the hardware is generally done every 5 years and is necessary to run new software that is the standard in our industry. This 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 multimedia and graphic design, communication and and web design. Funding the initiative will allow Media Arts staff and students to learn with and apply current industry standard technology, 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 current software and industry standard tools and facilities for them to develop competitive skills in multimedia, graphic design, web design and new media communication.

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 while increasing revenue. This initiative facilitates efficiencies by integrating classes and production and facilities for four disciplines; graphic design, new media communication, multimedia and web design as well as new proposed programs for growing technologies and demand in digital imaging and animation.

Additionally, this integration of pedagogy, 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 as well as their progression and completion of programs. Further, this initiative addresses our commitment to growth by adding new courses that will align with student publications, and our expanded tracks in new media communication and graphic design. These ongoing efforts have shown great success as we have added six new photography classes and four new journalism classes, all of which have filled to capacity over several terms.

Describe the resources needed:

Hardware

Center 453	26 iMac 21.5" @ \$2,200	= \$57,200
Bldg. 18/201	1 data projector	= \$13,000
Bldg. 18/201	1 Teaching Station	= \$ 7,500
Total Hardware		\$ 77,700

Software

130 Licenses for Adobe Design Premium CS-5 Mac @ \$350	= \$45,500
51 licenses for Digidesign Pro Tools 9 @ \$420	= \$21,410
51 licenses for Apple Final Cut Pro Studio @ \$375	= \$19,125
Total Software	\$ 86,045

Total Cost **\$163,745**

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 teaching and student output. This can be directly measured by tracking production time in writing, design, photography and production. Students will learn new skills 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 by 40% in the past 2 years. Data elements. New facilities, technology and courses will attract a higher level of faculty as well as new students as evidenced by our recent hire of a Media Arts Coordinator from the University of Maine. This should improve the quality of student portfolios. Track awards won by students and student publications

Department Priority:

4

Unit Resources:

This is a regular and necessary technology upgrade that should occur every 5 years. We are now in the 6th year with existing computers and they will not run the new software we need to upgrade to meet industry standards. Upgrades will help produce a more efficient and productive media arts program and facilitate better integration of the existing media programs and software that are relevant to graphic design, web design, multimedia and new media communication. 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?

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?

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 new media communication, multimedia, web design and graphic design. This initiative for routine hardware and software upgrades will provide access to industry standard hardware and software, thus giving our students the technology they need to develop a competitive edge that facilitates their success in academics and work. By working hand in hand with multimedia designers, graphic designers, new media communication majors, web designers 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. This integrated approach to media arts reflects evolving industry practices and will attract students who want to broaden their knowledge of media arts skills across disciplines. They will recognize the advantages this approach to media will bring to their education and be attracted to this program over other more traditional programs.

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, and new media communication and facilitate student learning across a broader range of skills that can be applied to a broader range of job opportunities.

EQUIPMENT \$

COMPUTER HARDWARE \$

77700

COMPUTER SOFTWARE \$

86045

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 (software upgrade)

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?

3,000

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 current 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 \$

77700

COMPUTER SOFTWARE \$

86045

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: