Arts 2011-12

Digital Imaging Practice and Development

Summary:

A one-year Digital Imaging Certificate to increase program enrollment, cross-disciplinary student learning, and transition to workforce and/or four-year institutions. Integrate this Digital Imaging Certificate with Media Arts' Multimedia, Graphic Design, Web Design, and planned New Media Communications and Animation programs through use of a shared new digital lab to increase efficiency and reduce program overlap in Media Arts. Coordinate 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

Digital Imaging is a Media Arts area emerging from the confluence of several areas of visual and sonic arts—drawing, painting, sculpture, audio, film, photography, et al.—that are all finding their practice fully or partially transformed to computer-based digital production tools. As computer-based tools become the industry standard for production of these arts, new tools, curricula and skills are needed to enable students to become fully employable practitioners of media arts.

The predominant raw material of all media arts is "aesthetic data". The end-of-the-century shift from "fixed" media such as film, tape, and vinyl has resulted in an "unfixed" form that retains its plasticity. The result is a cross-disciplinary common-media form (data) that maintains its malleability and radically alters technical and theoretical approaches to Arts practices. While the media forms that have been "digitized" still connect and reflect directly to their historically antecedent forms, we are simultaneously witnessing a seismic shift in the availability, possibility, and economics of digital media. These changes are challenging structures of ownership (copyright), means of production (the home computer), and methods of distribution (the internet).

The significance of this shift to digital tools is readily apparent in the example of the lens-based data capture medium of photography. The rapid development of high quality digital cameras has resulted in film-based photography shifting to more fully occupy a fine arts capacity while almost all personal and commercial photography is now produced digitally. Equally important as the reformation in capture devices (cameras), this shift has remapped all attendant and dependent still image production practices, from printing to post-production to presentation and distribution: the digital camera is now the tool we all see and use, but there is an even greater conversion of all facets of image-making industries. As mentioned, these changes are still new enough to be directly influenced by the historical practice of photography and for the time being, appear quite similar to the forms we are familiar with. However, the changes that are yet coming—such as full malleability of aesthetic data and massive data resolution—indicate a possible impending shift in cultural aesthetic valuations but a definite shift in needed skills and training in aesthetic data capture, management and processing.

OLMIS indiacates a significant growth in related industries that are supported by digital imaging.

- 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)

The Digital Imaging Certificate is based on the data form that is foundational to digital photography. However, the essential qualities of this form and the skills to work with it are quickly converging to overlap with the data skills required for Web Design, Filmmaking, Animation, Graphic Design, New Media Communications, Multimedia and all media arts practices. While storage and capture devices continue to evolve, the common denominator raw material—data—shows no impending shift in form or practice. The Certificate is intended to help address changes in the Media Arts industries by providing students with foundational, long-lasting aesthetic data skills that will directly support their work in each of the other Media Arts programs while also preparing them for entry-level digital imaging jobs. The Digital Imaging Certificate will also directly feed into and complement the other Media Arts programs, while alleviating unmet demands of skill sets within those programs. The convergence and availability of tools strongly indicates that

this is an ideal time to initiate a Digital Imaging Certificate. 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 facilitates efficiencies 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, continue on in one of Media Arts' two-year programs, or to articulate with a four-year university, particularly the School of Journalism and Communication or 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 enrollment engagement, learning, progression and completion.

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 provide some space for this program and parts of space available in building 11, Summer 2011, could be re-purposed to support Digital Imaging, Animation and Photogrpahy programs.

Describe the resources needed:

One 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 and partial use of space available in bulding 11, Summer 2011.
Additional material technology resources are:

1 - Large-format printer @ $10,000 ea.
2 - Medium-format printers @ $6000 ea.
2 - Small-format printers @ $1200 ea.
2 - Production Workstations @ $6000 ea.
2 - Spider Monitor Calibrators @ $300 ea.
8 - DSLRs and lenses @ $2000 ea.
4 - Gigapan Systems @ $1000 ea.
2 - RAID Systems @ $4000 ea.

Total = $56,600

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.

Most critical is the need for additional space through the reconstruction of Building 17.

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.

Expand several current courses into a one-year Digital Imaging Certificate program that helps increase annual enrollment in Media Arts by 600 and fte by 60 and increases 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 Animation 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 photography, videography, post-production houses, output service bureaus, video and photojournalism, design, publication, and web production industries by providing students with a broad array of imaging skills that will give them a clear advantage in the job market or 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:

3

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.

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. 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 and 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 $

56600

COMPUTER SOFTWARE $

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?

3,000

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 $

56,600

COMPUTER SOFTWARE $

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: