

GEORGIA STATE UNIVERSITY

FY 2008 Technology Fee Proposal

Submitting Organization:

Major Unit: College of Arts and Sciences

Department: Ernest G. Welch School of Art and Design

Contact Person: Nancy Floyd, Joan Tysinger

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Telephone: Ext. 0488 Ext. 0487

1. Project Short Title

<i>5-8 Word Project Title</i>

Studio Lighting Equipment for the Art & Design Photography Program
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2. Total Requested

Fiscal Year 2008

\$16,147.95

3. Executive Summary

Project Description (three or four sentences)

The goal of this proposal is to add studio lighting equipment to the newly created photo lab. Specifically we request:

- Two strobe unit kits
- Two tungsten unit sets
- One battery pack strobe unit kit (for shooting outdoors).
- Accessories to make lights more flexible in different lighting situations
- Backdrop supporters to hang backdrop paper

The requested lighting array is basic to a professional 21st century shooting studio and therefore necessary to accommodate the academic requirements of students in a 21st century photography program.

4. Project Description

The School of Art & Design photo program is actively expanding in the variety of courses offered, numbers of students served, and in the size and number of studios it occupies. Last year photo acquired a space for a permanent shooting studio and upgraded it with electrical outlets on separate circuits to accept higher wattage lights. The goal of this request is to outfit the studio/lab with photo appropriate lighting equipment to create a flexible, professional lighting studio to support the academic needs of the program and the artistic pursuits of its students.

The professional lighting equipment and supplies needed include:

- Two strobe unit kits
- Two tungsten unit sets
- One battery pack strobe unit kit (for shooting outdoors)
- Accessories to make the lights more flexible in different lighting situations
backdrop supporters to hang backdrop paper.

The Lighting and studio equipment array requested is basic for any good photography curriculum and necessary if we are to advance the stature of our program and attract and retain the most promising students. At present our photo studio is poorly equipped, a fact noted by the National Association of Schools of Art and Design and clearly reinforced when our studio is compared with those of other photo programs of our caliber. Appropriately outfitting this studio will support the growth of the photo program, allowing lighting techniques to be incorporated into existing classes as well as encouraging the development of new classes involving lighting or pertaining to studio lighting techniques.

In addition, the lighting studio will be available to all studio disciplines to accommodate various photo needs; particularly shooting images of art work for CD or slide portfolios. The lighting of artwork is important and difficult to learn if one is not a photo major. With this new equipment the photo program will offer photo documentation of artwork workshops to all BFA and MFA students.

5. Record the review numbers assigned by IS&T and Facilities. Their assessments must be included in Sections 16 and 17.

IS&T: # IST08-040

Facilities: 14529-07

6. Relevance to Regents Guidelines

[1] Technology fee revenues should be used primarily for the direct benefit of students to assist them in meeting the educational objectives of their academic programs.

The production tools requested in this proposal are necessary to maintain the ongoing vitality of our photography program and required if we are to attract and retain good photo students. The National Association of Schools of Art and Design considers the lighting array listed to be basic tools which we must offer students if our program is to remain viable.

[3] Technology fee revenues should be used for hardware and Network related expenditures that include support of general purpose or special purpose laboratories used by students for body productivity and more discipline related activities.

This proposal delineates the lighting tools needed to professionally outfit our newly

claimed and renovated shooting studio. With this studio and these lighting tools the photo program will be able to offer our photo students access to discipline-standard instruction and training. In addition these tools will be available to all other studio programs and students for photo documentation and portfolio production.

[4] Technology fee revenues may be used for training of students and, to a lesser extent, staff and faculty.

The tools requested here are intended to solely support the photo curriculum.

7. Relevance to Strategic Plan(s)

This grant request is in keeping with our commitment to provide and keep current technologically equipped studio/classroom facilities to assure that curriculum appropriate instructional technologies are available to faculty and students. This proposal supports Art and Design's already in-progress expansion and upgrade of photo facilities.

8. Impact on Students Served

Lighting technology will be used more heavily in the mid-and advanced level classes. However the Lighting Studio will be available for all photo classes. Even beginning photo students will be given studio demonstrations about how light effects an object; and photo 2 students will use the equipment under faculty supervision. After these studio classes, photo students will have access to the equipment for any school project. In addition, the lighting studio will be available to all studio disciplines to accommodate various photo needs, particularly shooting images of art work for CD or slide portfolios.

The equipment will also be available to authorized students to use in the studio 24/7. One set of strobe lights, one set of tungsten lights, and accessories will be locked in a cabinet for the use of students who have been pre-authorized. The studio has a punch code that changes every semester.

A total of 199 undergraduate photo students and 10 graduate photo students will benefit from this purchase directly, with 400 undergraduate Art & Design students along with and 72 graduate Art & Design students potentially benefiting from the equipment availability for documenting artwork and portfolio presentation development.

9. Justification of Funding Requirements for Fiscal Year 2008

Object of Expense	Itemized Descriptions		Quantity	Per unit price	Extended Total
Supplies (Note: PCs under \$5,000 go here. Also, use standard dollar amounts and replacement thresholds from sections 11/12, or provide explanation in sections 11/12.)	Item 1				\$0.00
	Item 2				
	Item 3				
	Item 4				
	Item 5				
	Item 6				
	Item 7				
Equipment	Item 1				\$0.00
	Item 2, etc				
Software (Note: Include Vendor and Product Name.)	Item 1				\$0.00
	Item 2				
	Item 3, etc				
Maintenance or Contractual Services	Item 1				\$0.00
	Item 2, etc				
Board of Regents Guidelines state "In almost no cases should technology fee revenues be used for ... space renovation, or other items or activities that do not have a direct and immediate impact upon students instructional objectives." (See Attachment 1, #8)					
Construction Services (Requires review of Planning & Facilities)	Item 1				\$0.00
	Item 2				
	Item 3, etc				
Network Connections and Infrastructure Costs (Requires review of UCCS)	Item 1				\$0.00
	Item 2				
	Item 3				
	Item 4, etc				
Physical Security (Note: Costs normally should not exceed 2.5% of Total Requested.)	Item 1				\$0.00
	Item 2				
	Item 3				
	Item 4, etc				
Other Expenses (explain)	Item 1				\$0.00
	Item 2, etc				
Board of Regents Guidelines state "Technology fee revenues may be used - with caution - for new staffing that is either temporary or ongoing." (See Attachment 1, #6)					
Staff Salaries	Item 1				\$0.00
	Item 2, etc				
Fringe Benefits	Item 1				\$0.00
	Item 2, etc				
			Hours/wk	Hourly Rate	
Student Assistant Salaries	Item 1				\$0.00
	Item 2, etc				
Graduate Student Assistant Salaries	Item 1				\$0.00
	Item 2, etc				
TOTAL					\$0.00

Consequences of Partial Funding

Only 75% funded: At 75% funding this project is still viable, however it will reduce the amount of equipment available for class use and limit student access to equipment for after class use and/or checkout. Lack of available equipment will limit students' ability to work with ambitious lighting set-ups in the field.

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TOTAL					\$0.00

Only 50% funded: At 50% we will not meet the standards of basic photo programs, however the equipment will put us in a better place than we are right now. There will be less access to good equipment in classes and during checkout. Without the battery powered strobe unit (LUMEDYNE 400ws ACTION X-FAST KIT) students will be unable to learn how to do fill-light outdoors. This equipment is critical for teaching outdoor lighting. Photo has never been able to teach this basic technique due to lack of equipment. In addition, during the semester the studio is scheduled, only those in the class will have access to the new equipment. Undergraduates in advanced classes and graduate students will have to use the 14 year old, underpowered, strobe unit and tungsten lights that are currently available. Not only will they not be able to do ambitious lighting set-ups in the field, some of the equipment is unreliable and may break down while students are using it.

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TOTAL					\$0.00

Standard Dollar Amounts

NA

10. Standard Replacement Thresholds

NA

11. Prerequisite, Non-Technology Fee Funding

NA

12. Matching Funds

NA

13. Staffing and Other Support Availability

NA

14. Space Availability and Impact on Facilities

This project has no impact on facilities.

15. Impact on Computing/Networking/Information Security Infrastructure

Information Security Review (Tammy Clark):

Impact: No

Assessment:

Wireless and Network Ports Review (Mark Roberson):

Impact: No

Assessment:

Server Connections (Charles Hollingsworth, Tammy Clark, Keith Campbell):

Impact: (No-CWH) , No impact – KEC

Assessment:

External Connections (Charles Hollingsworth):

Impact: (No-CWH)

Assessment:

DVR Installations (Mark Roberson, Tammy Clark, Charles Hollingsworth):

Impact: (No-CWH)

Assessment:

Lab and Classroom Configurations (Joe Amador):

Impact: Yes/No NO

Assessment:
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16. Physical Security Needs

NA

17. Post-Project Assessment Criteria

The hardware and software requested is to be used by students in classroom situations and, once in place and fully functional, will be assessed in a straightforward manner by measuring student enrollment and through administration of a student/faculty reservation documentation system as follows:

1) A sign up sheet system for equipment used in the studio is already in place and includes the date and type of equipment used. Forms will be collected weekly and stored.

2) Equipment checked out of the studio for off-site photo shoots will be recorded in a notebook with date, type of equipment, and how long the equipment remains out.

Photography GRA lab assistants under the direction of the project director will administer the documentation system.

18. Review and Acknowledgements

To: University Student Technology Fee Committee

From: Cheryl Goldsleger, Director, School of Art and Design

Re: Tech Fee proposal for Photography

Date: March 1, 2007

This proposal ranks fifth among six proposals submitted by the School of Art and Design. This year the School is making application for funding through the tech fee process for Photography. The program is growing in size and in demand. This year it has acquired new space in the Humanities Building allowing for a shooting room and many other necessities that it did not have in the past. The equipment requested here will assist the program in meeting the course requirements of photography majors I am hoping this funding will be approved and in so doing will ensure the high quality of this program at GSU.