

GEORGIA STATE UNIVERSITY
Proposal for the Use of FY2003 Technology Fees
(Due Date: Monday, March 4, 2002)

Submitting Organization(s)

Major Unit: College of Arts and Science

Department: Art and Design, Music

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1. Project Short Title

Start-up Technology Funds Request for a Proposed Interdisciplinary MFA in Film

2. Total Requested Amount (reference to funding for "Years Following" removed)

Fiscal Year 2003

\$180,380

3. Executive Summary

Project Description

This proposal arises from a collaboration generated in the College of Arts and Sciences between 16 faculty and chairs from the Schools of Art and Design and Music and the Departments of Communication and Computer Sciences to formally establish a MFA in Film. The grant request delineates the start-up hardware and software configurations necessary to realize the program's initial goals. This list provides a kind of baseline upon which we can build the technological infrastructure necessary for the highest levels of training for candidates and the highest levels of "production realization."

4. Project Description

Digital Media has revolutionized the contemporary art world. It's comprehensive embrace across traditionally separate art arenas such as the fine/visual arts, music and

film is generating totally new art forms and giving rise to a new kind of artist. These individuals, often referred to as hybrid or convergent artists, are able to move fluidly between traditional art processes and/or digital/multi media, film and sound/music art forms.

The implications of these dynamic alliances on traditional academic arts programs are enormous and must be reckoned with. As technological advances increasingly erode the conventional distinctions between arts areas, university curriculums must provide appropriate courses in support of these redefined areas and reorient degree programs accordingly. In order to prepare students to flourish in the world of contemporary experimental and applied arts, academic institutions must radically rethink conventional curricular boundaries and make major commitments of resources and personnel to support the new, technology dependent course of study that must emerge.

Cross-departmental collaboration is key. To this end, the School of Art and Design is engaged in a collaborative venture with the School of Music and the Departments of Communication and Computer Sciences to establish a new MFA program in Film. Developed under the auspices of the College of Arts and Sciences, this interdisciplinary degree proposes merging two diverse aspects of creativity in the medium of film: that of the Industry Professional and that of the Experimental Artist. The joint committee developing this program believes that the optimum circumstances for establishing a top-rate competitive program will arise from the intermingling of non-commercially driven creative artists with the skills and technology of production-oriented individuals.

5. 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.

This proposal arises from the knowledge that the digital revolution has inalterably changed the world of contemporary art. Academic arts programs will remain vigorous and competitive only if they respond creatively to the influx of new media possibilities. It is our intent to absorb the new media into current curricula and to foster partnerships with other disciplines to forage new curricula linking traditional art practice and new digital media.

The proposal assumes the inclusion of digital media into all of the participating disciplines. And while it anticipates the needs of a not yet formalized collaborative degree program, it in fact addresses issues that have essentially been in effect for some time. Students from each of the collaborating schools and departments have been unofficially crossing discipline boundaries for some time, essentially charting their own academic career. Specifically this proposal will provide students from the collaborating

schools and departments with classrooms and labs equipped with high-end workstations and multimedia audio, video and analog film sound production tools needed to support current and future academic programs.

[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 seeks to integrate high end digital audio and video/moving image production tools into the already existing Art and Design Digital Media Lab in AH460 and in Music's Haas-Howell recording studios which are purpose-designed for audio engineering for the moving image. The goal is to develop sophisticated studio environments equipped with profession standard production tools for high level research in digital video, digital signal processing for sound, and audio post-production for the moving image. These facilities will function as both training spaces and independent work studios for graduate students.

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

The impetus for developing the MFA in Film arises from fertile collaboration already taking place between students and faculty of Art and Design, Music, Communication, and Computer Sciences. Student and faculty generated collaborative/ interdisciplinary projects are already underway. The professional standard studio/labs here requested will provide the necessary environments and tools to stimulate experimentation with and combinations of multiple media and exploration of new art forms. This is where the important creative work of this millennium is taking place. Students can no longer limit themselves to one area of focus. Interdisciplinary study is vital for success beyond the university. These labs and the curricula that will arise from the partnerships that support and administer them will provide appropriate training ground to prepare our students to excel as both experimental and applied artists, professionally skilled and poised to become actual contributors to the evolution of this new art world.

6. Relevance to Strategic Plan(s)

This proposal is in compliance with the University's stated goal of providing technology enhanced education. Achieving this goal requires providing appropriately equipped classroom facilities and assuring that curriculum appropriate instructional technologies are available to faculty and students. This proposal represents the basic equipment needs of a new program that has evolved out of a dynamic created by the impact of technology. It delineates precisely the melding of technology enhanced education with traditional methodologies envisioned in the strategic plan.

7. Impact on Students Served

While the MFA in Film will limit enrollment to 18 students, all graduate students from the collaborating schools and departments will have access to the labs and equipment. In addition, because the hardware and software will be integrated into shared labs, undergraduates will also be impacted by access to many of these tools.

We expect the labs to be heavily over scheduled with classes but plan to make them available to students 40 hours a week outside of those periods. The labs will be open evenings and weekends.

8. Justification of Funding Requirements for Fiscal Year 2003

Object of Expense	Itemized Descriptions	Quantity	Extended \$ Total
Staff Salaries			\$
			\$
Fringe Benefits			\$
			\$
Student Salaries			\$
			\$
Equipment (Note: Use standard dollar amounts and replacement thresholds from sections 10/11, or provide explanation in sections 10/11)	MAC G4 256MB/60GB/DVD- CDRW/56K/933 MHz (\$2,400) (for Haas-Howell Recording Studio)	2	\$4,800
	Glyph Trip Rack 3-36GB UW Hot Swap + DDS4 (\$6,000) (for Haas-Howell Recording Studio)	2	\$12,000
	Tannoy System 800A Active Monitors (\$2,000) (for Haas-Howell Recording Studio)	2	\$4,000
	ProTools System Hardware DigiDesign ProTools HD 3 (for Haas-Howell Recording Studio)	1	\$12,000
	ProTools System Hardware DigiDesign ProTools HD 2 (for Haas-Howell Recording Studio)	1	\$10,000
	ProTools System Hardware ProControl (for Haas-Howell Recording Studio)	1	\$12,000

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	ProTools System Hardware DigiDesign Sync I/O (\$2,100) (for Haas-Howell Recording Studio)	2	\$4,200
	ProTools System Hardware DigiDesign I92 I/O TDIF Option (\$4500) (for Haas-Howell Recording Studio)	2	\$9,000
	ProTools System Hardware Control24 (for Haas-Howell Recording Studio)	1	\$8,000
	ProTools System Hardware DigiDesign AV Option (for Haas-Howell Recording Studio)	1	\$8,000
	ProTools System Hardware DigiDesign AV Expansion Chassis (for Haas-Howell Recording Studio)	1	\$1,500
	PC Audio System Hardware MidiMan Delta 1010 (for Haas-Howell Recording Studio)	1	\$1,000
	JK Optical Printer (for AM460 Digital Lab)	1	\$4,800
	8mm film gate for JK optical printer (for AM460 Digital Lab)	1	\$1,150
	Bolex H16 Rex4 camera (for AM460 Digital Lab)	1	\$1,200
	HHB Portadisc Pro Minidisc Recorder (\$1,600) (For Hass-Howell Recording Studio)	4	\$6,400
	Digital Audio Recorders TASCAM DA-78HR 8 Channel Recorder (\$3,500) (For Hass-Howell Recording Studio)	2	\$7,000
	Sony DSR-80 DVCAM Digital Editing Recorder (For Hass-Howell Recording Studio)	1	\$9,000
	Microphones for Portable Use with MiniDiscs Crown SASSPMKII Crown Stereo Condenser (\$1,000) (For Hass-Howell Recording Studio)	4	\$4,000

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	Microphones for Portable Use with MiniDiscs Sennheiser Shotgun Mics (\$1,200) (For Hass-Howell Recording Studio)	4	\$4,800
	Motu/Digital Performer Bundle/ Firewire (for AM 460 Digital Lab) (\$1,500)	2	\$3,000
	Elmo Telecine Projector, TRV-16H Converts 16mm to video (for AM460 Digital Lab)	1	\$5,000
	Sony, DSR-PD150PAC 3 CCD Mini DV Camcorder (\$3,650) (for AM460 Digital Lab)	2	\$7,300
Software	Waves Gold Bundle TDM (For Hass-Howell Recording Studio)	1	\$2,600
	DINR Noise Reduction TDM (For Hass-Howell Recording Studio)	1	\$1,000
	PostConform TDM (For Hass-Howell Recording Studio)	1	\$1,000
	Reaktor PC Version VST (For Hass-Howell Recording Studio)	1	\$500
	Metric Halo ChannelStrip TDM (For Hass-Howell Recording Studio)	1	\$700
	Absynth (For Hass-Howell Recording Studio)	1	\$300
	Sampled acoustics processor for Digital Performer and Audiodesk. (for AM 460 Digital Lab)	1	\$525
Maintenance or Contractual Services			
Supplies	ViewSonic 21 – inch monitor (\$900) (For Hass-Howell Recording Studio)	2	\$ 1,800
	Sony NTSC 14” Video Monitors (\$625) (For Hass-Howell Recording Studio)	2	\$1,250

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	ProTools System Hardware ProControlCK – Cable Kit (For Hass-Howell Recording Studio)	1	\$350
	ProTools System Hardware Control24CK – Cable Kit (For Hass-Howell Recording Studio)	1	\$700
	ProTools System Hardware DigiDesign AV Option FAN (For Hass-Howell Recording Studio)	1	\$150
	Sony MDR7506 Professional Headphones (\$130) (For Hass-Howell Recording Studio)	4	\$520
	Beyerdynamic DT770 Pro Headphones (\$175) (For Hass-Howell Recording Studio)	2	\$350
	Microphones for Portable Use with MiniDiscs Crown Boundary Mics SoundGrabber (\$100) (For Hass-Howell Recording Studio)	8	\$800
	Digital Audio Recorders TASCAM MD301 MK II Studio MD Recorder (\$500) (For Hass-Howell Recording Studio)	2	\$1,000
	TASCAM RC828 Remote Control for Digital Audio Recorders (\$775) (For Hass-Howell Recording Studio)	2	\$1,550
	<i>Furry Windsock for Shotgun Mics (\$300)</i> (For Hass-Howell Recording Studio)	2	\$600
	Patch Bays and Misc. Cabling (For Hass-Howell Recording Studio)	4	\$3,000
	Super 8 film gate for JK optical printer (for AM460 Digital Lab)	1	\$760
	Super 16 film gate for JK optical printer (for AM460 Digital Lab)	1	\$895
	16mm film gate for JK optical printer (for AM460 Digital Lab)	1	\$685

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35mm film gate for JK optical printer (for AM460 Digital Lab)	1	\$1,200
Kinoflex 8mm cameras (\$375) (for AM460 Digital Lab)	3	\$1,125
Digital Image Printer (for AM460 Digital Lab)	1	\$350
300 watt quartz halogen light source for Optical printer (for AM460 Digital Lab)	1	\$400
EL Nikkor 75mm. F: 4 lens for Optical printer (for AM460 Digital Lab)	1	\$225
C-Ducer Microphones 8" contact Mic+ preamp (\$440) (for AM 460 Digital Lab)	10	\$4,400
Mackie 5" Powered PA Speaker (for AM 460 Digital Lab)	1	\$1,200
TRS cables, 15ft. (\$7) (for AM 460 Digital Lab)	15	\$105
TRS cables, 25ft. (\$8) (for AM 460 Digital Lab)	10	\$80
XLRF-XLRM Cables, 30ft. (\$25) (for AM 460 Digital Lab)	2	\$50
Audio Technica shotgun microphones (\$300) (for AM 460 Digital Lab)	2	\$600
Microphone Stands (\$30) (for AM 460 Digital Lab)	2	\$60
Sony NPF-960 L-series, Info-Lithium-Ion Battery (\$120) (for AM460 Digital Lab cameras)	2	\$240
LC-PD150TH Hard Carry Case Mini DV Camcorder (\$250) (for AM460 Digital Lab cameras)	2	\$500
Bogen 3001BD Tripod with 3130 Fluid Head (\$175) (for AM460 Digital Lab cameras)	2	\$350
Sennheiser ME 66K6 Super-Cardioid Shotgun Condenser (\$380) (for AM460 Digital Lab cameras)	2	\$760

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	Sony ECM-55B Omnidirectional Lavalier Condenser Microphone (\$250) (for AM460 Digital Lab cameras)	2	\$500
	Pro-Co Sound XLR Male to XLR Female Cable - 25 Ft. (\$30) (for AM460 Digital Lab cameras)	2	\$60
	<i>General Brand XLR Male to XLR Female Cable - 1.5 Ft. (\$15)</i> (for AM460 Digital Lab cameras)	2	\$30
	Sony MDR-7505 Professional Folding Headphones (\$75) (for AM460 Digital Lab cameras)	2	\$150
	Video Innovators S-100 Pro Shoulder Rest (\$75) (for AM460 Digital Lab cameras)	2	\$150
Construction Services (Requires review of Planning & Facilities)	Fabric Renovation on Soffit in control rooms (For Hass-Howell Recording Studio)		\$2,000
	Replacement carpeting (For Hass-Howell Recording Studio)		\$750
	Telephone installation (For Hass-Howell Recording Studio)		\$500
	Misc. Furniture - chairs, desk (For Hass-Howell Recording Studio)		\$500
	Shelving for storage closets (For Hass-Howell Recording Studio)		\$250
			\$
Network Connections and Infrastructure Costs (Requires review of UCCS)			\$
			\$
			\$
Other Expenses (explain)	Captain's Chairs (For Hass-Howell Recording Studio)	2	\$200
	Clamp-mount lamps (For Hass-Howell Recording Studio)	4	\$160
	Raxxess Lonestar Workstation (For Hass-Howell Recording Studio)	2	\$2,300

TOTAL	\$180,380
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9. Consequences of Partial Funding

As stated in the description portion of this proposal, this request represents a basic configuration of equipment and technological tools with which we can build the new MFA. The proposed array of production tools and equipment are designed to facilitate curricula for both the Experimental Artist track and the Professional track delineated in the description. It represents an excellent beginning point but does not encompass the total technological infrastructure that will be necessary for the highest levels of training for MFA Film candidates and the highest levels of "production realization" their exploration and research will require.

Funding at 75% will require removal of key components but both the Experimental Artist Track and the Professional Track program could still function. Funding at 50% would seriously compromise the ability to provide students with the standard audio quality required by the film and music industries.

10. Standard Dollar Amounts

Due to the intensive computational requirements of audio and video production equipment, peripherals and editing software, some of the computers chosen in this proposal exceed the standard in both performance and price. Memory and speed are critical components in digital audio and video production and the equipment requested represents industry standards.

11. Standard Replacement Thresholds: NA

12. Prerequisite, Non-Technology Fee, Funding: NA

13. Matching Funds: NA

14. Staffing and Other Support Availability

The School of Art and Design is in the process of hiring an academic professional to provide technical support and training for its labs. This individual will be knowledgeable in the multimedia hardware and software here requested and able to assist users and efficiently maintain production capability. Student assistants will support lab function and schedule.

The School of Music Production Studios are under the purview of Dr. Robert Thompson who will maintain them with staffing by student assistants.

15. Space Availability

The equipment requested will be incorporated into already existing facilities in the Schools of Art and Design and Music. All digital video equipment and production tools will be installed in the Art and Design Multimedia Lab in AH460. Most digital audio equipment and production tools will be installed in the School of Music's recording studios in the Haas-Howell building.

16. Impact on Facilities

This equipment is to be installed in already existent facilities. No construction or major renovation should be required. The Music Production Recording Studio will need the minor furniture items, fabric renovation, carpeting, and telephone installation listed in the budget.

See Attachment II for plans of facilities where proposed equipment will be installed.

17. Impact on Computing/Network Infrastructure

None

18. Post-Project Assessment Criteria

Successful implementation of this proposal will:

- facilitate the introduction of the proposed MFA in Film;
- provide appropriate tools for the inclusion of advanced audio and video media into already existing courses;
- support efforts of academic programs to provide students access to the industry standard tools of their discipline.

While some of these points are not quantifiable the numbers of students accessing the equipment will be. Faculty and lab staff directly involved with the labs will make post-project assessment reports as to equipment use and met and un-met student demand.

19. Review and Acknowledgements

I fully support the School of Art and Design's participation in this collaborative endeavor and completely endorse this plan to provide the technological infrastructure to help make it a reality.

John McWilliams
Director, School of Art and Design

My review of your proposal indicates that there are no data connections required for this equipment in either the Art/Humanities or Haas/Howell

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Buildings. There is mention of a telephone connection in paragraph 17 but I was unable to find a corresponding budget line entry - costing of that service would depend on whether there was an existing telephone jack or not.

Based on the above, you may include this statement as indicating that there is no impact on network infrastructure.

Bill Paraska
Director, University Computing and Communications
Information Systems and Technology

Attachment I: MFA in Film Collaboration Committee

MFA Committee Chair:	Pam Longobardi Associate Dean, College of Arts and Sciences
School of Art and Design:	John McWilliams, Director Ralph Gilbert, Associate Director Stan Anderson Craig Dongoski Nancy Floyd
Department of Communication:	Carol Winkler, Director Kay Beck Jack Boozer Ly Boglia Greg Smith Niklas Vollmer Sheldon Schiffer
School of Music:	John Haberlen, Director Robert Scott Thompson
Department of Computer Science:	Scott Owen