# UNIVERSITY OF LOUISIANA AT LAFAYETTE

# STEP Committee

# Technology Fee Application

<u>Equipment Enhancements: Graphic Design Studio</u>

Title

<u>Professor Kevin Hagan</u>

Name of Submitter

(Faculty or Staff only)

<u>College of the Arts, Department of Visual Arts</u>

Organization

**Date:** June 20, 2021

**Title:** Equipment Enhancements: Graphic Design Studio

**Name (Contact Person):** Professor Kevin Hagan

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**Department/College/Org:** College of the Arts, Dept. of Visual Arts

**ABSTRACT (250 words or less):**

The goal of the Graphic Design program is to prepare students for future employment by training them to use industry-standard software and hardware. The proposed updates will enhance the students' education by meeting current technological standards (SLE 3.2), by provide the means to address professional studio recommendations for continual training, utilizing the latest printing techniques (SLE 5.2). In addition, this equipment and will allow the Graphic Design faculty to expand upon previous STEP grants by providing further resources for documenting work for recruitment and accreditation purposes. The Graphic Design profession continues to be increasingly competitive. Only students with the highest quality work receive primary consideration for introductory and advanced level positions. By utilizing the hardware obtained in this grant, students will have the means to print wide-format, color graphics in order to product a variety of professional looking projects and portfolio pieces. This will enable UL Lafayette Graphic Design students be more competitive in the professional experience and service it provides.

**Proposal Description**

**a. Purpose of grant:**

The Graphic Design studio and the Graphic Design students will benefit from the following enhancements requested in the proposal: replace the 12-year-old, malfunctioning, wide-format printer so students can produce professional projects, as required for class assignments, as well as print high-quality portfolio pieces for job interview purposes (SLE 3.2, SLE 5.2). The funding of this equipment enhancement will also facilitate the Graphic Design faculty in the instruction on techniques utilized in the Graphic Design profession, as well as continue to provide a means for students to complete mandatory in-class work, and finalized versions of their projects.

**When funded, this STEP Grant will allow the Graphic Design Studio to:**

• Enabling the students to learn about producing high quality work essential for job placement. (SLE 5.2)

• Provide a means in which students may print color test of projects they are working on, in order to better evaluate areas needed for modification and development.

• Reduce the amount of time students have to go out in public settings during the COVID pandemic to help minimize the potential impact of class exposure.

• Allow students to print in class, thus eliminating the higher costs they would normally have to incur on their own by printing at external printing service bureaus, thus lowering their overall cost of their education.

• Graduate students with the latest knowledge and skills to be competitive within their professional field of study. (SLE 5.2)

• Provide the University, College, and Department with means to add additional visual documentation of student work for accreditation and recruitment purposes.

**Impact to student body as a whole:**

The professional equipment listed in this grant will have a great impact on both current and future students. Current students will excel by being able to continue printing posters, packaging, magazine spreads, and book cover designs that are required

classroom assignments, as well as produce portfolios that they can utilize for job placement upon graduation. Students will also be able produce, for the first time, 99% of the Pantone color system colors (A type of specific colors that traditionally can only be achieved through offset printing). Additionally, prospective students and their parents will be able to see the commitment the University of Louisiana at Lafayette has in maintaining its educational resources. The Department of Visual Arts continually produces students of the highest caliber in all studio areas, and this is achieved in part by the essential funding of equipment they depend on for learning. The Graphic Design curriculum in itself is one of the largest of the concentrations in the Department of Visual Arts, with enrollment always being at a maximum in VIAR 345, 346, 347, 348, 349, 409, 410, 445 and 446. Additionally, the Department has a course, Graphic Design for non-majors, for those who want to learn the basics of the profession. Therefore, it is essential to our students to have access to functional equipment to prepare them for their future profession. The funding of this grant will provide the technology necessary to accomplish this, and thereby allowing UL Lafayette to continue its tradition of graduating students with the skill sets that can only be achieved through hands-on experience.

**B. Projected lifetime of enhancement**

The hardware will last approximately ten years.

**C. Person(s) responsible for implementation, installation, maintenance, operation and training.**

The equipment will be located in room 307, Fletcher Hall, in the Department of Visual Arts. Professor Hagan will install and maintain the equipment. Professor Hagan has over twenty years of experience in the installation and maintenance of computer equipment. Prior to Professor Hagan's employment at UL Lafayette, he was the studio lab technician for the graduate Graphic Design and Printmaking computer labs at Louisiana State University for three years where he setup and repaired all computer related equipment. If at any point additional assistance should be needed, Donny Broussard, Director of the Digital Media Resource Center, will be available to help.

**D. Budget**

1. Epson SureColor P9570

The Epson printer currently in use in the graphic design studio is 12 years old, and has a broken paper leaver that has to be carefully handled to make sure it doesn't pop out and render the printer permanently inoperable. In addition to this, the print heads themselves have become damaged from over 12 years of continual use, and no longer output professional quality prints.

The ability to continue producing high quality works is not only necessary for classroom project, but also for producing portfolios for job placement. By having access to a color printer over the past several years has also helped each student save hundreds of dollars in printing costs that they would have to incur on their own without this resource, and the faculty would like to continue to assist the students in these cost savings. Furthermore, the new printer will facilitate students' in expanding upon their production of complex assignments with its ability to reproduce 99% of the Pantone color system, a professional color system that all students must learn about in the classroom, and that is not currently possible with the outdated printing technology. Quantity: 1 **Total: $6, 595.00 (not including shipping)**

2. Ink Cartridges for the Epson SureColor P9570

The Epson SureColor P9570 only comes with an introductory starter set of ink cartridges as part of the system package. In order to have enough ink to last long enough so the graphic design faculty can secure additional ink cartridges, a more robust core set of cartridges, with a larger ink capacity, will be essential for startup purposes. The purchase of a full set of 12, 350ML Epson SureColor cartridges will ensure that the ink stays adequately supplied for at least two semesters.

Quantity: 12 Cartridges (~$147 per cartridge) **Total: $1, 764.00**

## Equipment

| Quantity | Item Description | Cost Per Unit | Total Cost |
|----------|------------------|---------------|------------|
| 1 | Epson SureColor P9570 | $6, 595.00 | $6,595.00 |

**Total  $6, 595.00**

## Supplies

| Quantity | Item Description | Cost Per Unit | Total Cost |
|----------|------------------|---------------|------------|
| 1 | Epson T44P, Black Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Cyan Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Vivid Magenta Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Yellow Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Light Cyan Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Vivid Light Magenta Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Gray Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Matte Black Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Light Gray Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Orange Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Green Ink Cartridge, 350 ML | $147.00 | $147.00 |
| 1 | Epson T44P, Violet Ink Cartridge, 350 ML | $147.00 | $147.00 |

**Total $1, 764.00**

## Total Budget Proposal

| Length of Implementation: | 1 year | 2 years | 3 years | 4 years | 5 years |
|---------------------------|--------|---------|---------|---------|---------|
| 1. Equipment | $6, 595.00 | $0.00 | $0.00 | $0.00 | $0.00 |
| 2. Supplies | $1, 764.00 | $0.00 | $0.00 | $0.00 | $0.00 |
| TOTAL: | **$8, 359.00** | **$0.00** | **$0.00** | **$0.00** | **$0.00** |

**GRAND TOTAL: $8, 359.00**

**Previously funded STEP projects:**

Kevin Hagan was awarded a STEP grant in 2018, which enhanced the learning and resource capabilities of the studio. The replacement of previously outdated computer systems and equipment has facilitated classroom project production and teaching of professional practices. The impact of the funding is still ongoing.