UNIVERSITY OF LOUISIANA AT LAFAYETTE

STEP Committee

Technology Fee Application

Equipment Enhancements: Graphic Design Studio
Title

Associate Professor Kevin Hagan
Name of Submitter
(Faculty or Staff only)

College of the Arts, Department of Visual Arts
Organization

Date: January 10, 2023
Title: Equipment Enhancements: Graphic Design Studio

Name (Contact Person): Professor Kevin Hagan

Address: Room 307, Fletcher Hall

Phone Number: 2-5913 **Email:** kevin.hagan@louisiana.edu

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 provide the means to address professional studio recommendations for continual training utilizing simulated die-cut prototyping techniques and applications. In addition, this equipment and software will allow the Graphic Design faculty to expand upon previous STEP grants by providing further resources for the students to enhance their production abilities for their projects and final portfolios. 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 and software obtained in this grant, students will have the means to produce a greater variety of professional looking projects. This will enable UL Lafayette Graphic Design students become more competitive in the professional experience 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: updated classroom hardware and studio software to meet current technological standards for rapid die-cut prototype exploration. The funding of these equipment enhancements will facilitate the Graphic Design faculty in the instruction on techniques utilized in the Graphic Design profession, as well as complete the mandatory in-class components of their projects.

Currently the Graphic Design studio has no means to simulate die-cutting techniques in the classroom. All projects that involve detailed cutouts must be done so by hand as other means—such as laser cutters—burn paper and cause discoloration that would ruin any prints on the paper surface. The current process is extremely time consuming and unpredictable in terms of the finished results. By providing the students with the hardware and software they need to rapidly prototype their package and print designs, they will be able to test multiple designs more quickly and accurately before creating a professionally produced looking piece. This will also enable the Graphic Design faculty to develop, implement, and present new course curriculum that focuses on more advanced structures and creative design solutions. The ability to develop and create these designs greatly impacts the visibility of the University on local, state, and national levels, and would further attract students to the graphic design concentration.

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

• Allow students to create intricately cut package and print designs to showcase their unique design solutions to working professionals.

• Contribute to the professional development of both the student body and faculty.

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

• Provide the University, College, and Department with means to add additional unique projects that can be documented 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 access their files and utilize lab equipment to develop professional projects for presentation to future employers. 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 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. The funding of this grant will provide the tools and the technology necessary to accomplish further classroom instruction advancement, 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 five to ten years and the software should be able to be updated on a regular basis at no cost.

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. Silhouette Cameo Pro 24"

Currently, the Graphic Design faculty is unable to teach die-cutting prototyping due to the lack of equipment and software in the classroom. The system ordered will provide the classroom with a size that will be suitable for most small-scale projects such as boxes, cards, and brochures. By adding this essential equipment for Graphic Design studio the faculty will then be able to effectively demonstrate how it may be used for realizing projects that require intricate cuts and folds.

Quantity: 1 **Total: $499.99 (not including any shipping)**

2. Silhouette Connect

In order for students to create advanced cut out designs, a plug-in must be purchased and installed in the classroom copy of Adobe Illustrator. This plug-in will allow students to seamlessly transition from Illustrator to the native Silhouette software to cut out any designs they may have. Furthermore, this software will allow them to export designs to a printable format so that both images and graphics can be printed on paper with specialized registration marks first, and then put back in the Silhouette machine to be cut out.

Quantity: 1 Seats ($20 per license) **Total: $20.00**

3. Silhouette Cutting Mats and Blades

The Silhouette Connect utilizes specialty cutting mats and blades to hold various paper and materials in place while they are cut out. The blades are made for different purposes and materials as well, and must be switched out based off of the user's need. In order to provide the graphic design students with a variety of supplies they need to

start working with the machine, a base supply of adhesive mats and blades will be needed. Additional replacement mats and blades will need to be purchased in the future, but will be funded using classroom lab fees.

Quantity: (see supply list below) **Total: $411.84**

Equipment

Quantity	Item Description	Cost Per Unit	Total Cost
1	Silhouette Cameo Pro 24"	$499.99	$499.99

Total $499.99

Software

Quantity	Item Description	Cost Per Unit/ Per Year	Total Cost
1	Silhouette Connect plug-in for Adobe Illustrator	$20	$20

Total $20.00

Supplies

Quantity	Item Description	Cost Per Unit	Total Cost
4	Cameo Pro Cutting Mat – Light Tack	$29.99	$119.96
2	Cameo Pro Cutting Mat – Regular Tack	$29.99	$59.98
4	AutoBlade (Type B)	$12.99	$51.96
2	3mm Kraft Blade	$19.99	$39.98

4	Rotary Blade	$34.99	$139.96

Total $411.84

Total Budget Proposal

Length of Implementation:	1 year	2 years	3 years	4 years	5 years
1. Equipment	$499.99	$0.00	$0.00	$0.00	$0.00
2. Software	$20.00	$0.00	$0.00	$0.00	$0.00
3. Supplies	$411.84	$0.00	$0.00	$0.00	$0.00
3. Shipping	$28.53	$0.00	$0.00	$0.00	$0.00
TOTAL:	**$960.36**	**$0.00**	**$0.00**	**$0.00**	**$0.00**

GRAND TOTAL: $960.36

Previously funded STEP projects:

Kevin Hagan was awarded a STEP grant in 2021, which has enhanced the learning and resource capabilities of the studio. The replacement of the previously malfunctioning wide format printer has facilitated classroom project production and producing professional quality prints and portfolios. The impact of the funding is still ongoing.