

UNIVERSITY OF LOUISIANA  
AT LAFAYETTE

**STEP Committee**

Technology Fee Application

“Printmaking Technology Enhancement for the  
Department of Visual Arts”

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**Title**

Brian Kelly, Professor of Printmaking and  
Coca-Cola/BORSF Endowed Professor  
Department of Visual Arts

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**Name of Submitter**

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**Daryl Moore, Dean, College of the Arts**

**Title:** “Printmaking Technology Enhancement for the  
Department of Visual Arts”  
**Date:** 12/14/22  
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**Department/College/** Department of Visual Arts, College of the Arts

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

The purpose of this grant is to purchase a Contex HD Ultra X 36” Large Format Scanner and a Dell Optiplex 7000 PC computer for the printmaking concentration in the Department of Visual Arts. The visual arts curriculum requires all majors to take VIAR 303 Introduction to Printmaking. Additionally, students minoring in the visual arts often take this course and it frequently exceeds its minimal enrollment.

This equipment is needed to maintain instruction associated with traditional printing and computerized photographic pre-press applications; to continue to provide all students and faculty in the Department of Visual Arts with the tools to document/scan large scale artwork for research development, classroom assignments, post-graduate applications, and accreditation procedures, and to continue to allow print collaborations with Marais Press.

The addition of this hardware will enrich the institution, increase research capabilities, continue to improve the printmaking studio, and will allow for the continued use of current computer technologies in the Department of Visual Arts, and continue to revitalize computer aided printmaking possibilities.

This request will impact all students in the Department of Visual Arts, as well as Art Education majors in the Education Department, and those in the School of Architecture and Design - a total of 9 major concentrations within the Department of Visual Arts, one major in The College of Education and the students in the School of Architecture and Design.

**A). PURPOSE OF GRANT:**

This proposal asks funds for the *replacement* of a 13 year old 36” GraphicTech large format scanner and a 12 year old Dell Optiplex 7000 PC computer located in the Department of Visual Arts printmaking studio. This equipment *no longer works and is no longer supported by GraphicTech for service, replacement parts, or software, and the Dell computer is also no longer supported by Dell or the University.*

This equipment has seen heavy weekly use for the last 12 years and its replacement is needed for continued instruction, research, and collaboration is required. During the last 12 years this equipment has become a central tool in the printmaking studio and has been used for instruction, research creation, and documentation of research by Department of Visual Arts students and faculty, students and faculty in the other departments within the College of the Arts, students and faculty in departments across the University, as well as the Hilliard Art Museum. Without this equipment the Department's printmaking curriculum and program is deeply hindered.

The Printmaking studio is central to the production of both computer aided and hand printed graphics and the documentation of large-scale artworks for the teaching of the department's printmaking curriculum, faculty and student research development, as well as everyday fine art digital documentation and production. This equipment replacement is needed in order to maintain current instruction, research, creative production, and the continued introduction of environmental non-toxic printmaking pre-press applications in both the printmaking studio and curriculum in the Department of Visual Arts at the University of Louisiana at Lafayette. The equipment and software this proposal will allow the printmaking curriculum to continue to

- 1.) Provide classroom instruction is associated with computerized photographic pre-press applications.
- 2.) Provide students and faculty in the Department of Visual Arts with the ability to document large scale artwork for research development and classroom assignments.
- 3.) Give students and faculty tolls needed for NASAD and SACS accreditation and post-graduate applications.
- 4.) Continue to allow for student and artist collaborations with Marais Press.

Additional objectives this equipment allows the the Department of Visual Arts to meet include:

- (1) To continue to convert, remove, and replace obsolete processes and equipment and to expose students and faculty to current, up-to date printmaking technologies.
- (2) To continue to introduce into the printmaking studio, environmentally safe processes.
- (3) To be able to continue to maintain and expand a digital imaging studio within the printmaking area that will continue to impact all students and faculty across the Department of Visual Arts, the College of the Arts and University.
- (4) To cultivate students and faculty from all disciplines within the department of Visual Arts and College of the Arts into a synergized collaborative unit.
- (5) To contribute to both the students' and faculty's' professional development by providing them with:
  - a.) state of the art equipment for the documentation and development of research.
  - b.) a safe imaging and printmaking studio in which to carry out their research.

- c.) a studio that encourages and provides both current graphic/printmaking practical and theoretical information.
- (6) To provide the College and Department of Visual Arts recruitment tools in the form of displays and student work.
- (7) To graduate students with a broader knowledge base as well as providing them with skills that bridge traditional studio practices with that of commercial work possibilities. Students will be able to:
  - a.) work with confidence and awareness while they broaden their understanding of the creative process and,
  - b.) develop and expand ideas through self-motivated exploration.

Finally, the hardware requested will enable the continued teaching of photo-based lithography, silkscreen, intaglio, relief, computer generated, and alternative prints in the Department of Visual Arts at UL Lafayette. This equipment replacement will continue to enhance and expand the printmaking area within the Visual Arts, allowing both students and department faculty to pursue creative expression. Further, the proposed equipment will provide the printmaking image lab a the ability to provide needed technology, allowing the curriculum the flexibility for multifaceted learning in Graphic Design, Photography, Painting, Printmaking, Drawing, Jewelry and Metalwork, Ceramics, Sculpture, Art Education, and throughout the College of the Arts.

## **A2). IMPACT ON THE STUDENT BODY:**

Sophisticated equipment with current software, indicating state-of-the-art teaching and learning is required within the visual arts. Access to and the use of large format scanning technology has become a standard practice within the visual arts. The ability to digitally scan large scale images and works of art (larger then 11”x14”) in full scale at high resolution such as full-scale drawings, paintings, designs, photographs, or prints expands the students ability to develop multifaceted work that opens doors into cross disciplined thinking. It also gives student the ability to develop industry standard knowledge and skill sets in professional digital documentation and prepress printing applications.

All students in the Department of Visual Arts and those in Art Education must take VIAR 303 Introduction to Printmaking and the equipment that this request asks for will be a technology resource that will impact more than 350 students, along with the departmental faculty, and the Department’s collaborative work with numerous people in the College of the Arts, across campus, the Hilliard Art Museum, as well as continued artist/student print collaborations with Marais Press.

Specifically, in the Department of Visual Arts, this grant will have significant and immediate impact on the following classes: VIAR 250, 303, 304, 309, 312, 335, 345, 346, 347, 350, 365, 366, 390, 397, 403, 409, 410, 435, 466, 445, 446, 450, and 490. These courses impact not only printmaking majors but also the students in the concentrations of Graphic Design, Photography, Painting, Drawing, Jewelry and Metalworking, Ceramics, Sculpture, Animation, Media Arts, special projects, Art Education majors in the Education Department, and those in the School of Architecture

and Design - a total of 9 major concentrations within the Department of Visual Arts, one major in The College of Education and the students in the School of Architecture and Design. Each of these courses reaches a maximum enrollment each semester.

It is the Department of Visual Arts goal to offer students a unique and profound opportunity to learn, work and create within a special arena that connects the traditional printmaking studio with today's tools and technologies, in order to comprehend the full capabilities of each and complementing both within the process. This enhancement will be helpful in motivating students. The prospect of working in the visual arts and gaining skills that are marketable in industrial and commercial markets will attract many students, providing motivation to obtain a better all around education. The increased presence of new current state-of-the-art equipment and software in the classroom creates an atmosphere that is conducive for the development and improvement of classroom curriculum and teaching methods.

The Department of Visual Arts has a long and consistent history of aspiring to the highest level of excellence in its traditional studio areas. When our students graduate they are equipped with the knowledge and the ability to function and compete in their individual fields. Consequently, our students have secured postgraduate appointments throughout the United States, have attained teaching positions and have secured employment in their individual fields. The faculty in the Department of Visual Arts have emphasized excellence, maturity and vigor for interdisciplinary exchange within the curriculum. Consequently, the UL Lafayette Department of Visual Arts enjoys a relationship of flexibility in both our areas of concentration and the overall education it provides. This type of teaching environment is rare. Within this type of environment, new technologies are viewed enthusiastically and are embraced as viable components of the creative and teaching process.

This proposal will continue to enhance the printmaking curriculum, as well as the other curricula within the Department of Visual Arts by adding current hardware that enhances existing facilities the printmaking area will maintain its presence as a vital research facility and allow for the continued integration of traditional and photographic printing with that of digital assisted printmaking techniques. The requested equipment and will provide the opportunity for hands-on experiences with contemporary technologies allowing students to establish a competitive posture within their career arena and academic field. If successful, this proposal will allow the printmaking curriculum to continue to impact and graduate students across the College of the Arts and University with skills that cross over into multiple disciplines providing a variety of experiences in problem solving with a diversity of materials and processes. It will also provide students with a broad base of techniques with an understanding of the methodology for problem solving and build the positive self-esteem they need to function in the often multi-phased work environment.

**B). LIFETIME OF ENHANCEMENT:**

The hardware in this proposal will last for 10-12 years within the Department of Visual Arts and Marais Press. This lifespan is based on over 23 years of knowledge and real first hand working experience with large format scanners in the Department of Visual Arts at

UL.

**C). PERSONS RESPONSIBLE FOR IMPLEMENTATION, INSTALLATION, MAINTENANCE, OPERATION AND TRAINING:**

The printmaking studio, room 301 and 303 Fletcher Hall in the Department of Visual Arts, will house the proposed equipment. The printmaking lab is 3,500 square feet and houses a computer/imaging print lab, printing presses, a darkroom, separate processing areas for intaglio, silkscreen, relief, digital and lithographic printing processes, and student workspace. This lab is secured and open 7 days a week. Brian Kelly, Professor of Art/Printmaking and Coca-Cola/BORSF Endowed Professor of Art coordinates both the Printmaking area and Marias Press,

i. Implementation

Implementation of the proposed equipment into course curriculum will be handled by Professor Brian Kelly. Professor Kelly has over 23 years experience with integrating digital prepress and post-press applications with traditional printmaking applications. This also includes the use of traditional printmaking equipment and large format printers, scanners, and the integration of computer application with that of traditional printmaking applications.

ii. Installation

Installation of the proposed equipment will be handled by Professor of Printmaking Brian Kelly. Professor Kelly oversees the Department's printmaking studio. has over 23 years experience with large format printers, scanners, and the integration of computer application with that of traditional printmaking applications.

The proposed equipment will be located in the printmaking studio, room 301 and 303 Fletcher Hall in the Department of Visual Arts. The printmaking lab is 3,500 square feet and houses a computer/imaging print lab, printing presses, a darkroom, separate processing areas for intaglio, silkscreen, relief, digital and lithographic printing processes, and student workspace.

iii. Maintenance

Maintenance of the proposed scanner will be handled by Professor Brian Kelly. Professor Kelly has over 23 years experience with large format printers, scanners, and the integration of computer application with that of traditional printmaking applications. Maintenance of the Dell computer will be handled by Donny Broussard, Director of the DMRC in the College of the Arts will also provide assistance in maintaining

iv. Operation

Operation of the proposed equipment will be handled by Professor Brian Kelly. Professor Kelly has over 23 years experience with large format printers, scanners, and the integration of computer application with that of traditional printmaking applications.

v. Training (with qualifications)

Operation of the proposed equipment will be handled by Professor Brian Kelly. Professor Kelly has over 23 years experience with large format printers, scanners, and the integration of computer application with that of traditional printmaking applications.

**D). BUDGET:**

1 Contex HD Ultra X 36" Color Large Format Scanner.....**\$12,742.00**

The Epson 9900 Large format printer is needed in order to replace the printmaking studio's computer imaging labs Epson 9000 large format printer that is no longer supported by Epson or other graphic suppliers. The replacement of current printing hardware is needed to allow for the continued teaching of traditional printing and computerized photographic pre-press applications, the documentation and archiving of student work for departmental NASAD and SACS accreditation, the production of student post-graduate applications, and to continue to provide professional print collaborations and student service learning experiences with Marais Press.

1 Dell Optiplex 7000 Series Desktop Computer and Monitor.....**\$1,340.00**

***SUB TOTAL EQUIPMENT REQUEST w/shipping - \$14,082.00***

**E). BUDGET PROPOSAL:**

<b>Length of Implementation</b>	<b>1 Semester</b>	
<p><b>Equipment and shipping</b>            a.) 1 – Contex HD Ultra X 36" Color Large Format Scanner is needed to allow for the continued teaching traditional printing and computerized photographic pre-press applications and is necessary for the post production development, collection and direct input and translation of hand drawn and generated graphics into the computer.</p>		<b>\$12,742.00</b>
<b>Software</b>		\$0.00
<b>Supplies</b>		\$00.00
<b>Maintenance</b>		\$00.00
<b>Personnel</b>		\$00.00
<b>Shipping</b>		\$500.00
<b>Total</b>		<b>\$14,582.00</b>

**F). PROJECT IMPLEMENTATION SCHEDULE and TIMELINE:**

The requested hardware will be ordered, installed, tested and implemented into the printmaking studio and curriculum during the fall and Fall semester of 2022.

<b>July 2024</b>	<b>November 2024</b>	<b>December 2023</b>	<b>February 2023</b>
• STEP Proposal submitted	• Begin the rewriting class assignments to reflect new equipment.  • Equipment ordered and signing of bids.	• Complete the rewriting of class assignments. • Equipment received, installed into printmaking imaging lab.	• Begin testing the new equipment. • Equipment implemented into printmaking curriculum.

**G). ADDITIONAL INFORMATION:**

**Promotion of Economic Development and Resources:**

Educating students in the use of modern equipment is vital to Louisiana students who hope to compete nationally in the highly volatile media market. By graduating students who are experienced with the use of new technology, Louisiana can take a leadership role in the students' preparation for employment opportunities. This proposal will also allow for continued collaborations between the Department of Visual Arts and Marais Press. Marais Press—coordinated by Brian Kelly, Professor of Printmaking and Coca-Cola/ BORSF Endowed Professor in the Department of Visual Arts—is the only professional university housed printmaking press in Louisiana that invites prominent local, regional and national printmakers and artists to UL Lafayette to collaborate with students in both the printmaking and visual arts program in the use and experimentation of new printmaking techniques and processes that are developed within the UL Lafayette printmaking program. This collaboration produces the production of a completed printed edition or body of work and provides students with real hands-on experiences that are marketable in both the collaborative fine art and commercial printing environments. The Department of Visual Arts at UL Lafayette is setting the standard in its use of technology education. However, in order to maintain and advance this position, it needs to stay abreast with recurring investments in technology. UL Lafayette's' STEP grants represent a source that can provide Louisiana students with a decided advantage in the rapidly growing printing technologies. Part of the solution to Louisiana's unemployment and economic development problems is a well-educated work force. Most importantly, is the college experience because it results in high overall adaptability and flexibility.



The printmaking program at UL Lafayette is the only program in the state of Louisiana that has committed itself to both the teaching and research of alternative printmaking techniques and the embracing of collaborative research exchange between the University institution and the printmaking and artistic communities. This relationship between the academic classroom and that of a professional printmaking press is unique. All other printmaking programs offered at 16 other Louisiana universities have yet to incorporate non-toxic, alternative and/or digital applications into their printmaking curricula or have begun to embrace collaboration and research exchange outside of the institution. The addition of the proposed equipment and software will continue to transform and expand the printmaking program and maintain its position as a state-of-the-art facility making it and the Department of Visual Arts a national model for print programs in curriculum, research, and collaborative exchange throughout the state of Louisiana, region and the United States.

This STEP proposal will continue to revolutionize UL Lafayette's student competitiveness at the national level by creating a holistic printing studio capable of a complete curriculum that continues to include the important areas of traditional reproduction printing coupled with related computer techniques and experiences that will continue to enhance their collaborative process.

**Impact on Faculty Development:**

The increased presence and access to current state-of-the-art technology in the classroom creates an atmosphere that is conducive to the development and improvement of classroom curriculum and teaching methods. The Department of Visual Arts has a long and consistent history of aspiring to the highest level of excellence in its traditional studio areas. When our students graduate, they are equipped with the knowledge and the ability to function and compete in their individual fields. Consequently, our students have secured postgraduate appointments throughout the United States; have attained teaching positions and have secured employment in their individual fields. The Department's faculty has emphasized excellence, maturity and vigor for interdisciplinary exchange within the curriculum. Consequently, the UL Lafayette Department of Visual Arts enjoys a relationship of flexibility in both our areas of concentration and the overall education it provides. This type of teaching environment is rare. Within this type of environment, new technologies are viewed enthusiastically and are embraced as viable components of the creative and teaching process.

The equipment that this proposal will allow the printmaking studio to continue to act as a magnet for the recruitment and retention of faculty and provide an environment that fosters a multi-faceted teaching philosophy. The existence of a printmaking facility that is able to provide an environment for current research, creative production, and environmental alternative printmaking applications with a commitment to the embracing of collaborative research and exchange, allows faculty members the opportunity to continue and pursue research in an environment that integrates current technology with a continued emphasis on non-toxic and alternative printmaking approaches. This unique union of technologies and collaboration has made the printmaking program at the

University of Louisiana at Lafayette a leader in progressive print study, development and approaches in higher education; and has provided research resources for printmaking faculty within the state of Louisiana and the United States.

**H). PREVIOUS STEP FUNDING:**

Professor Kelly has received 7 STEP Grants - with the last one being funded in 2012. These grants provided teaching resources in the Department of Visual Arts and the College of the Arts. All of these grants were implemented as proposed and were successful in reaching all their intended goals.