

UNIVERSITY OF LOUISIANA  
AT LAFAYETTE

STEP Committee

Technology Fee Application

Computer Workstation & Blackmagic  
Design DaVinci Resolve Mini Panel for  
New Media + Digital Art/Visual Arts  
Department  
Associate Professor Jamie Baldrige,

Name of Submitter

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Gordon Brooks, Dean, College of the Arts

Title: Computer Workstation for New Media + Digital Art/Visual Arts

Department

Date: January 09, 2018

Name: (Contact Person) Jamie Baldrige, Associate Professor

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Department/College/Org: Department of Visual Arts

## **ABSTRACT**

This grant proposal requests funds for a Dell Precision Workstation 7920 computer and Blackmagic Design DaVinci Resolve Mini Panel for New Media + Digital Art in the Department of Visual Arts. This computer and interface panel are needed to power newly acquired HTC Vive Virtual Reality hardware and Blackmagic color grading software.

### **A. Purpose of Grant**

The purpose of this grant is to install a computer workstation where students can develop Virtual Reality content for creative, interactive and practical applications and to power a Blackmagic Interface panel for video color grading. This will allow New Media + Digital Art to integrate these incredible, reality-bending technologies into its curriculum on a permanent basis. Quite simply, we want to give our students the tools to blow people's minds. The computer specs needed to run VR content are very specific and after much research, this computer system was chosen for its ability to run our HTC Vive Virtual Reality suite well into the future.

This request supports the goal of the New Media + Digital Art concentration is to create a state-of-the-art workspace where students can gain multiple levels of experience in creating, editing, manipulating, and producing media rich and interactive content with vast creative and commercial potential. Experience with these tools prepares students for jobs in a wide array of booming creative media industries.

The New Media + Digital Art concentration has restructured its entire curriculum to reflect student career needs and advances in digital technology. Encouraging exploration of burgeoning technologies such as Virtual Reality and non-linear digital video editing and video color grading are just some of the ways that students in the Visual Arts are ahead of the curve in the digital age. Students with ambitions toward careers in the film, video game, interactive content creation, and immersive content industries (think, an entire movie that can be viewed in

360 degrees) have great need of the skills this equipment requests provide if they are to be competitive in their future endeavors.

It is also the New Media + Digital Art's goal to further the Department of Visual Art and College of the Art's commitment to technology as a creative force in the university.

### **Impact to Student Body**

Anyone who calls this generation entitled, lazy, or unrealistic must have never met my New Media + Digital Art students. They are courageous, dedicated, hardworking, and ambitious. They dream big, and I learn as much from their tenacity as they do from my experience. Over the past 4 years, enrollment in the New Media + Digital Art concentration has risen by 2500% , and due to the success of New Media + Digital Art graduates in the film and media industries, its popularity continues to grow. The requested equipment will provide 100-125 students per year with the tools and techniques currently in use in the multi-media industry to create new work and to build portfolios that will get them jobs in their chosen fields.

As a professor, it is my duty to impart everything I know to my students, but it is extremely difficult to do so without the proper tools. I hope the STEP committee will see fit to provide me with the ability to reward these hard working young people with the tools they need to succeed, to grow in their experience, and to be successful alumni of the University of Louisiana at Lafayette.

Specifically, this grant will have significant and immediate impact on the following classes:

VIAR 236 (Introduction to Digital Art)  
VIAR 235 (Art & the Computer)  
VIAR 335 (New Media & Digital Art Workshop I & II)  
VIAR 365 (Introduction to Animation)  
VIAR 366 (Intermediate Animation)  
VIAR 409 (Senior Project I)  
VIAR 410 (Senior Project II)  
VIAR 435 (New Media & Digital Art Workshop I, II & III)  
VIAR 465 (Advanced Animation)

In addition, the department's New Media + Digital Art classes are open to all students in the concentrations of Painting, Sculpture, Ceramics, Metals and Jewelry, Printmaking, Animation, Photography, Graphic Design and Art

Education, as well as Moving Image Arts and Informatics. As such, the equipment from this grant will directly impact 100-125 students per year.

## **B. Projected Lifetime of Enhancement**

The equipment and software requested in this grant has varying service lives of 4-8+ years.

Dell Precision Workstation 7920	5-8 years
Blackmagic Design DaVinci Resolve Panel	8+ years

## **C. Persons Responsible for Implementation, Installation, Maintenance**

The requested equipment will be located in room 104A, Fletcher Hall in the Department of Visual Arts. This room is locked and will be accessible during class times only. Associate Professor Jamie Baldrige will oversee all equipment listed in this grant with support provided by the College of the Arts Digital Media Resource Center.

## **D. Budget Equipment Budget and Justification**

### **1. Dell Precision 7920 Workstation Tower**

This workstation is necessary to run our HTC Vive Virtual Reality hardware and software as well as our DaVinci Color Grading Mini Panel and software.

Quantity: 1

Price: \$4,560.89

Total: \$4,560.89

Shipping: Free

### **2. Blackmagic Design DaVinci Resolve Mini Panel**

This interface panel coupled with the Dell Workstation will allow students to perform real-time film editing and color grading of 2k-4k video footage for use in Virtual Reality work.

Quantity: 1  
Price: \$2,995.00  
Total: \$2,995.00  
Shipping: Free

Quantity	Item Description	Cost Per Unit	Total Cost
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Equipment:

1	<b>Dell Precision 7920 Workstation Tower</b>	\$4,560.89	\$4,560.89
1	<b>Blackmagic Design DaVinci Resolve Mini Panel</b>	\$2,995.00	\$2,995.00

Personnel

0	N/A	\$0	\$0
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Shipping

0	N/A	\$0	\$0
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**Grand Total (Requested Funds): \$7,555.89**

**Previous STEP Funding:**

Associate Professor Jamie Baldrige has received three (3) previous STEP grants that were implemented to convert the Photography area from a traditional darkroom work environment into a digital work environment.

New Media + Digital Art has **not** received STEP funding to date.

All of these grants were completed and meet all the outlined goals and objectives with all equipment still in use.