

UNIVERSITY OF LOUISIANA
AT LAFAYETTE

STEP Committee

Technology Fee Application

Multipurpose Film & Photographic Studio
Technology for Department of Visual Arts

Title

Jamie Baldrige, Associate Professor (PI)
Yeon Choi, Professor (Co-PI)

Name of Submitter
(Faculty or Staff Only)

Department of Visual Arts/ College of the Arts

Organization

Title: Technology for Department of Visual Arts
Multipurpose Film & Photographic Studio

Date: 01/06/2018

Name (Contact Person): Associate Professor Jamie Baldrige

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Department/College/Org: Visual Arts/ College of the Arts

ABSTRACT:

The Department of Visual Arts seeks to outfit a recently created studio space with professional lighting and digital cinematography technology. This multipurpose studio space will impact all students in the Department of Visual Arts, especially students in New Media + Digital Art, Photography, and Animation, whose future careers **require** intimate knowledge of studio lighting and digital cinematography studio techniques. *Funding and implementation of this new resource will have an immediate positive impact upon classroom instruction and student outcomes.*

Providing a properly outfitted film/photography studio will allow students to expand their creative endeavors while gaining valuable experience working and creating in an industry standard film and photographic studio. Most importantly, this studio will provide the resources needed to expand curriculum instruction in relevant contemporary studio technologies and techniques. The studio will also provide a much-needed resource for all visual arts students and faculty to photograph work for final portfolios, exhibition selections, graduate school applications, and ongoing SACS and NASAD accreditation.

A. Purpose of Grant and Impact to Student Body

The purpose of this grant is to install camera supports, digital cinematography and studio lighting equipment in an existing green screen studio that has recently been allocated in Fletcher Hall. These enhancements are needed to extend the space's functionality to serve the entire Department of Visual Arts. Having a dedicated video/photography studio is vital to the development and maintenance of student skills across multiple disciplines, and is the hallmark of a successful and progressive program. This is a desperately needed resource which will impact all 350+ students and faculty in the Department of Visual Arts.

The requested equipment will allow for new course content in Virtual Reality, Augmented Reality, digital cinematography, green screen filming, post-production effects compositing, studio lighting techniques, and creative film effects. This new course content will have immediate impact on the New Media + Digital Art, Animation, and Photography concentrations. Additionally, the

space will be utilized by students and faculty across the entire department for creating visual documentation of student work such as large format sculptures, paintings, and ceramics.

This grant will have significant and immediate impact on over 350 students enrolled in the Department of Visual Arts as well as a considerable number of students from Moving Image Arts, Communications, Informatics, and Computer Science who also enroll in our classes. These enhancements will have an immediate impact on curriculum and instruction in the following classes:

- VIAR 235 (Art & the Computer)
- VIAR 236 (Art & the Computer-Time Based)
- VIAR 335 (New Media & Digital Art Workshop I & II)
- VIAR 365 (Introduction to Animation)
- VIAR 366 (Intermediate Animation)
- VIAR 396 (Digital Photography)
- VIAR 397 (Intermediate Photography)
- VIAR 398 (Advanced Digital and Experimental Photography)
- VIAR 409 (Senior Project I)
- VIAR 410 (Senior Project II)
- VIAR 435 (New Media & Digital Art Workshop I, II & III)
- VIAR 465 (Advanced Animation)

These enhancements will also have an extended impact on students in Sculpture, Painting, Graphic Design, Ceramics, Printmaking, and Metalsmith & Jewelry as a multipurpose film and photographic studio suitable for documenting portfolio work.

B. Projected Lifetime of Enhancement

The equipment and software requested in this grant has will have a service life of 8-15+ years.

Tripods	15+ years
Camera Crane/Jib	15+ years
Studio Lights	8-10 years
Cinemoco Camera Slider	7+ years
Glide Gear Dolly Track System	7-10 years

C. Persons Responsible for Implementation, Installation, Maintenance

Associate Professor Jamie Baldrige, and Professor Yeon Choi will be responsible for the implementation of this grant as well as the operation, maintenance, and training of all pertinent personnel. Installation will be carried out by university Facility Services.

D. Budget Purpose and Justification

1. Manfrotto MT055XPRO3 Aluminum Tripod with 502HD Fluid Head Hybrid Video Kit

These tripods will be used in the green screen studio and on location for stable camera support during filming.

2. ARRI Softbank IV Plus 5 Light Kit

This flexible, multi-function light kit will be utilized in the green screen studio as well as on location.

3. ProAm USA Orion DVC210 8' DSLR Camera Crane / Jib

This camera jib will be used in the studio and on location, allowing for a multitude of camera angles impossible to capture from a tripod.

4. ProAm USA Professional Fluid Tripod Head

For functionality, this item must be paired with the ProAm Camera Crane/Jib

5. Manfrotto 475B Pro Geared Tripod & Manfrotto Nitrotech N8 Video Head

For functionality this item must be used to support the ProAm Camera Crane/Jib

6. Glide Gear SYL-960 Floor/Track Hybrid Tripod Dolly

These items are necessary to provide dolly camera movements along a linear track path for use in digital cinematography, photography, and animation.

7. Glide Gear Straight Track

For functionality, this item must be paired with the Glide Gear Tripod Dolly listed above.

8. Cinemoco 3-Axis Motorized Camera Slider

This item is necessary as a programmable motorized camera support designed for to enable pre-choreographed, repeatable camera movements for time-lapse video, multi-camera pass video compositing, interactive video, and stop-motion camera work for video, photography, and animation.

9. Manfrotto 502HD Pro Video Head with Flat Base

For functionality, this item must be paired with the Cinemoco 3-Axis Motorized Camera Slider listed above.

Budget Proposal

Quantity	Item Description	Cost Per Unit	Total Cost
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Equipment:

2	Manfrotto MT055XPRO3 Aluminum Tripod with 502HD Fluid Head Hybrid Video Kit	\$396.38	\$792.76
1	ARRI Softbank IV Plus 5 Light Kit	\$3,867.50	\$3,867.50
1	ProAm USA Orion DVC210 8' DSLR Camera Crane / Jib	\$299.99	\$299.99
1	ProAm USA Professional Fluid Tripod Head	\$89.00	\$89.00
1	Manfrotto 475B Pro Geared Tripod & Manfrotto Nitrotech N8 Video Head	\$449.88	\$449.88
1	Glide Gear SYL-960 Floor/Track Hybrid Tripod Dolly	\$195.00	\$195.00
2	Glide Gear Straight Track	\$129.00	\$258.00
1	Cinemoco 3-Axis Motorized Camera Slider	\$849.99	\$849.99
1	Manfrotto 502HD Pro Video Head with Flat Base	\$169.88	\$169.88

Personnel

0	N/A	\$0	\$0
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Shipping

0	N/A	\$0	\$0
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Grand Total (Requested Funds): \$6,972.00

Previous STEP Funding:

Associate Professor Jamie Baldrige has previously received STEP funding.