

UNIVERSITY OF LOUISIANA AT LAFAYETTE

STEP Committee

Technology Fee Application

Technology Enhancement for Photography:
DSLR Cameras

Title

Stephanie L. Paine

Name of Submitter
(Faculty or Staff Only)

Department of Visual Arts

Organization

Title: Technology Enhancement for Photography: DSLR Cameras Date: Jan. 14, 2019

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

ABSTRACT (250 words or less):

The purpose of this grant is to purchase twenty digital cameras (DSLRs) for the photography concentration in the Department of Visual Arts. This proposal is prompted by the department's initiative to change the curriculum of the BFA program to require that all visual arts students take the introductory course to every concentration. The introductory course to photography is a digital class, and the curriculum change deeply impacts this area because it does not have digital cameras for its students. Several years ago, the photography concentration moved towards a more digitally based program, and by doing so, the capacity to teach traditional photographic methods has been reduced to accommodate a digital imaging lab. As students of photography are currently required to have their own DSLR camera, without the equipment proposed in this grant, the department would be making it a requirement that all students in the program own or have access to a digital camera in addition to a laptop and software. If awarded this grant, the DSLRs would facilitate the teaching of digital photography to meet industry and academic standards of the medium; students would further learn how to use and operate existing equipment in the photography area to print their images; and would support the College of the Arts' mission of "integrating evolving concepts and technologies" into its classrooms.

The Department of Visual Arts has initiated a change to the BFA curriculum: At the start of the 2019-2020 catalog year, visual arts students will be required to take the introductory course of each concentration. The introductory course in the photography program is a digital class and serves upwards of twenty students each semester. The curriculum change will impact this area because it does not have digital cameras for its students. This proposal, if awarded, would add digital-SLR cameras to the photography studio to serve visual arts students in all concentrations of the program including, Photography, Printmaking, Painting, Metalwork and Jewelry, Graphic Design, Ceramics, New Media and Digital Art, Computer Art and Animation, and Art Education. This proposal is requesting funding for twenty Canon EOS Rebel SL2 DSLR Camera bodies and 18-55mm lens (camera kit). The life expectancy of this camera is ten years. Each camera kit comes with one SanDisk 16GB Memory Card and a Rugged Hunter Holster carrying bag.

This equipment would facilitate the teaching of digital photography to meet industry and academic standards of the medium. Students would learn how to use and operate equipment in the photography area's digital print lab to edit their files and output digital images. The equipment would:

- 1) expand the ability for students from all concentrations to gain skills in photography,
- 2) allow for greater use of existing equipment in the digital print lab,
- 3) support the department's mission to integrate traditional studio practices with contemporary digital technologies,
- 4) facilitate interdisciplinary approaches with other degree concentrations including printmaking, metals and jewelry, ceramics, graphic design, painting, art education, sculpture, computer art and animation, and new media and digital art.

This equipment would also reflect contemporary photography, which has embraced digital technology; every commercial practice and many artistic processes today begin with digital cameras, computers, and computer software. A photographer's workflow is generally structured as 1) composing and making images with a DSLR camera; 2) uploading digital images to a computer; 3) sorting, organizing, and labeling images to be used in the editing process; 4) editing images using software like Adobe Photoshop; and 5) printing images using an inkjet printer. DSLR cameras will allow our students to learn the technical components of photographic image capture including exposure, shutter speeds, apertures, ISO, focal length, sharpness, and composition. Unlike point-and-shoot and phone cameras, DSLRs are the only type of cameras that have those abilities. DSLR cameras also produce digital images that students use to learn image-editing techniques in Adobe Photoshop. Furthermore, this equipment will be utilized alongside the photography area's digital print lab that houses equipment already in existence to process and print digital photographs.

As mentioned, the photography area has a digital imaging lab. This lab has iMac computers, flatbed scanners, and inkjet printers funded through STEP grants. The lab is an essential learning environment for students of photography because it provides the ability to review images and analyze image-editing techniques that the digital screen does not provide. Having the ability to make inkjet prints from digital images gives our students an advantage as both fine artists and commercial proprietors as it allows students to learn about digital printing methods, image craftsmanship, and paper types. Without DSLR cameras and digital photographic images to work with, this lab will not be in use.

Currently, students are required to purchase their own camera in addition to bringing their own laptop and software to edit images. Without DSLR cameras, course content and skills learned in the Introduction to Digital Photography class will be significantly impacted. Students could learn photographic skills with 35mm cameras and darkroom development, however this would not expose the student to digital processing techniques and software. Furthermore, prior to my arrival in the department, the photography area appropriately transitioned towards a more digitally oriented program, which resulted in a reduction of traditional photographic equipment. Hence, the area does not have the capacity to serve the twenty students each semester in darkroom techniques due to a lack of enlargers, space, and film cameras. Additionally, this would counter the College of the Arts' mission of "integrating evolving concepts and technologies" into the classroom environment. Students without experience in digital processes will have a lower skill-set for employment in commercial industries and as professional artists, which would impact the university's ability to prepare students for careers in art, design, and education. Lastly, asking students to rent a DSLR is impractical and inconvenient. The closest camera rental location for our students is Photo Rental Resource in Houston, Texas. Their cost for a four-week rental of a camera kit is \$283.00. To rent one camera for a sixteen-week semester students would pay over \$1,000.

The person responsible for the equipment purchased with this grant is Stephanie Paine, Assistant Professor of Photography in the Department of Visual Arts, who would catalogue, maintain, and lend the equipment to students. In addition to developing course content and teaching the photography courses in the department, Paine is the photography area coordinator and is responsible for the equipment, studio spaces, and supplies in the studios. She has been the only professor of photography at UL-Lafayette since 2016. Professor Paine earned an MFA degree in photography from Purdue University. She has taught photography for over ten years, which includes experience as instructor of record at Purdue University and as an adjunct instructor at Sabanci University in Istanbul. Her professional practice includes digital photography, film photography, digital and analogue hybrid techniques, silver gelatin printing, digital negatives, printing-out paper and alternative processes.

Budget Proposal

1.	Equipment	\$699.00 x 20 = \$13,980 Canon EOS Rebel SL2 DSLR Camera Body with 18-55mm lens. Model: SCP6000SE <u>Included with each camera kit:</u> SanDisk 16GB Memory Card Rugged Hunter Holster Bag
2.	Maintenance	\$62.99 x 20 = \$1,259.80 Canon CarePAK Plus Protection Plan 2-years
3.	Other: Shipping	\$0.00 Shipping is Free from B&H Photo and Video
TOTAL:		\$15,239.80