

The University of Tennessee at Chattanooga Student Technology Fee Funding Request
PROPOSAL
Beginning 2004-2005

Title: Graphic Design Computer Labs Technology Upgrade
Unit Submitting Proposal: Department of Art, Professors Greenwell and Targ

Briefly summarize the proposed project.

In order for the department to fully serve its students, and in order to meet technological competencies recognized as critical by the department's accrediting body NASAD (National Association of Schools of Art and Design), we seek to replace aging computers and operating systems, an upgrade which is integral to the curriculum and strongly impacts our students' entry into the work world. This is a regular three year upgrade for which the department has no regular funds. Past efforts have been supported through CECA CIG funds.

Identify the project goals and objectives. Briefly describe your goals and objectives. Include in the description how the outcomes of the project will improve teaching and learning. Indicate also the anticipated reach of your project. In other words, how many and what type of students will benefit from the successful execution of the proposed funding? How will they benefit?

In general, there is an expectation that the visual arts major will have had access to a variety of discipline-specific computer technologies and processes. Scanning images for storage and dissemination, along with the basic tools necessary to assemble a professional quality portfolio are basic needs for all of our majors. More specifically, the funding of this grant will have a profound impact on our Graphic Design Majors as they prepare for entry into a very technologically-driven profession. In order for our students to be competitive even at the entry level, they must be exposed to the most current software and equipment with which we can provide them. As a department and as an institution we have a responsibility to outfit these students with a learning environment that adequately prepares them for success in their chosen profession. For the Graphic Design major, a significant part of this equation is technology-based.

The department now supports two lab spaces, one which is specific to the Graphic Design curriculum, and the other an open lab which is accessible to all art majors. Both labs support Apple's Netboot Server protocol which allows a seamless transition from one lab to the other for the design major, and access to current layout, image manipulation, and web production software for all of our students. In addition, the department is now offering a discipline-specific computer course, open to all art majors and specific to the needs of a visual arts program. This course allows art students to gain a basic proficiency with the Macintosh operating system within a curricular structure which encourages them to discover the creative possibilities inherent in the technology.

Past purchases have also allowed us to implement a department-wide technology cycling process: as new computers are purchased to fulfill our high-end needs (specifically within the Graphic Design concentration), older equipment is cycled down through the department's other lab space(s) and, in some cases, through to the faculty. Through the funding of the graphic design lab space, we can continue to positively impact the entire department and its student body, numbering more than 125 students.

A point which deserves serious attention in this outline of need assessments is in regard to wireless capabilities. Our use of Macintosh AirPort technology allows students and faculty to access the files, printers, the internet and email systems from the ever-growing number of laptops being used in the department for learning and instruction. Wireless technology has been in use in the department for four years, but the range of use is limited to small sections of the facility. An expansion of this technology will not only extend this range, but it will significantly aid the flexibility of the network, the smooth integration of students' portable computers, and will extend the practical use of our limited physical space in the department. We are aware of the ongoing effort to install wireless hubs in various locations across campus, and we would be willing to defer this part of the grant if the Fine Arts Center were to be considered as a potential location for inclusion in this wireless system.

There are, on average, nearly 130 majors enrolled within the Art Department. The majority of these students take 79 credit hours in the major. The funding of this initiative would have a direct and significant impact on each of these students as well as the faculty in the department.

Describe the method with which you will achieve your goals. Briefly describe your methodology. Include a calendar of target project dates. That is, when will the major steps in the project begin and end?

The installation of the computers, server, software, Airports and scanners will take place from May 2 – 20, 2005. This represents the first two weeks immediately following Spring 2005 semester. Fine tuning of the system and careful placement of the displaced hardware will be completed by Fall 2005 when the students of the Department of Art will be able to immediately profit from the new equipment and software. Professor Targ will implement this upgrade.

How will you evaluate the success of the project? Describe your evaluation criteria clearly. How will you determine whether the project is successful?

The ongoing needs of the Graphic Design area, coupled with the expectation that all of our majors are exposed to discipline-specific technologies and processes, provide a compelling argument in support of this grant proposal. In our attempt to provide our students with more and better access and exposure to computer technologies, we feel that our educational goals are in keeping with the university's commitment to academic excellence.

With this proposal specifically, we are acting in concert with the goals of the UC Foundation and NASAD to:

- maintain accreditation of all programs and departments
- promote computer literacy across the UTC campus and throughout the students in each Department of Art major
- responsibly graduate students with skills for a strong and positive entry into the professional world of art and design

Success in these areas will come as a result of receiving the grant monies, and will be self-evident. The continued record of students hired into (particularly) the technology-heavy profession of graphic design, and into competitive graduate programs will also serve as a successful response to the department's ability to provide current computer technology.

The Department of Art is committed to offering the best possible educational experience for our students – an experience which, by definition, includes a solid foundation in computer technology. The funding of this grant will demonstrate to the department, the professional community who look to our students as prospective employees, and to NASAD that the institution believes in and supports this commitment.

Previous grant(s): If you received a Student Technology Fee grant last year, have you submitted your final report?

n/a

Proposed location: Describe the proposed location of the equipment, software, etc.

16 computers will be installed in the Graphic Design computer lab (FAC 412b). 5 computers will be placed in the Graphic Design Senior Studio (FAC 412a). Scanners will be distributed appropriately in each space, and the AirPort modules will be located throughout the department.

Requested Budget: Clearly identify one-time costs, such as equipment, shipping, and installation. Clearly identify recurring costs, such as maintenance and support, and the source of the funds to cover the recurring costs.

Summary of projected costs

Salaries (if any)	\$	n/a
Equipment (hardware and software)	\$	see below
Complete the following items as appropriate		
Installation	\$	n/a
Construction/renovation costs	\$	n/a
Annual maintenance/support costs	\$	n/a
Training	\$	n/a
Recurring costs per year	\$	n/a
Total project one-time costs	\$	50,606.40
Estimated recurring costs per year	\$	n/a

Details of costs are as follows:

21 computers (5 in FAC 412a, 16 in FAC 412b)

each computer includes:	
17-inch iMac (1.6 GHz G5)	\$ 1,799.00 per machine
Additional 1 GB RAM	\$ 202.00 per machine
Cost per unit	\$ 1,801.00 per station
Total for 21 stations	\$29,421.00 for 21 stations

OSX 10.3 G5 Server (2 GHz, 1 GB RAM, 250 GB hard drive) with unlimited client software
\$ 3,023.00 total for server

30 software upgrades (includes licensing for use with 9 other educators' computers already in use)

<i>Adobe Creative Suite</i> (Photoshop, Illustrator, InDesign, GoLive, Acrobat)	\$ 364.69 per each software license \$10,931.70 for a total of 30 licenses
<i>Macromedia Studio MX 2004</i> (Dreamweaver, Freehand, Flash, Fireworks)	\$ 205.99 per each software license \$ 6,179.70 for a total of 30 Licenses

7 Epson Perfection 2480 scanners (1 in FAC 402, 2 in FAC 412a, 4 in FAC 413b)
 \$ 99.00 per scanner
\$ 693.00 for 7 scanners

2 Mac AirPort base stations (with modem and antenna port)
 \$ 179.00 per Airport
\$ 358.00 for 2 Airports

Total requested for graphic design computer lab upgrade **\$ 50,606.40**

Identify the area(s) responsible for operating and maintaining the equipment.

Professor Rebecca Targ will operate and maintain the equipment in her capacity as coordinator of computer labs within the Department of Art. She will be assisted by two student workers, one at the junior level and one at the senior level.

Approval by Dean or Vice Chancellor: _____

Individual responsible to complete proposal if funded: _____

Priority established by Dean or Vice Chancellor: _____

Deans and Vice Chancellors should forward the original with the appropriate signatures as hard copy to the Provost's Office, along with an electronic copy of each proposal to Barbara-Verhine@utc.edu by December 14, 2004.