

To: LASCAC  
From: Studio for New Media  
Date: January 27, 2009

Subject: **Enabling Student High-Definition  
Multimedia Production/Editing**



A Proposal to the College of Liberal Arts and Sciences'  
Computer Advisory Committee  
January 27, 2009

Submitted as part of the Call for Proposals  
by the English Department

In 2005, LASCAC funded the Studio for New Media, a small interdisciplinary lab for students to learn leading-edge multimedia with tools too expensive for larger public labs. The Studio has funded itself for the past few years, but now that high-definition equipment is widely available—the picture above is an under-\$200 HD camcorder—we request \$16,410 to enable us to support student HD video production and editing.

# Educational Purpose

LAS departments are not organized to teach new media tools—instead we often encourage students to master new media and multimedia software outside the classroom. But advanced tools of new media development can be expensive to place in the 24-computer classrooms open in the evenings, and difficult to master on one's own; it would make far more sense for communities working with such technologies to coordinate their extracurricular learning opportunities for students learning such high-end production and editing tools.

The Studio for New Media has done this since it was founded in 2004-05, and it has maintained its computers and software with grants and outside funding. But its two four-year-old computers (while still capable) are sub-optimal for producing the high-definition media now available from cameras as inexpensive as the \$150 digital camcorder on the cover of this proposal. These media support students' articulation of arguments they prefer to make in media to supplement or complement traditional written assignments for their portfolios.

This proposal requests funding to upgrade 2 of the 3 computers in the Studio, to upgrade the software for these computers, and to install a high-definition projector in the room. Although the projector is not traditionally the sort of equipment subject to LASCAC funding, it would serve a particular need in the Studio to enable the shared-video capabilities of the equipment, a popular need for our collaborative editing processes.

# Checklist for Facilities

## **1. Building and room location**

The Studio for New Media is located in 316 Ross Hall.

## **2. Proposed opening and closing times on weekdays and weekends**

The Studio has a door code lock, which makes it available to all members who have access to the building. The building is open from 7am to 11pm Monday through Friday, 7am-5pm on Saturdays, and 12 noon-11pm on Sundays. Graduate students with keys to the building may use the Studio any time, any day.

Membership in the Studio is open to everyone in the LAS community, after an half-hour introduction to the workspace and its policies of appropriate use. All members receive a username and password to the website and a key code which will open the door to the Studio 24/7. When the door code is changed (as it is from time to time), the current key codes are shown in a locked section of the website, accessible to all members.

## **3. For each of the following categories, approximately how many hours will the room be open for student use each week?**

### **a. Public access**

The room is available to all members of the Studio, whenever the building is accessible.

### **b. Occasional scheduled class use (on average)**

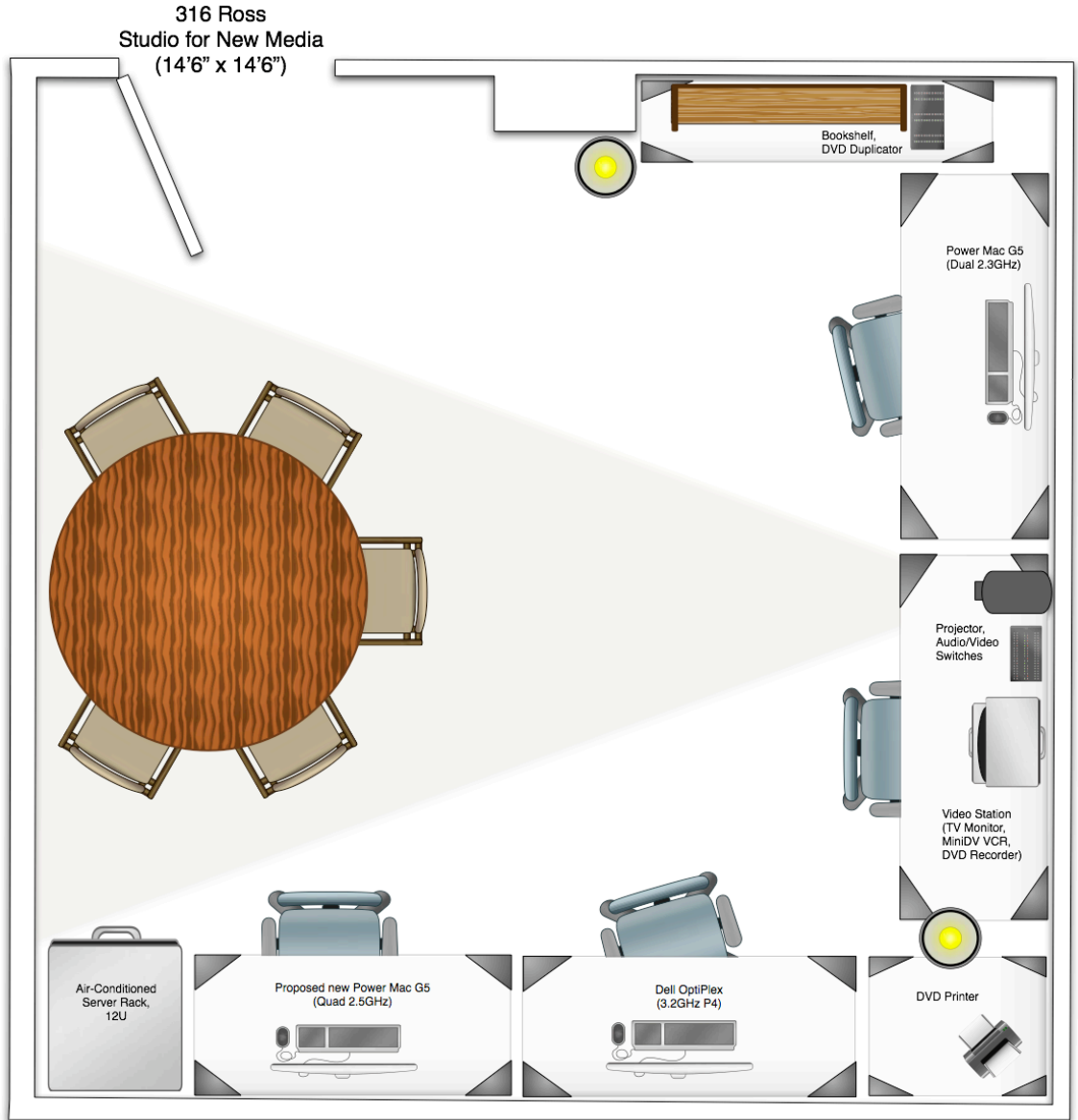
The room is never used as a classroom, though several ENGL courses (including 411, 429, 449, 505, 529, 549) do occasionally recommend that students make use of the Studio facilities for their class projects.

### **c. Regularly scheduled class use**

The room is never used as a classroom.

**d. Total open hours**

The Studio is accessible whenever Ross Hall is open: 101 hours per week for most students, 24/7 (168 hours per week) for graduate students with keys to the Ross Hall doors.



**4. Restrictions on student use of the facility.**

The room may be reserved under special circumstances, for special workgroup meetings or for usability testing protocols (which may require uninterrupted recording of experiments into users' behavior when interacting with new media prototypes). Otherwise, the Studio is open at all times.

## **5. Software available in the facility**

If this proposal were to be funded, the software available in the Studio would include:

- Microsoft Word 2007/08
- Adobe InDesign CS4
- JMP Statistics
- Adobe Fireworks CS4
- Microsoft PowerPoint 2008
- Adobe Encore CS4
- Adobe Encore
- Motion 3
- Compressor 3
- Adobe Photoshop CS4
- Microsoft Excel 2008
- Adobe Acrobat Professional 9
- Adobe Photoshop
- Final Cut Pro 6
- Adobe Dreamweaver CS4
- Adobe InDesign CS4
- Adobe After Effects
- Soundtrack Pro 2
- DVD Studio Pro 4
- Adobe Premiere Pro CS4

## **6. Student access outside normal open hours**

All members of the Studio will have key code access whenever inside Ross Hall.

## **7. Information to indicate the level of use for the facility**

No records are kept specifically about student use of the facility.

However, we do have three forms of data that do provide some indication of its activity: (a) a list of some of the new media projects created in the past year by members, (b) log analysis data about the Studio website's usage, and (c) the list of 53 people who have been active members of the Studio in the past year.

### **a. Recent Projects**

Some of the projects produced by members of the Studio in the past year include:

- ABET Student Portfolio Assessment
- The Art of Communication
- Omega Molecular
- Farmer Song
- i-WRITE
- MIAP
- EASEL: Enhancing/Advancing Science for English Learners
- Educational Video Interest Group
- Choose Your Adventure
- EServer.org
- The Orange Journal
- Grandma Mojos
- Live Love Learn
- MyCase

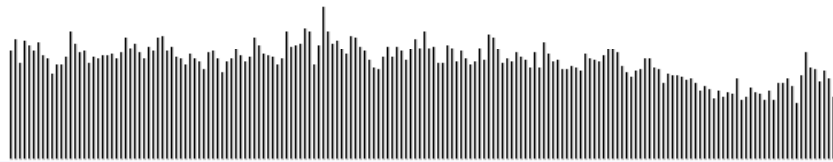
**b. Website Readership**

The data about visitors to the Studio website (<http://newmedia.engl.iastate.edu/>) are also informative. They indicate the site averages more than 22,500 visitors per month (over 150,000 ‘hits’ per month). Approximately one-third of visitors connect from the ISU campus, while two-thirds access Studio content from elsewhere (85% from North America, 7% from Europe, and 5% from Asia).

**Overview *for Studio for New Media***

Reporting on 1,121.66 days, from Jan 01, 2006 12:01AM to Jan 26, 2009 04:04PM. Calculated Jan 26, 2009 04:06PM.

**Overview**



Daily visits for the last 180 days, peak of 1,324 visits on 10/07/08.

	Total	Avg. Day	Cur. Day
Visits	845,205	754	697
<u>Total Hits</u>	5,860,413	5,225	3,533

Since January 1, 2006, when we first began to record website visits, the site has served more than 840,000 web visitors. According to current trends, it will have its one-millionth visitor before the beginning of the next academic year.

Among the most popular content on the website are student-produced free multimedia tutorials on a wide range of topics related to producing new media. The website also offers threaded web bulletin boards for discussion of a wide range of topics in new media production, as well as a ‘job’ board where members can post short and long-term job opportunities in new media for student members to consider.

### c. Current Members of the Studio

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STUDIO FOR NEW MEDIA

Search

home | about us | forums | members | news | projects | research | sitemap | tutorials
you are here: home » directory » member\_search\_results

**navigation**

- Home
- About Us
- Affiliated Courses
- Directory**
- Forums
- News
- Photo Gallery
- Projects
- Research
- RSS Feeds
- Tutorials

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May 2006

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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**news**

- New Video Tutorials Online  
2006-04-22
- iMovie/Garage Band Contest  
2006-01-29
- Des Moines Register Story on Podcasting  
2006-01-25
- [More...](#)

#### Search results

53 people matching your criteria.

Abdimitalip Tashmatov	Amanda Bemer	Admir Gorcevic	Amy Tehan	Alzire Messenger	Bob Corey	Christina Kitson
Codi Prachar	David Fisher	Elyse Demaray	Dana Humphreys	Don Payne	David R. Russell	David Zimmerman
Emily Brightwell	Erin Karlin	Anna Gardner	Gloria Betcher	Geoffrey Sauer	Maja Grgurovic	Jean Goodwin
Scott Graham	Lee Honeycutt	Jason Anderson	Joseph Hynek	Jessica Knox	Jennifer Phillips	K J Gilchrist
Katherine Miles	Lisa Heitzman	Lori Runkle	Lynn Mary Treangen	Michael Eisenbraun	Matthew Search	Martin Teply
Lily Compton	ramsey g. tesdell	Angela C. Furtado-Rasmussen	Rebecca E. Burnett	Rob L Glazebrook	Rhonda Copeland	Rachel Johnson
Pete Hunsinger	Roberta Vann	Stephanie Jennings	Barbara Schwarte	Scott Hanel	Sean Cordes	Sheryl Kamps
Jennifer Veltsos	Volker Hegelheimer	Quinn Warrick	Warren Miller			

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 you are not logged in as a member of the studio. [log in](#) [join the studio](#)

SECTION 508
W3C AA
W3C XHTML
W3C CSS
ANY BROWSER

## **8. The need for the expanded facility**

The Studio for New Media fills a unique place in the University. Our lab was influential in the planning and design of the new collaborative workspaces in the Parks Library, as well as the multimedia lab at the Leslie F. Malpass Library at Western Illinois University. It serves a purpose different from those of the COLL or the computer classrooms, yet its purpose is a very real one for the students who use it.

However, two of our three computers are now more than four years old, running Pentium 4 and G5 processors. They have superior software to those in the public labs for multimedia editing and production, but both their software and hardware are significantly out of date.

## **9. Date of purchase and capabilities or limitations of the equipment being replaced**

The two computers we are requesting to replace were purchased in May 2005, with funding from a January 2005 LASCAC proposal. They are a Macintosh G5 and a Dell Pentium 4 workstation. Both are good computers, but slow compared with modern multicore systems, and unable to dual-boot.

The low-resolution projector currently in the Studio was purchased in 2005 using funds from an Iowa DOT grant. It is unable to support HD resolutions used in modern video, and the room's switching system limits whichever computer is connected to the projector to the same resolution as the projector — limiting whichever computer is sharing its video to only working in SD 4x3. A 1080p projector, though unusual on campus, would permit collaborative high-definition video editing from any of the workstations in the room, and would enable the sort of collaborative editing the Studio hopes to foster.

The software in the room currently consists of Adobe CS3 (bought with funds from the English Department in 2008) and Final Cut Pro Studio 5.0, neither of which are able to edit or produce high-definition video for online or Blu-Ray mastering. To do these, we would require software upgrades.



## Budget for Requested Equipment

**IOWA STATE UNIVERSITY**  
**STUDIO FOR NEW MEDIA**

# Requested Equipment

[site map](#)
[accessibility](#)
[contact](#)
[join/renew](#)

only in current section

ITEM	NO.	DESCRIPTION	VENDOR	COST PER	SUBTOTAL
Macintosh Pro Workstations	2	Replacements for a 2005 Dell Pentium 4 and a 2005 Macintosh G5. Workstations will be configured to run Mac OS X and Windows. Dual quad-core 3.0GHz CPUs, dual 1080p, 4GB RAM.	ISU TechCyte	\$3,886.00	\$7,772.00
1080p Projector	1	Mitsubishi HC5500 1080p LCD Projector, for collaborative video editing (this resolution required for mirroring)	<a href="#">NewEgg</a>	\$1,949.99	\$1,949.99
Adobe CS4 Master	3	The new version of Adobe's multimedia production suite, with HD video editing and Blu-Ray authoring	ISU TechCyte	\$499.00	\$1,497.00
Final Cut Studio 2	3	Final Cut Pro, Motion, Soundtrack and DVD Studio Pro for HD video editing	ISU TechCyte	\$499.00	\$1,497.00
Dell 24" LCD Monitor	1	Dell Ultrasharp 2408WFP 1920x1200 24-inch Widescreen LCD, needed for its both DVI and component inputs	ISU TechCyte	\$689.00	\$689.00
HDMI Input/Output Cards	2	Blackmagic Intensity Pro HDMI video input/output cards, for the two new computers	B & H Photo	\$329.00	\$658.00
Seagate Barracuda HDs	6	Seagate Barracuda 7200.11 750GB SATA/300 7200RPM for the new computers, as RAID arrays	Geeks.com	\$129.99	\$779.94
HDMI Cables	1	Set of HDMI high-definition video cables: 3 x 6', 4 x 12', 4 x 25', 1 x 50'	Monoprice	\$439.00	\$439.00
Blu-Ray Recorder	1	LG Blu-Ray Writer - 4x BD-R/RW, 12x DVD±R, SATA, for archiving large multimedia files	TigerDirect	\$279.00	\$279.00
HDMI 1:8 Splitter	1	To split the HDMI (up to 1080p) digital audio/video output from the Marantz to eight display devices	Monoprice	\$142.00	\$142.00
DVI-D to VGA Adapter	1	HDfury2 HDMI to VGA/component (RGB/Y,Pr,Pb) converter, for export to Dell monitors	Monoprice	\$149.00	\$149.00
VGA to DVI-D Adapter	1	Allows laptops with VGA inputs to connect to the room's digital video system	<a href="#">Provantage</a>	\$233.91	\$233.91
iWork '09 Family Pack	1	Pages, Keynote and Numbers for all three computers	ISU TechCyte	\$99.00	\$99.00
Toast Titanium 9.0	1	For DVD-ROM and Blu-Ray BD-R data archiving and quick DVD-video rendering/production	Roxio	\$75.00	\$75.00
				subtotal	\$16,259.84
				shipping	\$150.00
				<b>total</b>	<b>\$16,409.84</b>

**Request for 2009-2010 (FY2010) Funding of New or Replacement Equipment, Software,  
Software Upgrades for a Facility in 316 Ross Hall .**

<b>Item Description</b> <small>List unit cost and number if requesting more than one unit.</small>	<b>LASCAC Funding</b>	<b>Other Funding</b>	<b>Source of Other Funds</b>
<b>Hardware and Accessories</b>			
2 Macintosh Pro workstations	\$7,772.00		
1 Mitsubishi 1080p HD projector	\$1,950.00		
1 Dell Multiport (DVI+component) LCD Monitor	\$689.00		
Accessories (hard drives, video cables, video converter cards, switching boxes)	\$2,197.00		
1 Blu-Ray recorder	\$279.00		
<b>Software</b>			
3 x Adobe CS4 Master	\$1,497.00		
3 x Final Cut Pro Studio	\$1,497.00		
5 x iWork '09	\$99.00		
1 x Toast Titanium 9	\$75.00		
<b>Other Expenses</b> Shipping costs	\$150.00		
<b>Total Request</b>	\$16,410.00	\$0	