

## Technology Fee Full Proposal Template

**Title:** Advanced Computing Center for Experimental Performance Technology, and Engagement with Creativity (ACCEPTEC)

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**Sponsoring Organization:** University of Florida, School of Theatre and Dance and the College of Fine Arts

**Purpose and Specific Objectives:** The information/communication age is changing the world and the ways in which we engage with, and experience it. Our students live, interact, access information and learn in ways that are radically different than in the past. It is our responsibility to keep abreast of media and technology advances that should and must be incorporated into our curriculum, research and community engagement(s). In order to remain relevant and competitive, the School of Theatre and Dance (SoTD) seeks funding for two interlocking technology and media enhancement projects:

1. We wish to create a technology/media rich environment suitable for teaching, engaging, creating, performing, sharing and learning in the 21<sup>st</sup> century. Thus we must update SoTD's outdated computer lab (room 217) and transform it into a fully equipped media production educational lab. The ACCEPTEC media lab would be available to all SoTD students and faculty supporting all the school's degree programs at both the undergraduate and graduate level and accessible 24/7 via a stand-alone locking security system.
2. We seek to equip the G6 large dance studio/theatre with multi media technology tools that will transform the studio into a flexible, dynamic and "smart" media-capable classroom and studio/theatre lab.

We request support from the Student Technology Fees program for the above two interlocking enhancement projects: (Attached are drawings of the proposed lab 217 and the G6 studio/theater media and technology outfitting).

We, in the School of Theatre and Dance, are responsible to train the next generation of artists, thinkers and leaders. Thus, we seek to prepare our students for a world in which fluency in media and information technologies is tantamount to knowing how to read and write. With the creation of the ACCEPTEC media lab (room 217) and the transformation of our G6 dance studio/theatre into a media capable venue we seek to answer this urgent necessity. The ACCEPTEC lab will benefit the SoTD faculty and students by placing accessible media technology and tools in their hands, fostering innovative collaborations, teaching, learning, creativity and performance practices. Furthermore, this multi-media capability will enable us to reach new audience and students across the world (and campus) and finally put us in a position that will make it possible for us to participate in the global cultural conversation of the digital age. This effort is not merely about technology but rather it is about changing the culture of learning, instruction and interconnectivity that will enable us to share the SoTD creative research with the world. We must prepare students for their future, and not for our past.

While the *Digital World Institute* is capable of creating specific digital content, this effort does not represent a duplication of facilities, because the DGI location on campus, and physical limitations (size of the performance space), make it not conducive to our production and curricular needs. An on-site, digital media lab adjacent to our studios and theaters is urgently needed. It will enable the kind of hands-on experience for students in all of our degree programs and beyond. This effort of the SoTD to upgrade its technology and media capabilities also includes the purchase of projectors with high Theatrical Grade quality and capabilities at the level that is now required for our productions and curriculum.

Professor Pulvermacher and Professor Stan Kaye conducted an extensive comparative study of digital/media facilities housed within university dance/theatre/design programs in peer institutions. Virtually all the programs that we have researched have dedicated, in-house technology and media labs (sound, video, and interactive technology) as well as performance spaces that are equipped for the integration of digital media and technology in live performances (and have had them for at least 10 years). For example: FSU dance program facilities include since 2004 the following: 1. An in-house computer lab and media studio with 18 workstations. 2. A Technology dance studio dedicated for teaching technology courses such as videography, photography, lighting and projection design for live performance and assisting faculty and guest artists with cutting edge, creative research that integrate technology and media with live performance and inventing new digital performance forms. 3. Audio Lab with a fully equipped recording studio and “smart” studios and classrooms fit for the 21<sup>st</sup> century. Arizona State University, OSU, USF and all other comparable to UF dance and theatre programs that we have examined have video/digital facilities for instruction and creative research within the program.

Here at UF at the SoTD, despite the fact that all of our degree programs at the School of Theatre and Dance are nationally and internationally recognized for the quality of professional training we offer, in particularly the Lighting Design program whose graduates are working on Broadway and around the world and the dance program which is considered as one of the most innovative programs in the U.S. for its focus on choreographic thinking (receiving top awards and recognition at the Kennedy Center and in national and international press), we have NONE of these technology/media capabilities in place. At this trajectory of our development and as a matter of responsibility to our students (current and future) it is impossible to postpone the technology and media initiative any longer.

The following are a few links to dance programs digital/media facilities:

FSU: <http://dance.fsu.edu/About-FSU-Dance/Facilities>

OSU: [http://accad.osu.edu/researchmain/research/emma\\_lab.html/](http://accad.osu.edu/researchmain/research/emma_lab.html/)

ASU: <http://herbergerinstitute.asu.edu/computing/labs.php>

University of Utah Department of Modern Dance: <http://www.dance.utah.edu/index.php/facilities/detail/C67>

**COST SHARE:** Because of the importance and urgency of the technology/media upgrade at the School of Theatre and Dance, the School has developed a concurrent plan to upgrade its media and technology capabilities for its two main performance venues, the Nadine McGuire Black Box theatre and the Constans theatre. The plan developed by the School Director and the MFA Design programs include: 1. The purchase a modular, multiple screens structure, professional grade multi-media server (*Watchout*), and two theatrical grade high lumen video projectors and control consoles, software and wiring to enable interactive media rich professional production environments that can be used in the two main stage performance spaces. This portion of the SoTD technology and media initiative is funded by the School’s equipment fees representing nearly a one to one cost share to our Technology Fee funding request. The investment of the SoTD is estimated at \$98,747. The Director of the SoTD, Dr. Jerry Dickey, has committed the full amount, and we are now in the purchasing, procurement and fabrication stage. This SoTD funded component of the technology and media initiative, will be completed by the beginning of the Fall 2013 semester.

**Impact/Benefit: 1). Increased cutting edge research and development and interdisciplinary collaborations:**

The flexible setup and resources of the planned ACCEPTEC lab (Room 217) and the media/technology outfitting of the G6 dance studio/theatre will make the SoTD a valuable site for experimentation, research and study and within interdisciplinary and multimedia art practices. Designed to foster innovation and collaboration, and to aid in student/faculty research, courses offered in conjunction with the lab are conceived as interdisciplinary laboratories for creative exploration, collaborations and research in new forms of media-rich live performances. 2). The ACCEPTEC lab will regularly host, sponsor as well as broadcast (on-line) our productions, programs and courses and enable us to share the work of our centers (Center for Arts and Medicine, Center for World Arts and the Center for Arts and Public Policy) with the world and the larger UF community, thus assisting us to reach thousands of

students, faculty and colleagues locally and globally. Approximately **6,000** UF students come to see SoTD productions each year (once coupon attendee are factored in), thus all of those students benefit directly from our ability to incorporate technology and media in our productions. 3). Estimated number of UF Students directly benefiting from this undertaking is **200 - 500** per year (dance, theatre, musical theatre and design - BA, BFA, MFA, and undergraduate and graduate students participating in the activities of the four centers housed at the SoTD. Additionally about **2,000 - 2,500** undergraduate students taking the *Good Life Course* are assigned to visit our productions next year as part of this required course and as part of a new initiative started by the school to integrate our production into the *Good Life* curriculum. Potentially this partnership will enable the school and university to utilize the new technology and media capabilities of the SoTD to enrich the interaction of the *The Good Life* students via, on-line content generated to enrich and augment the engagement of the student with the course. Estimated number of faculty benefitting is **50 - 100** (School of Theater and Dance, School of Art and Art History and School of Music, the school of engineering). 4). The ACCEPTEC lab will enable us to revamp, supplement and create new courses and programs specifically addressing the emerging field of interdisciplinary, multi-media, digital performance practices and applications utilizing cutting edge technology and communication tools and opening new avenue for employability to UF students interested in high tech jobs that involve the integration of performing arts and technology/engineering 5). With the creation of the ACCEPTEC lab we plan to develop a new interdisciplinary/media performance based BFA and MFA degree programs that will attract dance, theater, visual arts, design students wishing to specialize in the growing field of media and technology combined with the performance discipline(s) of their choice.

**Sustainability:** Up-keep, maintenance and annual computer and technology upgrades will be funded through the School of Theater and Dance Equipment Fee collected annually and managed by our design and production faculty and staff at the SoTD. Software annual licensing costs will be paid for by student's lab-fees. The CFA IT Department will assist the SoTD in the up-keep and updating of the media lab (217) and Studio Theatre G6 but the main responsibility will be on our Design and Production faculty and staff at the SoTD. The requested Tech Fee, one time investment, will assist the SoTD in closing the growing gap in-terms of technology and media capabilities, between our school and our competitive peer AAU institutions (Theater, Design and Dance Programs). We are currently at a serious disadvantage, which if permitted to continue would irreversibly compromise the level of education we offer to our students in all of our degree programs. Research and development partnerships with lighting and technology companies are also in development for example: Luxam Lighting for Museums, the leading museum showcase lighting company has a long term relationship with the SoTD where whereby we serve as an R&D partner for their products.

**Timeline:**

- Research and Development Proposal Preparation – Need assessment and comparative study in -peer institutions: September 2012- Jan 2103 (completed)
- On site evaluation, planning and testing: Feb - March 2013 (completed)
- Cost analysis: March 2013 (completed)
- Purchasing, procurement and fabrication: Pending upon approval funding for the Tech Fee proposal (as soon as approval given SoTD is prepared to secure bids and place order before the end of Summer A).
- Deliver of materials and inspection: June/July 2013
- Set-up, installation and commence use Aug-Sep 2013
- Training of Faculty and Staff I media technology, and establishment of protocols and procedures
- Begin incorporation into course work and curriculum and school productions Fall 2013 and Spring 2014
- Assessment of the effectiveness of the technology initiative of the SoTD

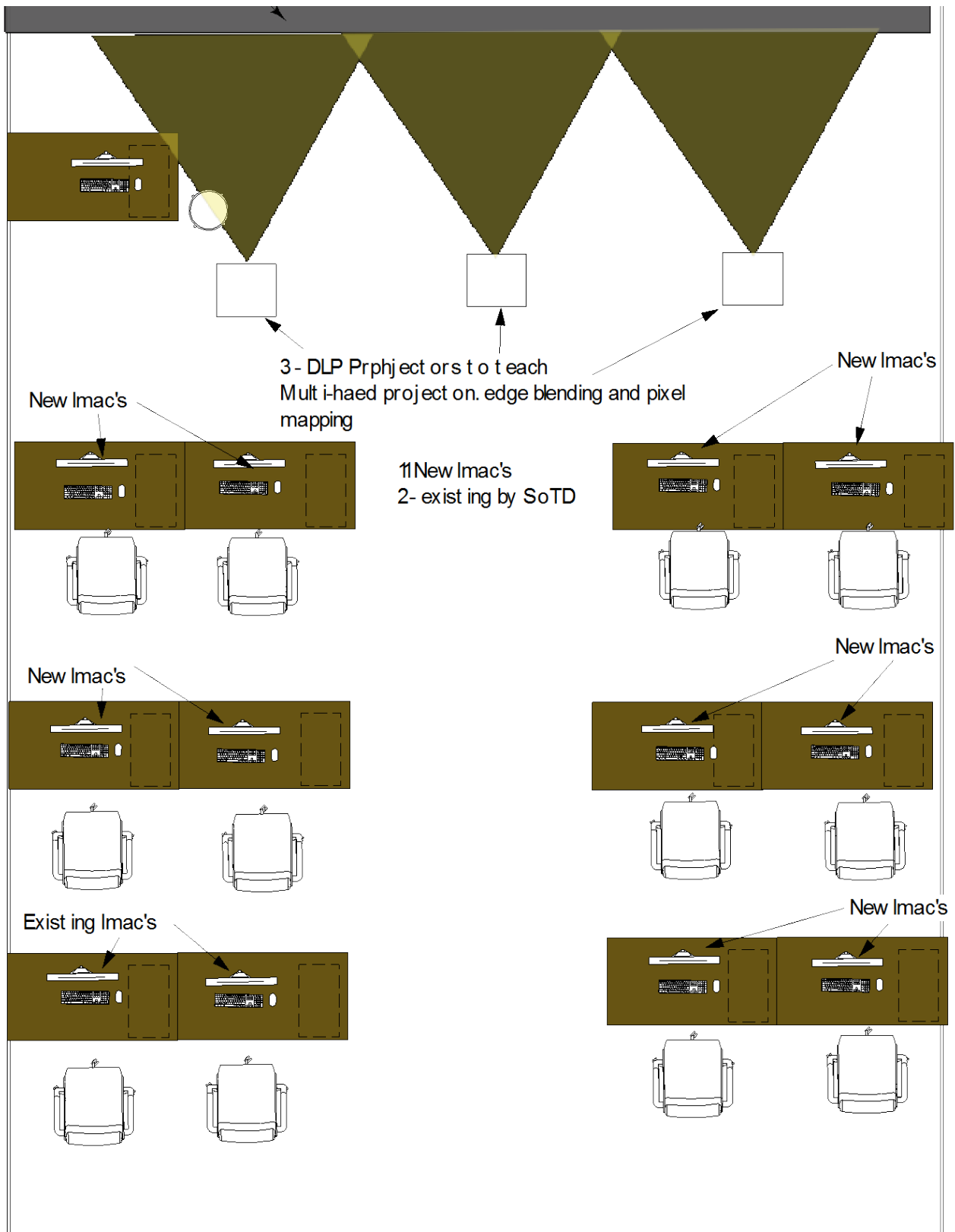
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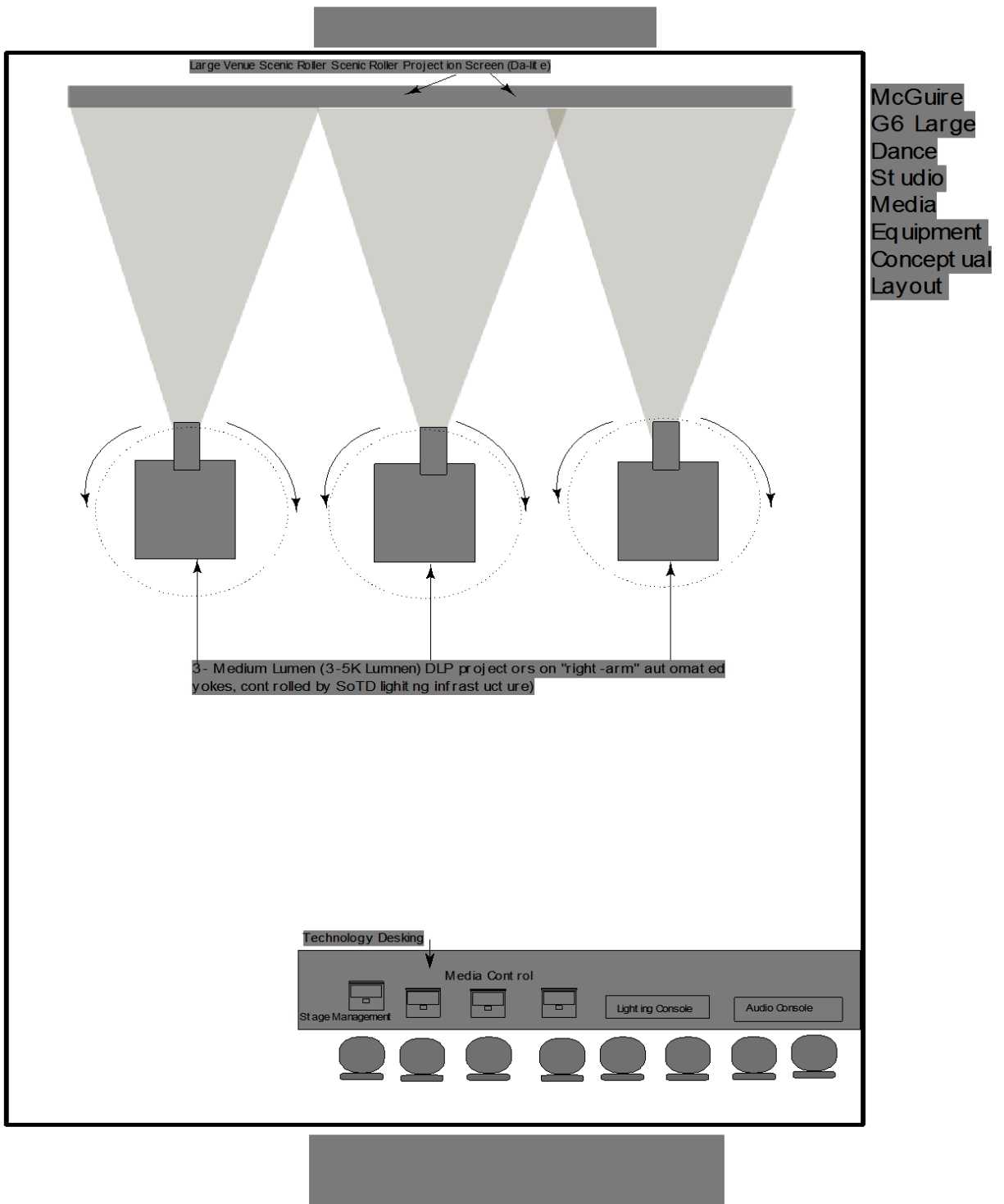
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### BUDGET

Category/Room	Items	Cost
<b>Media Education Instructional, research Labs (Rooms 217 and G6 Studio/Theater)</b>		
<b>Quantity: 10</b>	<b>i-Mac workstations @ \$3,177 each</b> iMac 27" 3.4GHz Quad i7 Processor 32GB RAM, 1 TB Fusion Drive Nvidia GeForce GRX 680MX 2GB GDDR5 Apple Magic Mouse, Apple Wireless Keyboard, Accessory Kit, Super Drive, Apple Care iMac	\$31,770
<b>Quantity: 3</b>	<b>DLP Projectors (medium Lumens strength) G5750W 4,500 lumens @ \$3,500 each.</b> (For instruction on the application, design and programming of multiple projectors for digital media content in live performances). Priced by UFIT.	10,500
<b>Quantity: 1</b>	1 Retractable wall screen and hardware (room 217) (Tension large cosmopolitan electro day light screen)	2,000
<b>Quantity: 3</b>	DLP video projectors (lower grade) for the LAB (room 217) (not requiring high Lumen) @ \$2,000 each for the projectors and install costs.	6,000
<b>Quantity: 1</b>	1 HD Video Cameras, Controllers and Hardware available to students to rent out. (Sony HXR-NX5U)	4,500
<b>Quantity: 12</b> (There are 2 iMacs in the lab already). 2 licenses for all software are added to be put on the iMac in the Large Dance Studio G6	Recorders, Capture, Storage and Editing Systems and software licensing costs for all workstations (12 total) Q-lab Bundle for the teaching station \$449 and one other iMac (2 total), Adobe CS6 @ \$228 each, Isadora Core \$206 each, Max MSP Jitter (will be purchased by students in courses), Final Cut Pro \$300 each Soundtrack Pro and other software licenses.	9,706
	Miscellaneous wiring, installation, wiring and hardware costs	1,500
<b>Quantity: 1</b>	Sargent V.G1.5 Stand Alone Access Control Lock \$1,000	1,000
	<b>Subtotal:</b>	<b>\$ 66,976</b>
<b>Large Dance Studio Theater Space G6</b>		
<b>Quantity: 3</b>	Medium Grade lumens (6K) G6750 DLP video projectors on "right arm" automated yokes \$4,500 each, controlled by SoTD lighting infrastructure and boards for the G6 Studio/Theatre 3 "Right Arm Controller" for Projectors @ \$1,000 each (Individual pan and tilt control of the projector)	13,500 (Projectors)  3,000 (Right Arm Controller)
<b>Quantity: 2</b>	iMac workstations (specification above as part of G6) @ \$3,177 each	6,354
	30 feet x 30 feet motorized scenic roller (screen) model 80848 \$6,000 plus installation and wiring (\$3,000)	9,000
	Control Console Desks including assembling and wiring labor	7,500
<b>Quantity: 2</b>	Sargent V.G1.5 Stand Alone Access Control Lock (\$1,000 each) and adaption to soft link wireless management \$400 for all three in the proposal 2 for the theatre and 1 for the lab)	2,400
	<b>Subtotal:'</b>	<b>\$41,754</b>
	<b>GRAND TOTAL:</b>	<b>\$108,730</b>





**MCGUIRE STUDIO/ TECH -THEATER, LARGE DANCE STUDIO G6 - LAYOUT**