

Title: Student and Faculty Video Production Studio

Proposer: Clifford D. Richmond, Health Sciences Center Libraries Information and Instructional Systems Director, **Room:** C2-16 Communicore Bldg. **Phone:** (352) 273-8439, **email:** crichmon@ufl.edu **FAX:** (352) 392-2565

Sponsoring Organization: Smathers Libraries

Purpose and Specific Objectives:

The HSC Library proposes making space, equipment and software available to students and faculty for shooting and editing video, audio and still photography.

This facility and equipment will allow students to author, record and edit multimedia projects in pursuit of course assignments. In addition to supporting and promoting collaborative small-group interaction, the students will enhance their multi-media, information technology and instructional technology skills which will aid them in future endeavors. The design and application of video-based active, cooperative and problem-based learning exercises will promote faculty development and scholarship of teaching and learning. Faculty will use these resources to improve the presentations and teaching materials they develop for the benefit of students.

Video Production Space

An existing 956 ft.² room will be soundproofed and used for shooting still and video photography. The room will be equipped with a green screen and lighting kit. Patrons will present their UFID at the first floor circulation desk in order to check out the room and equipment in multi-hour blocks. In order to comply with HIPAA, FERPA and general data integrity and security concerns, the patron will bring their own SD memory card onto which they will record their footage. The library will make available the specifications of compatible SD memory, as well as estimated minutes of recording for various recording modes based on SD memory capacity.

Audio Production Space

An existing 143 ft.² room will be soundproofed and used for audio production and voice-over. The room will be equipped with a microphone, head-set, speakers, and a PC with Microsoft Movie Maker and Adobe Production Premium Suite software. Both software packages will open and edit the file formats generated by the video and still cameras. The PC will also be equipped to read memory cards, USB, CD/DVD and Blu-Ray media and devices.

Post-Production Editing

Microsoft Movie Maker will be available on every library public computer (120+ total computers). Additionally, Adobe Production Premium Suite will be made available on six (6) computers (4 PCs and 2 iMacs) on the first floor of the library. Apple's iMovie will also be available on the iMacs. These computers and their video editing capabilities will be prominently identified with signage.

ADA Considerations

The library is aware of, and will provide ADA compliant access to all areas. Furthermore, the six (6) computer workstation areas used for editing are all height-adjustable by the press of a button.

Advertising Our Resources

The resources will be prominently advertised on our website homepage as well as digital signage monitors inside and outside of the library. Printed signage will be posted at the actual locations.

Compatibility, Portability and Standardization among Campus Video and Audio Production Areas

File Formats: Different recording devices may output different file formats. For example, our project video camera will output HD video in AVCHD format and standard resolution video in MPEG-2 format. However, the discussion of compatibility and portability of still, video and audio files is primarily a function of the associated software used to edit these files. Microsoft Movie Maker, Apple's iMovie, as well as Premiere Pro and After Effects (part of Adobe Production Premium Suite) all support both the AVCHD (.m2ts, mts and .m2t) and the MPEG-2 (.mpeg, .mpg, .mpe, .m1v, .mp2, .mpv2, .mod, .vob, and .m2t) formats. Furthermore, the Adobe Media Encoder (part of Adobe Production Premiere Suite) will allow one to re-encode to countless other file formats. Microsoft Movie Maker is free, iMovie comes free with a new iMac and Adobe Production Premiere Suite is available to UF Departments at reduced contract prices for both PC and Mac.

Therefore, by virtue of the software readily available to the various UF department video and audio production sites, both video and audio file compatibility will be assured.

Media: Each of the seven (7) dedicated video and audio editing computers will be equipped with USB, CD/DVD, Blu-Ray and a multi-style memory card reading capabilities. Patrons will be able to take their projects to other UF video and audio locations for further editing. .

Impact/Benefit

Because this facility will be available to all students and faculty, the entire population of approximately 50,000 students and 5000 faculty will benefit.

Video recording and analysis of group presentations and mock interviews are examples of pedagogical strategies designed to leverage the enhanced learning benefits of collaborative learning. This will be the first facility on campus designed to provide both teacher and student with the technology to fully explore multimedia based group learning. The space and equipment will be of sufficient quality that each party has the opportunity to be contributors to UF's repository of digital learning objects.

Sustainability

The library is committed to funding this initiative for a minimum of three years.

We will maintain monthly use statistics, which will include, but are not limited to: number of sessions, contact name, contact email, number of people in party, department and affiliation (staff, student, faculty, employee, etc.). Based upon assessment of compiled statistics, we will be able to specifically identify our patrons and can seek funding for future upgrade and expansion from the entities that represent our patrons, whether it is Student Government, faculty groups or specific departments or colleges.

The number of sessions during a period of time will directly quantify use. Facilitated by advertising and training, a steady increase of use over time will be indicative of success in the library's eyes.

Timeline

Technology Fee Full Proposal Template

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BUDGET

All costs are start-up and will be purchased immediately upon receipt of funds. Below is an itemized list:

Item	Quantity	Price/each	Price Total
Sony HDR-XR260V Video Camera	2	\$700	\$1,400
Sony HDR-XR260V Accessory Kit	2	\$100	\$200
Sony VMC-UAM1 USB Adapter Cable	2	\$20	\$40
Canon EOS Rebel T3 Digital Camera	2	\$500	\$1,000
Canon LC-E10 Battery Charger	2	\$50	\$100
Canon LP-E10 Replacement Battery	2	\$30	\$60
Green Screen Kit & Light Kit	2	\$570	\$1,140
Green Screen Replacement Bulbs	6	\$30	\$180
Dell OptiPlex 990 Workstation	5	\$1,800	\$9,000
iMac 27" + Apple Care	2	\$2,378	\$4,756
Lite-on Blu-Ray writer	5	\$110	\$550
Kingston USB 3.0 Media Reader	5	\$35	\$175
Adobe Production Premium Suite	7	\$360	\$2,520
In-house Media (Win and Mac)	4	\$5	\$20
Logitech Headset	2	\$150	\$300
No. 3159 Cemex Acoustical Ceiling Tiles	24	\$176	\$4,224
Quiet Batt #50 Insulation (24" wide)	6	\$120	\$720
Quiet Batt 4 x 8 Acoustic Quilt	7	\$290.00	\$2,030
Grand Total			\$28,415

Because Adobe Corporation has discontinued software upgrade fees, our initial licensing of CS6 Production Premium is perpetual. It is assumed, however, that we will upgrade to the next available version of Production Premium within two years. It is also expected that there will be sufficient change in the nature of the associated technology in three years that many aspects of this implementation will be redesigned. Therefore, given the initial price of \$2520 for seven (7) licenses and allowing for 15% cost increase, a cost of \$2898 will recur in two years, or an effective yearly recurring cost of \$996 over three years. The library is committed to funding this project for a minimum of three (3) years if we are unable to secure funding from outside sources.