

**Student DVD Project**  
**Music Media Division, School of Music**

Application for UL Lafayette Instructional Improvement Mini-Grant

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# DVD Project – Music Media Division, School of Music

## Project Description

Students taking the Music Media department's ten core courses will be involved in developing a master DVD compilation during the 2005-2006 year using the School of Music's facilities. At the end of the year two hundred copies will be made. These will become part of student portfolios, and can also be used for recruitment, promotion, and funding searches.

## Objectives

- **Challenge students to develop a high quality project** - students will be involved from the beginning in helping to develop and focus the production. The DVD will accommodate a wide variety of activities, and it will be up to the students, in part, to decide what to choose and how to organize it.
- **Tie courses together** - projects from a notation class, music industry survey, two synthesis classes, three recording classes, two arranging classes, and two film scoring classes will form the core of the work. Projects such as recording concerts will involve students and faculty across the School of Music, such as work from compositions lessons, marching band techniques, recitals, and ensemble performances. Because of the depth of the DVD capabilities, assignments begun in one class can be expanded upon in another in order to maximize multimedia

interest. For example, an arrangement written one semester could be recorded in the studio or taped in a recital the following semester. Media Majors are required to give a senior recital, which serves as the capstone course for the degree. Having the potential to distribute video recordings of these presentations will motivate students to put more attention to staging and getting good audio and video recordings.

° **Increase student collaboration** - students from a number of disciplines will work together on the project, combining skills from music performance, recording, mixing, photography, photo processing, video editing, communication, and web design. A project such as this inevitably draws in students from other departments, as well as members of the community, enriching the experience. Collaboration is required in order to develop a complex project such as a DVD on time to a successful conclusion. For example, students from the Visual Art department will be invited to submit animations for musical scoring, and to design the DVD cover, label, and menus. It is expected that a number of recordings will be done off campus, such as at Festival Acadiens and Festival International, widening students' range of professional contacts.

° **Exploit the resources of the DVD platform** - students will learn the capabilities of the DVD medium and be guided to explore features such as multiple video and audio channels, and include musical scores, graphics, animations, audio files, papers, web pages, and other resources on the DVD-ROM portion of the disk.

- ° **Provide students with a professional package for their portfolios** - DVD has become the standard for media presentation. The DVD will motivate students to produce high quality work, knowing that their work may be publicly displayed. Along the way they will learn to make their own individual demos,
  
- ° **Create material to promote the Music Media program** - all students who participated in the project will receive a copy. In addition, the Music Media division and College of the Arts will use copies to recruit and promote its program. It is hoped that this project will stimulate an annual series of recordings that will showcase the achievements of students, both as individuals and as a group. The school's Music Industry class will be involved with publicizing the project, and it is hoped that this type of work will, in time, spawn a student-run record label. These recordings will provide students with a perspective as to what has been done in the past, and challenge them to create works to match or surpass the efforts of their colleagues.

## **Methodology**

A student committee will be formed to work with the two professors involved to further focus the project, and to select projects for inclusion. The professors will include class assignments that could produce suitable content for the DVD, identifying potential material as work is completed.

## **Educational significance**

This project will stimulate Music Media majors to produce high quality material. A healthy mix of collaboration and competition should naturally result. The possibility of public display motivates students to achieve more. Pride in a finished product will help with recruitment, retention, and increased visibility. While many individual projects result from current courses, there is not a vehicle to collect and display work, to make students aware of what is being done between classes, nor to see what has been done the previous year. Since DVD accommodates such a wide range of media, it can be used as an element in all courses throughout the year, increasing communication between students and faculty. The injection of the look and feel of a finished product will provide a real world experience.

## **Timetable**

Students will be engaged as soon as the grant is approved to define the theme and style of the DVD. Material will be identified and evaluated during the fall semester and first half of the spring semester. School of Music events and senior recitals during that time will offer opportunities to record, the raw material from which will be used in production courses. By the middle of the spring semester the selection will be made, and the DVD authored. The disks will be manufactured in April and distributed by the Music Industry class early in May, 2006.

## Evaluation

Students and faculty will develop a questionnaire in order to survey participants' satisfaction with the process and result. Hundreds of people will view the DVD over the course of the summer and following year, providing numerous opportunities for informal responses. This will provide feedback as to whether a similar effort is warranted for the following year.

## Budget

Supplies (blank DVD and CD media, video tape) <i>used to record original material and prepare master disk</i>	\$250.00
200 copies of DVD in "slim line" case, with one-page cover <i>covers manufacturing expenses</i>	\$500.00
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<b>Total requested</b>	<b>\$750.00</b>