UNIVERSITY OF LOUISIANA AT LAFAYETTE

STEP Committee
Technology Fee Application

Video Studio Development

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Robert Willey
School of Music

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Gordon Brooks
Dean, College of the Arts

Title: Video Studio Development   Date: June 1, 2010

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Department/College/Org: School of Music / College of the Arts

ABSTRACT

The School of Music recently received a BORSF/LEQSF grant to develop a multimedia recording facility. Over $80,000 was requested in order to add high-definition video equipment to the recording studio, and add to its audio resources. Due to budget limitations, $47,947 was funded. This STEP grant would fill the main gaps in the project, making it possible for students to learn techniques of multimedia production and to make high-quality video recordings for distribution via DVD and the Internet.

DESCRIPTION

a. Purpose of the grant and impact to student body as a whole

The School of Music is merging this year with the Performing Arts Department. Increased communication and activity between Music, Theater, and Dance will lead to more collaboration and joint projects. While the BORSF grant was proposed before the merger was envisioned, and therefore designed for music recording, the same facility will offer students in theater and dance the opportunity to benefit from high-quality DVD and Internet productions. Due to its high technical standards, it is expected to attract and involve students from other areas, such as Communications, Visual Arts, and Business.

Multiple-angle high-definition video recording will take place primarily in the main Recording Studio, for which a new stage is being built and lighting installed. Multi-track audio will be mixed in the Recording Studio and fed into the video system. STEP funding would provide a master clock to better synchronize the studio's increasing number of digital audio interfaces, resulting in a higher quality, clearer audio recording. This will improve audio work in all recording projects in the studio, including music-only projects.

Recording Studio B will be used for projects that need to be edited in postproduction, such as concerts in the recital room, Auditorium, or Burke Hall, or for projects filmed on the stage in the Recording Studio that require re-editing or mixing with new footage. BORSF funds are providing three professional-quality high definition video cameras, along with Final Cut Pro software, an industry standard video editing program, which will allow the student to create projects for DVD, the Internet, and later, Blu-Ray disk. New STEP funds are now being requested to purchase a synchronizer to speed up the workflow so that more projects can be accommodated, and two software programs to

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create finished products. The "black burst" generator will keep time code in the three cameras synchronized during recording, thereby greatly speeding up the postproduction editing process, since all the individual clips from each camera will not have to be aligned by hand. Adobe Creative Suite is an industry standard collection of programs used by video editors and graphics/visual effects artists, including Premiere, Illustrator, After Effects, and Photoshop. These will be used by music students, and their colleagues from the Department of Visual Arts when they join in on collaborative projects. Our copy of Logic Express will be upgraded to add a synthesis and recording module called "Soundtrack" which adds audio postproduction resources to Final Cut Pro.

A recent STEP grant has provided for a new computer in Studio B for audio production. The current proposal would add the hard drive storage space necessary to handle the large amount of data involved in HD video recording. HD video takes about 13GB per hour of storage. Since we will be using three cameras for multiple angles we will need 39 GB of storage space for each hour. Two 2TB drives are requested in order to accommodate projects that may take one or more students weeks to finish.

The goal of this initiative is primarily to provide infrastructure to facilitate effective and efficient use of technology, and to leverage the greatest return from past investments. In addition, it provides anytime access to the Recording Studio through the installation of a keypad lock, which will let authorized students into the facility during nights and weekends. This will provide greater security, since it will store the sequence of users entering the room.

Funds to hire student workers are included. Two students will help install the lighting system and assist volunteers in building sound absorption panels, which will reduce the flutter echo resulting from the cinder block construction of the Recording Studio. SGA and other sources will be approached to fund the purchase of materials to construct sound panels, and once obtained, a workshop will be set up for students interested in learning how to improve the acoustics of their home studios / music production areas. We expect that this will draw students from Visual Arts and Architecture as well, and they will be welcome to participate in the design.

b. Projected lifetime of enhancement

The equipment is expected to be in operation for ten years.

c. Person(s) responsible

i. Implementation

Robert Willey is the coordinator of the Music Media division and will implement the grant.

II. Installation

Robert Willey and graduate assistants will perform installation.

III. Maintenance

Repairs that cannot be performed by Robert Willey and graduate assistants in the School of Music will be sent to the manufacturer.

IV. Operation

The software is expected to equipment is expected to be in operation for four years. The video switching system and synchronizers are expected to last ten years. However it is likely that changes in format will make them obsolete before then. The door lock should last at least ten years. The headphone monitoring system is expected to last five years. The hard drives should last at least a few years.

V. Training

Robert Willey teaches the recording and live sound classes in the School of Music and will be training students to operate the equipment.

BUDGET

1. Equipment $ 3,055.97
2. Software $ 748.00
3. Supplies $ 0
4. Maintenance $ 0
5. Personnel $ 80
6. Other $ 0

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TOTAL $ 3883.97

Please see budget details on attached spreadsheet.

PREVIOUSLY FUNDED STEP GRANTS

Previous grants detailed online at http://willshare.com/willeyrk/grants

"Recording Microphones for Auditorium", 1/10, $6,940.

"Server for School of Music", 1/10, $5,303.

"Performing and Live Recording System", 1/09, $5,185.

"Recording Studio Upgrade: Developing System Input and Output", 7/08, $11.881, provided array of microphones to increase the number of tracks that can be recorded, and to experience how microphone selection and matching with preamp affect the sound.

"CD Recording System for Angelle Hall", 1/08, $1,350. Stereo recording setup for auditorium.

"School of Music Resource Center Upgrade", 7/07, $21,638.

"School of Music Pro Tools Recording System", 7/06, major renovation of recording studio facility creating professional 24-track digital audio recording system, $41,338. Created Pro Tools HD recording system, which will be compatible with the proposed system in the current grant proposal.

"School of Music Resource Center Upgrade", 7/06, software to create web sites, piano instruction, software, wireless connectivity, administration software, ethernet cabling, Reason synthesis software, $4,657.

"School of Music Resource Center Upgrade", 1/06, upgrade software and hardware, $6,055.

"School of Music Resource Center Upgrade", 7/05, upgrade software and hardware, $4,055

"Resource Center Upgrade", 1/04, upgrade workstations, server, video transfer, and DVD authoring, $4,902.