

**FY2008 Learning Technologies Grants Proposal**  
(COVER PAGE)

**Project Information**

High Definition Film Studies Classroom  
Project Title

Richard NEUPERT, Wheatley Professor of the Arts  
Project Director

Theatre and Film Studies  
Requesting Department

\$15,000  
Amount Requested Year 1

Amount Requested Year 2

Project Director's Signature

**Proposal Endorsement Signatures**

Department Head

Dean

**Proposal Abstract (100-word maximum)**

There is no classroom on campus to view High Definition (HD) student film projects or HD DVDs of recent motion pictures. This project proposes installing a state-of-the-art HD projection system in room #53 of the Fine Arts Building. This room will be available to Film Studies classes for their screenings and will allow video and computer animation courses to preview and present their work in true High Definition projection. This project will benefit hundreds of students each year, boosting UGA's role as a leader in new media and film studies pedagogy.

## **Section I. Project Description**

### ***1.1. Nature of the Innovation***

This project proposes installing a High Definition Film Studies Classroom in room 53 of the Fine Arts Building. Currently, there is no High Definition projection system on campus, much less a space for students to view their own HD computer animation or video productions. An HD space will allow faculty teaching a full range of cinema studies courses, from History of Cinema to French Cinema to Film Theory, to present their daily lectures and weekly screenings to undergraduate and graduate students alike in state-of-the-art conditions. Most new motion pictures are now released in high definition and this classroom will finally allow UGA faculty and students to view projects and completed films in the new video standard. No other program in the state of Georgia, including Emory University, has yet to install an HD classroom designated for the instruction of motion picture aesthetics and production.

### ***1.2. Rationale of Project***

International cinema is in the process of changing dramatically every stage of production, post-production, and exhibition because of advances in digital technology. Most student "film" production is now produced in digital video formats, especially High Definition, and the Dramatic Media students in the Department of Theatre and Film Studies now regularly create their computer animation projects in HD-compatible formats. Film production, editing, and special effects all exploit HD technology, and many movie theatres now project digital motion pictures from HD discs. High Definition provides strikingly different visuals. Roughly 40% more visual information is delivered to each frame of a motion picture, which dramatically increases resolution, contrast ratio, textures, and colors. Not only are the colors and details more accurate, but information that was clearly legible in 35mm theatrical release prints (such as a character reading an email on a computer monitor) is often lost or blurred on home DVDs. Thus, it is essential that our leading programs in Film Studies as well as Dramatic Media / Computer Animation participate in these exciting shifts in digital formats.

The Film Studies undergraduate Minor and Major programs are relatively new at UGA. Both degrees were begun during the past ten years. One strength of these degree programs is that they have responded to very real demand from undergraduate students. Our courses, which are also open to interested graduate students from a variety of disciplines across campus, provide rigorous, technologically sophisticated history, criticism, and production opportunities. The High Definition Film Studies Classroom will ensure that our faculty and students keep pace with the rapid advances in digital projection. While the industry is still divided over which format for HD DVD discs will win out, "HD" or "Blu-ray," this high definition projector can handle both formats. Thus, while this high quality projector for our room, which seats 63 students, is relatively expensive, it will not become obsolete, regardless of the eventual home market DVD format. The local engineers of TSAV, an audio-video company in Athens, have recommended the Sanyo PLV-HD100 for our needs, which will retail for \$32,665. Matching funds from the Franklin College, and support funds from the Film

Studies budget will ensure the full cost of the projector will be covered, as well as the new DVD player and audio-visual receiver, required to make the system fully operational.

### ***1.3. Relevance to Unit and University Priorities***

The Film Studies unit at the University of Georgia is now the premiere undergraduate cinema studies program in the state. The Department of Theater and Drama recently changed its name to Theatre and Film Studies in order to acknowledge the double strengths and majors within that one department, and the Franklin College has consistently granted strong support to the area of Film Studies in terms of budget and staffing. Moreover, Film Studies is regularly cited as an area to expand within both our Department and the College's five-year plans. Film Studies is growing, but importantly, it also reinforces new courses and trends across campus.

The Film Studies undergraduate major is interdisciplinary, incorporating classes within Theatre and Film Studies but also Comparative Literature, Germanic and Slavic Studies, Romance Languages, English, and History. There is also a very successful Film Studies Minor which has graduated over 145 students since 1998. The continued strength of our program, and its ability to attract new students from across the region, rests in large part on our providing state of the art learning facilities. The admittedly aging Fine Arts Building already hosts top-level computer animation, post-production editing, and interactive motion capture labs. It also warrants a viewing room equipped for the newest standard motion picture formats to be screened as well as video and computer animation students to preview their newest productions in true High Definition. This new classroom equipment will help boost UGA's role as a leader in new media and film studies pedagogy.

### ***1.4. Specific Courses / Student Groups benefiting from the project***

All the core Film Studies classes, beyond the large-format Introduction to Cinema (DRAM 2120), are taught in room #53, Fine Arts. Those courses include DRAM 2130, "American Ethnic Cinema," DRAM 4250 / 6250, "History of Cinema I (1895-1945)" DRAM 4260 / 6260, "History II (1945-present)" DRAM 4600 / 6600, "Women and Film" DRAM 4650 / 6650, "French Cinema" DRAM 4660 / 6660, "History of Animation" DRAM 4670 / 6670, "Film Style and Technology" and DRAM 5900 / 7900, "Film Theory."

The room would also be highly valuable for Theatre History courses, as well as special workshops and screenings for production courses taught in other rooms, including DRAM 5640 / 7640, Directing for Cinema and the computer animation sequence: DRAM 5810 / 5820 / 5830, Computer Animation I, II, III.

### ***1.5. Number of Students Served***

There are roughly 50 Film Studies Minors and 30 Film Studies Majors at any one point. During an average semester, we teach five courses in room 53. Each 4000 / 6000-level course includes 30 undergraduates and an average of five graduate students. Within these courses alone, there would be 150 undergraduates and 25 graduate students who would be immediately affected by the improved projection system for lectures and required weekly film screenings. Beyond that number, roughly 50 undergraduate and graduate students in the computer animation sequence would have access to this space to view their projects each semester, along with a minimum of 15 video production students.

Beyond these classes, a full range of Theatre history courses would also have access to these improved conditions, especially since the new projection system will upgrade the visual and audio quality of any video or PowerPoint source material. Nearly every Departmental colloquium, job interview presentation, or guest lecturer would profit from this HD classroom's new learning environment.

## **Section II: Budget**

### ***Technology Requested***

The High Definition Film Studies Classroom requires a powerful, dependable, and bright projector to fill the screen with even illumination, whether the room is entirely darkened for a film screening, or partly lit for film clips or PowerPoint presentations. The recommended HD projector is the Sanyo PLV-HD100. This projector projects at 5,500 lumens (nearly double our current LCD projector) and has "true" HD, with 1920 x 1080 lines of resolution. At our usual video suppliers, B&H Photo in NYC and Projector Central, it sells for \$39,995. However, the local audio-visual engineers at TSAV will sell the same unit for \$32,665. The Dean's Office of the Franklin College has committed the remaining cost, \$17,665, should this proposal be granted \$15,000 from the Learning in Technology Grant.

In order for this system to work to its fullest capacity, the Department of Theatre and Film Studies program plans to purchase a Toshiba HD-DVD player as well as a Panasonic High Definition audio-visual receiver. Together, this package will provide a truly astounding visual and audio laboratory for students and faculty to study contemporary film and video production in its original, authentic, format.

### LTG Budget

[Based on estimate from TSAV, 775 Barber Street, Athens, GA 30601]

<i>Item</i>	<i>Quantity</i>	<i>Total Cost</i>	<i>Requested From LTG</i>	<i>Provided by other sources</i>
Sanyo PLV-HD100	1	\$32,665	\$15,000	\$17,665
Toshiba HD-XA2 DVD player	1	\$800	0	\$800
Pioneer A/V Receiver	1	\$800	0	\$800
Ceiling Mount	1	\$125	0	\$125
<b>TOTAL COSTS</b>		<b>\$34,390</b>	<b>\$15,000</b>	<b>\$19,390</b>

#### ***Budget Justification***

The engineer from TSAV recommended this Sanyo unit. I have also consulted a private firm in Los Angeles, which recommended a model that costs \$42,000, and was not available from any vendor in Georgia. UGA's OISD also recommended another option, however, that model cost in excess of \$50,000. The Sanyo PLV-HD100 would be locally available, locally installed and locally serviced.

There are cheaper HD projectors on the market, however, most of these are designed for home theater use, and even then, at prices from \$6,000 - \$12,000, these projector do not offer "true" High Definition, but rather 1280 x 720. Moreover, such projectors typically offer between 500 and 2,000 lumens, which would not be adequate to illuminate the larger screen in our classroom.

The \$15,000 LTG funds would help both the Franklin College and Department of Theatre and Film Studies ensure the success of a High Definition Film Studies Classroom. The DVD player and A/V receiver will be placed on the Technical Fees list, incidental expenses, including the ceiling mount and new DVDs, will be funded from the Film Studies annual supplies and expenses budget.

### ***Budget Timeline***

<b><i>Date</i></b>	<b><i>Objective</i></b>	<b><i>Persons Responsible</i></b>
November - December, 2007	Order HD Projector. Purchase DVD player. Purchase Receiver. Order Ceiling Bracket.	Steven Carroll, 203 Fine Arts Richard Neupert
December, 2007 – January, 2008	Install all components in Room 53, Fine Arts.	Richard Neupert TSAV technicians
Spring Semester	HD Classroom will be operational; Workshops will be given for all users.	Richard Neupert, Antje Ascheid
May, 2008	Assess various uses and benefits of equipment & access to the HD Room.	David Saltz, Richard Neupert, Antje Ascheid, Michael Hussey

### **Section III. Learning Outcomes**

This high quality teaching environment should have an immediate impact upon the primary texts screened, as well as lecture clips, of all courses scheduled into Room 53, plus of the production courses, including Directing for Camera and Computer Animation courses. These production courses will test their HD student and professional productions on this industry-standard viewing system.

Constant feedback will be sought from faculty and students using the room, and two anonymous questionnaires will be circulated to all users. Responses will be collected by Department Head, David Saltz. In May, Dr. Neupert, Dr. Saltz, Dr. Ascheid, and Dramatic Media Head Michael Hussey will meet to discuss access and any technical problems raised by students or others employing the HD classroom equipment. Georgia State University has already asked for input on what we learn from this project, and we will share all our experiences with the Tom Beggs and the Office of Instructional Support and Development, which may be buying high quality projection equipment in the near future for the new Art School Building.

### **Section IV: Support Plan**

Continued support of the HD Film Studies Classroom, including beginning and expanding the collection of HD DVDs for classroom use, will be provided continuously from the Film Studies Budget, provided annually from the Franklin College. Lamps will be replaced with funds from OISD and/or the Department of Theatre and Film Studies. Otherwise, there should be no on-going financial burden for this self-contained educational set-up. Service and maintenance will be provided by Film Studies faculty and the Department's IT support staff.