Trustees' Fund Proposal for Creating a Mongraph: A Visual Communication Learning Community

Abstract:
The Photography, Graphics and Multimedia departments are seeking support for the creation of the Visual Communication Learning Community. We plan to connect several courses to a central project— a student created book and website. Photography students will provide their images, and some text. The Graphics program will edit and design the book, using the images and text from the Photography program. Multimedia students will prepare a web version of the book that will be permanently posted on the CSM website. Faculty from each program feel that the creation of a project, that will produce a portfolio item for each student, will create a unique collaborative experience for all.

Problem Needs Statement:
Many programs share the digital media lab. The Photography, Graphics and Multimedia departments have common students who share the same production tools and create portfolios specific to each discipline. We have created separate programs that specialize in different aspects of the digital arts, that don't often connect. Many students will leave our programs without the experiencing of intense collaboration. Every student needs to communicate with other practitioners of the digital arts. Photographers need to work with web designers and graphic artists. Graphic designers need to work with content creators and production personal. Faculty from each digital program feel that the creation of a capstone project, that will produce a portfolio item for each student, will create a unique a collaborative experience for our students.

Proposed Work and Time Line.
We are asking for support for adjunct faculty preparation, funds to pay for mock-up books, and a system to store and archive the digital files created by the courses. It has been established that it will take a minimum of 40 hours of preparation time for adjunct faculty member Claudia Steenberg to prepare for the challenge of integrating book design into her design curriculum. Claudia plans to do her preparation work this summer (2006). Part of the preparations will include the creation a mock-up. This is needed to understand every aspect of digital book making with the hope of avoiding production problems. We plan on sending our mock-up book to four separate printers. We are asking for support to pay these four books. We hope to find the printer with the best price per book, and assess the quality of paper, print quality (color accuracy and print quality) and binding. This will be done in the summer of 2006. Since this

project will connect three separate programs, and we must store, back up and archive hundreds of digital files, we are asking for two hard drives, that will store identical files, and function as a central repository and back-up system.

Note: Full time faculty Richard Lohmann, Ed Seubert, Patty Appel and Diana Bennett are not asking for any funds for our preparation time.

Specific Outcomes:
• Each student who participates in this learning community will be part of a team that produce a 10 x 12 hardbound book. It will be a monograph, with twenty photographic images linked by a common theme. It will have image captions and a written introduction.

• Each student will have the option of purchasing a book for themselves. It will cost approximately $80.00. This cost is less than any of the Photography lab courses.

• A web version of the book will be permanently posted on the CSM website. Students who don't want to purchase a copy of the book will have the ability to show their project online.

• Each student who purchases a book, or works on the website, will have an outstanding portfolio item that will prove useful in promoting their photography, graphic design or web design skills.

Evaluation:

A group of Photography, Graphics and Multimedia students and faculty will critique the finished project.

Budget note:

Claudia Steenberg has an hourly rate ($48.67 per hour) plus the added 12.25% comes to a total of $2,185.28 for forty hours of preparation time.

Four books printed, with consultation fees, tax and shipping, is $500.00. ($125.00 per book)

LaCie d2 250GB Hard Drive. Price: $237.00 (including tax) each.