

Digital Media, Audio and Cinema Advisory Board Meeting

Facilitator: Dave Haggadone

Attendees: Matt Martyn, Steven Barosko, Robert Crawford, Edmond Cheeney, Jeff Hamlin, Christine Xiong, Gene Shanahan, Michelle Webb, Fred Wyman, Phillip Hendrix

Year in Review

Consolidation of Curricula

- During the May 2007 meeting the plan for consolidation of MTEC and FILM converging into one program titled “Digital Media, Audio and Cinema (DMAC) was discussed and approved by the Advisory Board. Within the discussion, the advisory board provided input and direction on courses pertinent to the new curricular direction. Beginning summer 2007 curricular guides and Official Course Syllabi were developed to support the DMAC curricular direction. In implementing the plan, the college reduced instructional overlap by consolidating 41 courses to 26 courses, and a single AAS program resulting in 64 credits in size. The DMAC curriculum will go live on July 1st with an Associate of Applied Science degree. A DMAC Associate in Applied Science Degree with an emphasis toward transfer to 4 year schools has also been developed as a boilerplate for discussion of articulation.

New Course Development

- **DMAC Core:** There will be program core requirements that consist of a total of 24 credits. All DMAC students pursuing an AAS degree, regardless of their academic focus will be required to complete the College and Program Core Requirements.
- **Tracks of Study:** Depending on which elective students want to specialize in, there will be different courses in which students will be able to choose to. The different areas of concentration are Video/Cinema, Audio, and if they choose so, they can pick a combination of Audio and Video/Cinema related courses.
- **Video/Cinema:** Content from the FILM and MTEC production courses have been combined to become the basic core courses for the program. We are eliminating the traditional Film and Tape-based production technology and moving on toward a completely digital workflow. Courses will continue to focus on the traditional educational content: Concepts related to cine/videography, creative shooting techniques, editing, etc. Students will continue to learn traditional cinema style work, stand ups, green screen, etc. For editing purposes, students will be learning the basics

and media management. The courses also go into software applications and compositing within After Effects and Color Correction within the Avid application. Within these courses, students will also be directed to create a complete/finished product (DVD Production Covers, Marketing Materials, etc.) The DMAC curriculum will continue to offer studio based instruction but the activities of the studio will be more based on using this as a shooting space and not as instructionally heavy on traditional television production/news operations.

- **Audio:** There are many changes to our audio courses. The introductory courses incorporate the performance skills contained within the discontinued radio curriculum with the audio skills found in entry level coursework. The focus and intent is to create more opportunities for students to develop short-form projects along professional guidelines. New courses, such as DMAC 221 – Remote Recording and Production emphasis field audio recording in support of video/cinema productions as well as providing them experiences in remote multi-track audio recording using portable, computer-based sound recording equipment.

Teach In/Out Schedule

- Students, following the FILM and MTEC curricular guides will be able to finish their courses up until the end of spring 2009. Student's who are following the old curriculum, and have not yet finished the curriculum by spring 2009 will be articulated into the new program on a case by case basis. DMAC courses will be offered starting fall, 2009.

Marketing Efforts

- The Dean of the BMIT Division has asked set aside monies for marketing purposes. To date, we have received \$3000 (for print costs) to start producing materials print collateral materials.
- During spring 2009, the DMAC program will be sponsoring a High School Film Festival at Lansing Community College. The intent is to celebrate their accomplishments and to raise awareness of the DMAC program to local and regional High Schools that have similar programs of study.

Future Directions/Directives

Impact of MI Film Production Tax Credit

- The Tax Credit is going to impact the industry. To use it to our advantage, we could possibly host regional training events and invite our High School partners to participate. We are considering hosting external training events

that our students can benefit. Additional ideas include bring in an out-of-town professional to lead discussion/seminar for our students on industry issues. A contact for that would be Janet Lockwood, as she knows when and out of town producer is scouting locations and we might be able to provide some funding to help them defray some of their travel expenses.

Broadcasting Industry Needs/Directions

- During the past academic year we have made many technical upgrades to our audio and video equipment labs and inventory. Currently, in Audio, we are rebuilding 6 beginning labs with Pro Tools LE workstations. Our two intermediate Labs are being outfitted with Pro Tools Command 8 Consoles and Pro Tools HD hardware/software. We currently have a funding proposal which we are hopeful will be approved to upgrade the Advanced Recording Lab with a Pro Tools Control ES work surface, Pro Tools HD Hardware/Software. Our Avid Video Labs are being upgraded to Media Composer Software; additionally we have purchased additional Grip and Lighting Equipment, 8 Panasonic P2 Camcorders and a Red One camera for our advanced cinematography course sequence.
- Within the next year we need develop a grant request for the upgrade of 22 G5 workstations in the main TLC 111 learning lab environment.

Strategies for 2+2+2 Articulation

- The DMAC curriculum will be hosting an Articulation Workshop in fall 2008 for high schools that have media programs. After completion of our HS Articulation Workshops the DMAC program will pursue establishing 2+2 articulation agreements with our University partners. Our goal is to provide, to interested students, the bridge between high school programs and a University level educational experience.

Future Meeting Strategies/Advisory Board Organization

- There was a general consensus among attendees that the current meeting date works out well for most calendars. Dave Haggadone will poll other members not in attendance to ascertain if an early May meeting in general works for all board members.

Meeting adjourned at: 4:00pm