

Division of Academic Affairs
Technology Fee – Project Proposal
2014

Proposal Deadline: Tuesday, January 21, 2014

Project Proposal Type

Systemic Project

Projects proposed by operational units of the university (e.g., colleges, academic departments, Library, etc.) for instructional technology enhancements of unit-wide or university-wide scope.

Project Title

Increasing the Efficiency and Viability of the Computer Classrooms/Labs in the Department of Art

Total Amount of Funding Requested

\$20,246.96

Primary Project Coordinator

Joseph Herring

Division of Academic Affairs
Systemic Project Proposal Template
2014

Systemic proposals must provide the following information:

1. Description of initiative/investment to enhance instructional technology.

The purpose of this systemic instructional technology enhancement proposal is to increase the efficiency and viability of the Department of Art's two computer classrooms. This can be achieved through upgrading and expanding the design programs and applications available for instruction in the Digital Media and Graphic Design classes. This will significantly enhance the department's ability to produce well-rounded graphic designers and digital media artists with the skill sets that are vital in today's highly competitive job market. The specific purpose of this systemic tech fee proposal is to upgrade and add to the software in the two computer classrooms in the Department of Art by moving our current software licensing agreement from the Adobe Creative Suite to the Adobe Creative Cloud. Moving to this software would enable us to offer interactive and motion design instruction on a much more comprehensive level, and in both of our classrooms/labs, rather than just the advanced classroom/lab. Professionally, the trend in the discipline is to offer print, interactive, and motion design services to clientele as part of a complete design package. Experience with Creative Cloud will allow our students to acquire positions in the field that now demand such expertise in all three areas.

2. Description of how initiative has a college/unit-wide or university-wide scope.

The Department of Art currently has nearly 150 graphic design and/or digital media majors who spend the bulk of their academic class time in the department's two computer classrooms. In addition, the remaining studio art majors take at least one class in these labs. The main computer lab offers nine classes per semester. The advanced computer lab offers between four and six classes per semester and also provides Graphic Design and Digital Media majors with the necessary open studio time deemed appropriate by the discipline-based accreditation agency NASAD (National Association of Schools of Art and Design).

3. Description of project alignment with UWF Strategic Plan.

- UWF Priority 1.1 of the UWF 2012-2017 Strategic Plan states that UWF shall "foster student learning and development to include the knowledge, skills, and dispositions that optimize students' prospects for personal and professional success." A working knowledge of the latest developments in the field relating to the newest technology is vital in this respect.
- Additionally, the UWF 2012-2017 Strategic Plan states that instruction at UWF shall "ensure that current programs are 21st Century relevant" and designed to "integrate and promote experiential learning opportunities and purposeful reflection of experiences in academic departments." As previously stated extensive experience with the latest software applications is essential for student success in this field.

- In addition, UWF Priority 4.1 of the UWF 2012-2017 Strategic Plan states that UWF shall "Support and sustain the high-quality services and infrastructure needed to achieve identified UWF priorities." Regularly updated computer labs help insure high quality programming in this area. In addition, a competent and knowledgeable workforce in Graphic Design will contribute to the economic health and prosperity of northwest Florida.
- Additionally, UWF Priority 3.1, "Develop, cultivate, assess, and sustain a network of mutually beneficial community partnerships," is also directly affected by the broadened skill set of our graphic designers. Graphic Design internships opportunities have been increasing as the community learns of the talents of our graduating and recently graduated students from this young program specialization. Additional skills and software competencies would only increase such a demand.

4. Description of benefits provided.

The benefit of moving from the Adobe Creative Suite to the Adobe Creative Cloud is the increase in the number of design programs and applications students will be able to use in class. This will lead to an increase in the type and variety of design skills our students will be able to develop on a fundamental and foundational level. Students would therefore be able to develop interactive design and motion design skills alongside print design skills for their entire four years in the program. Upon graduation, this extensive experience with the latest software applications will dramatically increase our students' competitiveness in the job market, and give our students the ability to meet the increasingly complex and broad ranging skill sets required of today's digital designers. In addition, the software upgrade/expansion will put the Department of Art in a better position to achieve accreditation from The National Association of Schools of Art and Design by putting the software in place needed to offer foundational time-based and interactive instruction. This will enable the department the ability to offer a curriculum that is in keeping with our aspirational/peer institutions as well as with NASAD accredited design programs across the country.

5. Description of how success/impact will be measured.

Impact on student success will be measured through year end assessment of student portfolios. This assessment is conducted yearly both internally by department faculty and externally by peer/aspirational-peer institution design faculty and local design professionals.

6. Detailed description of resources required including hardware and software requirements and personnel costs (faculty compensation is not an allowed cost).

Item	Quantity	Price	Total
Adobe Creative Cloud for teams – Design and Web Premium *Price for Two Year EEA Subscription (Educational Enterprise Agreement)	44	\$316.44	\$13,923.36
Adobe Creative Cloud for teams – Video Collection Add On *Price for Two Year EEA Subscription	40 (additional 4 not needed on the 4 print room computers)	\$158.09	\$6323.60
Total Request			\$20,246.96

7. Proposed timeline.

The software would be installed during the summer of 2014 and the new applications could then be used in the classrooms/labs in the fall of 2014.

8. Plan for sustainability beyond conclusion of funding from technology fee, if applicable.

The proposal is designed to cover the costs of the software subscription for the next two years. During the allotted time the department will work with ITS and the university administration to find additional solutions to the problem of moving from purchasing to subscription.

9. Resource matching commitments from other organizations/sources (identify organization and amounts), if applicable.

10. Individual responsible for reporting and accountability, along with contact information.

Joseph Herring
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Pricing Proposal

Quotation #:	7657213
Description:	Adobe
Created On:	Feb-19-2014
Valid Until:	Feb-28-2014

University of West Florida

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All Prices are in US Dollar(USD)

Product	Qty	Your Price	Total
1 Design and Web Premium PROMO HIED 2Y EEA LICENSE PER INSTALL Adobe - Part#: 65227685AR31A24	44	\$316.44	\$13,923.36
2 Video Collection PROMO HIED 2Y EEA ADD-ON PER INSTALL 2Y 24 Month Adobe - Part#: 65227682AR31A24	40	\$158.09	\$6,323.60
		Total	\$20,246.96

Additional Comments

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