

JOINT REQUEST TO DEVELOP A STUDENT INTERNSHIP PROGRAM IN DIGITAL MEDIA

DIVISION OF INSTRUCTIONAL INNOVATION AND ASSESSMENT (DIIA)

AND

SCHOOL OF UNDERGRADUATE STUDIES BRIDGING DISCIPLINES PROGRAMS (BDPs)

VISION PLAN • 2009 – 2010

SUMMARY OF REQUEST

DIIA and BDPs request \$16,200 to support ongoing costs and expansion efforts related to the Digital Media Internship program.

In partnership with the School of Undergraduate Studies Bridging Disciplines Programs, DIIA offers the DIIA Digital Media Internship program (DMI): a six-week (120 hour) multimedia training program in June and July. Through the program, students receive instruction and project-based professional experience on multiple aspects of digital media production, including digital graphics, audio, video, animation, and Web development. Students who successfully complete the internship are eligible for employment with DIIA's ~FAST-Tex and/or Digital Media Services programs. These students will support instructional technology integration in UT-Austin courses by developing technology applications and supporting student and faculty use of digital media.

The DMI serves as an internship experience for students from the BDPs and selected disciplines. By supporting the development of highly proficient student technologists, it further promotes UT's capacity to support and promote innovative technology-based teaching and learning across campus. Funds will support stipends for student interns, expenses related to training materials, and fees for knowledgeable guest instructors and industry mentors to share their expertise.

IMPACT ON TEACHING AND LEARNING

- Develop student digital media production proficiency
- Assist students in developing project management, collaboration, and other professional and interpersonal skills
- Provide real-world experience through instructional technology projects
- Support students in developing portfolios that highlight and promote student skills and abilities
- Enhance UT's capacity to develop and support instructional technology across campus

SUMMARY OF PROPOSED WORK

- Recruit and interview qualified and interested students

- Organize, develop and conduct a 6-week training program. (Appendix A: Training Curriculum)
- Identify, scope and supervise real-world projects for internship assignments.
- Provide guidance in developing student portfolios.

BDP AND DIIA CONTRIBUTION

DIIA program coordinator (1 x .25 FTE) in-kind
 DIIA technology instructors (8 x .02 FTE) in kind
 BDP Academic Advisor (1 x .02 FTE) in kind

Total ITAC Request for Support	\$16,200
Student intern stipends (12 x \$1,200)	\$14,400
Guest instructor fees (8 x \$150)	\$1,200
Training materials (12 x \$50)	\$600

APPENDIX A: DMI INTERNSHIP CURRICULUM

The Digital Media Internship includes a six-week training curriculum covering topics related to multimedia design and production.

Session 1: Introduction

This session will serve as an orientation for students entering the internship program and will provide time for introductions from fellow interns and DIIA staff along with an overview of the technology and facilities available for use in the DIIA Digital Media Lab. Students will learn the expectations and guidelines associated with the internship. Finally, the session will introduce students to basic multimedia concepts with a discussion of how and why multimedia is an effective medium for the communication of ideas and information.

Session 2: Multimedia design processes

In this session, we will cover the different stages involved in producing digital and interactive media projects. Students will be introduced to best practices associated with the design and development of multimedia.

Session 3: The creative process

Industry professionals from UT and the private sector will discuss their work in designing innovative multimedia projects, demonstrate example projects, describe their approach to production, and share strategies for students to use in engaging their own creativity.

Session 4: Interpersonal skills

This session will center on strategies for being an effective team member and working with clients. Experts on collaboration, communication, and interpersonal relationships will conduct a workshop with activities aimed at helping students become positive interdependent members of production teams and establish effective working relationships with clients.

Session 5: Raster graphics

This session will introduce students to the concepts and principals of digital raster graphics and the use of Adobe Photoshop to create graphics for Web and video.

Session 6: Vector graphics

This session will introduce students to the concepts and principals of digital vector graphics and illustration. Students will learn to use Adobe Illustrator to create vector illustrations for use in a variety of multimedia workflows.

Session 7: Web animation

This session will cover the use of Adobe Flash to create vector-based Web animations.

Session 8: Video production

Students will understand the process of creating digital video through a session aimed at introducing the various phases involved in video production, techniques for creating professional video, and the use of digital video equipment.

Session 9: Video post-production

Students will learn the process of combining digital video footage, images, and sound to create a finished video through the use of the Apple Final Cut Pro digital video suite.

Session 10: Digital audio

This session will cover the use of Apple Soundtrack Pro to record and edit digital audio.

Session 11: Screencasting

During this session, students will be introduced to a variety of software tools for recording computer screen activity and creating PowerPoint recordings for distribution on the Web.

Session 12: Web design and development

This session will introduce students to principals of Web publishing and the basics of XHTML and CSS for designing Web pages.

Session 13: Interactive multimedia development

Students will learn how to use Flash ActionScript to create interactive multimedia applications.

Session 14: 3D graphics and animation

Students will learn the basics of 3D graphics creation and animation using Blender.

Session 15: Virtual worlds and MMO's

This session will explore the use of Second Life and similar virtual worlds and introduce students to methods of adding custom content and interactivity to virtual environments.

Session 16: Game development

This session will explore 3D game production and programming through an exploration of the Unity Game Engine.

Session 17: Motion graphics and special effects

This session will introduce students to Adobe AfterEffects and Apple Motion for the creation of digital motion graphics for use in digital video and Web animation.

Session 18: Final showcase

During this final session, interns will showcase work completed through the program.