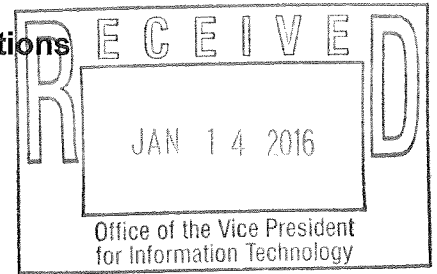
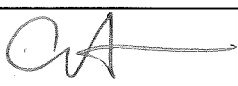




NDSU Technology Action Plan Request

#1602

I. Action Plan Introduction and Authorizations



NDSU ORGANIZATION OR UNIT			
Memorial Union Gallery			
TITLE OF PROJECT			
Visual Technology Tools for Interaction with the Gallery			
Project Duration (3 years maximum)	From: April 1, 2016	To: May 30, 2017	
Type of Project (Check one)	New <input checked="" type="checkbox"/> X	Previously Submitted <input type="checkbox"/>	Renewal <input type="checkbox"/>
Total Technology Fee Request: \$ 3,465.90			
Project Director (Must be NDSU faculty or staff) James Anthony Faris	Campus Address: 258 Memorial Union Mail- NDSU Dept 5340 Phone: (701) 231- 8239 Fax: (701) 231-7866 E-mail: james.faris@ndsu.edu		
Name (Type or Print)	Signature	Date	
Project Director James Anthony Faris		1-14-16	
Unit Head Steve Winfrey, Director of the Memorial Union		1-14-16	
IT Division Consultant Melissa Stotz, Technology Support Services Manager	Signature	Date	
		1/14/16	

Executive Summary (maximum of 175 words)

The objective of this proposal is to assist the Memorial Union Art Gallery in offering and growing experimental, collaborative and interactive relationships with digital content through modern technologies. Over the last decade, many University Galleries have enhanced the traditional visual arts experience into a more user-friendly, expressive and progressive space. Contemporary digital artworks and spaces have been engaging visitors both on and off campuses. The visual technology tools requested in this proposal will support and advance the student relationship to this more accessible model of the contemporary gallery experience.

This proposal would provide two iPADs and one digital projector to allow increased contact for 1. student artists to present their digital artworks and interactive programming, 2. Student engagement with digital content, research and external opportunities including those who are visually or hearing impaired, and 3. Proactive awareness of events, exhibitions, outreach and educational opportunities. This request would supply necessary technology to advance the Memorial Union Gallery's mission in inspiring and enabling critical and interdisciplinary explorations of the visual arts on an ongoing and evolving basis.

We will only accept for consideration Technology Action Plan Request forms which are fully completed and signed according to the guidelines listed in the Instructions, pages 1 and 2.

Technology Action Plan Request forms will be opened and reviewed after the submission deadline.

NDSU Technology Action Plan Request

II. Project Overview

1. How does this project meet student needs?

The Memorial Union Gallery's mission is to inspire and enable critical and interdisciplinary exploration of the arts on an ongoing and evolving basis for students. The requested learning technologies are expected to provide a more engaging, user-friendly and participatory opportunity for students to develop relationships with the Gallery space, artwork and fellow viewers. Contemporary galleries have begun integrating technologies that foster innovative, informational and transformative experiences for viewers that expand beyond the purely visual. These technologies are challenging the perception of Galleries as sterile and static spaces.

The requested technologies will encourage students to increase their contact with contextual & historical information, interact with research & user-dependent artworks, develop awareness of events & opportunities and come in contact with time-based/4-D artworks. For exhibiting art students, such as those in the annual Digital Art Exhibition, access to modern technologies will mean the possibility to showcase their visual digital research in an appropriate medium. For students visiting the Gallery, access to technology will mean the opportunity to interact with programs on an iPad or be drawn into the Gallery by projections of animations. It is expected that these technologies will be utilized to better serve visually and hearing impaired audiences through more accessible and considered inclusion of modern technologies that can increase preparation, perception and relationship with subject matter and the gallery space for students at North Dakota State University.

2. What audience does this project directly serve? What audience is indirectly served? How many students are affected?

The Memorial Union Gallery is located on the second floor of the Memorial Union. The Memorial Union has a traffic count of 1,990,808 visits during each school year. The Memorial Union Gallery directly serves the before-mentioned group; composed overwhelming of the 14,516 NDSU Undergraduate and Graduate Students. The Gallery is free and available to all students, staff and community members.

During the 2014-2015 school year, there was an annual Gallery attendance of 4,172 students, staff and community members. NDSU Faculty increasingly use the Gallery for class visits and special programming. The Performing Arts, Architecture, Visual Arts, Women & Gender Studies, History, Philosophy & Religion, Music and English Departments have all partnered with the Gallery in the last year for student-centered programming.

The Memorial Union Gallery's audience also includes community partners like the Fargo/Moorhead Visual Artists, Rape & Abuse Crisis Center, Sexual Assault Prevention, NDSU American Indian Public Health Program, Fargo-Moorhead Native American Center, Sing Our Rivers Red committee, Tapestry of Diverse Talents and the City of Fargo's Arts Partnership.

3. For projects that target a subset of NDSU's students, please describe the possibility for broader application in the future.

The technology requested for this project will benefit all students who visit the Memorial Union Gallery. The Memorial Union has an annual traffic count of over 1.9 million visitors during the school year, and as such, there is great potential to utilize the requested technologies throughout the building to engage and inform larger numbers of students and visitors.

This project is also considerate of the needs of our student populations with visual and hearing impairments. The use of projections and iPad participatory audio tours and programs are expected to supplement the traditional exhibition design to ensure that each project is inclusive and accessible for our students with impairments.

4. Describe both the immediate and long term impact of this project.

The immediate impact of this project includes the ability to promote and communicate information through projected previews of exhibitions, artists and supplementary information. The possibility of installing iPads throughout the Memorial Union would engage students with current exhibition content. The potential of utilizing iPads for live-streaming artist talks, interviews and programs on platforms like Periscope would also be an immediate possibility. The equipment can be

integrated in installations featuring digital artworks, where projection or interactive computing devices can often best communicate an artist's vision.

The long term impact of this project include developing programming that supports and examines how technology is a growing medium in the visual and performing arts. Access to these technologies is expected to offer and grow experimental, collaborative and interactive relationships that build student interest and involvement within the Memorial Union Gallery.

5. Who will pay for ongoing expenses following the technology fee funded portion of this project (e.g., who will replace hardware or software after it has reached its end of life)?

The Memorial Union Gallery will fund maintenance and future equipment replacement.

6. Describe how this project will follow NDSU's best practices in information technology. (Please make sure the NDSU IT Division staff you consulted signs in Part I of this form.)

The Memorial Union Gallery has consulted with the IT Division Consultant, Melissa Stotz, to discuss this proposal, equipment and best practices for this project. This proposal and it's content has been approved by the IT Division Consultant. In addition, the Memorial Union Gallery plans to partner with IT by signing a service contract.

7. What service on campus is most similar to the one proposed here? How does this project differ?

The most similar space and service on campus is the gallery located in Downtown Fargo's Renaissance Hall. This Downtown Gallery is primarily utilized for small exhibitions of departmental student artwork. The Renaissance Gallery has designated digital projectors but does not have iPADS for use by student artists. The most significant difference between these spaces is their mission, means and accessibility. While the Renaissance Gallery is a departmental exhibition space, the Memorial Union Gallery is dedicated to serving all students by inspiring and enabling critical and interdisciplinary explorations in the visual arts within the Memorial Union.

NDSU Technology Action Plan Request

III. Project Description (5 pages maximum)

Include information on the background of this project: how did it come to fruition?

Over the last five years, the Memorial Union Gallery has made concerted efforts to budget for acquisitions of technology that will expand access to the digital arts for our student visitors, student artists and professional visiting artists. These purchases include high-definition televisions, DVD and Audio Equipment for documentation of performance art and animation and, in 2015, the purchase of two Micca boxes for displays on borrowed projector units. These investments in technology curtail a gap that limits, in some respects, the Gallery's ability to develop exceptional displays of digital content.

By improving access to technological instruments, the Memorial Union Gallery expects to create new digital opportunities for students to participate and interact with artists, research and artworks. Establishing new avenues for visitors to access digital technologies in a contemporary art space has been a continuous goal of Gallery staff, Memorial Union Gallery Advisory Board and the Gallery Coordinator. These efforts have included ensuring accessibility to all audiences, including those with visual and hearing impairments.

In October 2015, the Memorial Union Gallery hired a new Gallery Coordinator and Curator of Collections who has specialized experience with Digital Installations and Interactive Arts. The new Coordinator has met with the Memorial Union Director of Operations, Memorial Union Advisory Board and Technology Support Services to discuss the immediate technology needs of the Gallery to best serve NDSU's student population. This proposal represents the initial assessments of what technological instruments will make the most significant impact for the Gallery's exhibitions, education and outreach schedule in 2016

NDSU Technology Action Plan Request

IV. Milestones

List the date for each project milestone. These milestones should represent the **significant** accomplishments that will be associated with the action plan. For each milestone, please indicate its expected outcome and the means for assessing that outcome. (The table may be extended as needed.)

	<u>Date</u>	<u>Milestone</u>	<u>Expected Outcomes</u>	<u>Means of Assessment</u>
1.	March 2016	Inventory Equipment and train staff on use of technology	Staff will better understand usage and possibilities- encouraging discussion on potential uses	Demonstration of use, connectivity, handling and best practices
2.	April 2016	Installation of outlets and Security in Gallery and Memorial Union. Upon completion, attach technology	Increased audience for exhibition throughout the month and interaction with media	Logging numbers of use. Logging visitors to the Gallery in comparison to traffic counts from the last three years
3.	May 2016	Utilizing equipments as common practice to supplement research and interactivity	Increased use and activity in Gallery and with content	Logging number of visitors
4.	September 2016	Professional Digital Exhibition Installation	Student access and engagement with Contemporary Digital Artists	Survey of Visitors and Visitor Count
5.	September 2016-	Ongoing Use of Technology for Exhibitions and Engagement	Increased Activity, interest and participation with Gallery and content	Visitor Counts and Surveys

NDSU Technology Action Plan Request

V. Supporting Documentation

1. Colled Sternbergh, Margaret, Silvia Filippini Fantoni and Vivian Djen.

"What's the point? Two case studies of introducing digital in-gallery experiences." *MW2015: Museums and the Web 2015*.
Published January 30, 2015. Consulted January 8, 2016.

<http://mw2015.museumsandtheweb.com/paper/whats-the-point-two-case-studies-of-introducing-digital-in-gallery-experiences/>

2. Memorial Union Traffic numbers and student involvement information from MU Advisory Board: Summary of Annual Report, 2014-2015 Available upon Request

NDSU Technology Fee Action Plan Request

VI. Budget

(double-click on the form to begin entering data)

1.	NDSU ORGANIZATION OR UNIT Memorial Union Gallery
2.	PROJECT DIRECTOR(S) (Must be NDSU faculty or staff) James Anthony Faris

3. SALARIES AND WAGES				
	Personnel description	Number employed	Number of months	Funds Requested
	A. Staff			
	B. Graduate students			
	C. Undergraduate students			
4.	TOTAL SALARIES AND WAGES			\$0.00
5.	FRINGE BENEFITS			
6.	TOTAL SALARY, WAGES AND BENEFITS			\$0.00

7. EQUIPMENT	
A. Epson PowerLite 4650 XGA 3LCD Projector	1,929.00
B. 16 GB iPad Air (2 at \$379 each)	758.00
C. Universal Projector Ceiling Mount	99.00
D. iPad Air Secure Acrylic Wall Mount (2 at \$89.95 each)	179.90
E. Installation of outlets in ceiling (2 at \$250 each)	500.00
F.	
G.	
H.	
8.	TOTAL EQUIPMENT
	\$3,465.90

9. MATERIALS AND SUPPLIES	
A.	
B.	
C.	
D.	
E.	
F.	
G.	
H.	
10.	TOTAL MATERIALS AND SUPPLIES
	\$0.00

11.	TOTAL TECHNOLOGY FEE REQUEST	\$3,465.90
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12.	MATCH (Describe in Match Section)	
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13.	TOTAL PROJECT EXPENDITURE	\$3,465.90
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NDSU Technology Action Plan Request

VII. Budget Justification

The total requested project cost for this request is \$2,965. This expenditure includes the purchase of one digital projector, two iPad Airs, one Universal Projector Ceiling Mount, two iPad Air Secure Wall Mounts and two outlets to install the digital projector on the ceiling. These quotes come from the NDSU Bookstore and a comparative web research.

The Digital display projectors utilized for past exhibitions have been borrowed and subject to being returned or classified as unavailable at the owner's request. The purchase of a digital projector for the gallery would alleviate the necessity of negotiating technology use. The iPad Airs are an equipment feature that the Gallery does not have access to. As stated throughout this proposal, access to two iPads will allow for increased participation and engagement with the Gallery and exhibition content. The Ceiling Mount and 2 iPad Wall Mounts are included in this proposal to ensure that the equipment remain securely fastened to their station, as to avoid loss, injury or damage. The two outlets will allow for flexibility of inclusion of the projector within the Gallery space.

NDSU Technology Action Plan Request

VIII. Budget Match

1. Attempted Budget Matches: N/A

2. Actual Budget Matches: N/A

3. Additional Budget Match information: N/A