

# UWF Libraries Multimedia Digital Literacy Studio White Paper

February 2008 Final Draft<sup>1</sup>  
Prepared by Ray Uzwyshyn, Ph.D. MLIS  
Head, Digital Services, UWF Libraries

A digital literacy studio takes important steps toward creating fundamental in-house digital infrastructure for the libraries and wider university community. It innovatively leverages local intellectual riches towards a new millennium global audience. With the increasing university demand for digital media capacity, there is a need to both augment and increase the libraries digital media capabilities. A capably staffed technology division and digital literacy laboratory in the libraries for the wider university is needed to quickly implement digital media and new media literacy projects. Hardware and software infrastructure need foundational development to service new millennium digital and Web 2.0 computing needs.

Increasing library IT multimedia infrastructure and hardware through the establishment of library digital initiatives will be leveraged to set infrastructure towards a larger academic digital literacy framework in line with the libraries' and university's longer term strategic plan.

A foundational new media capacity for the libraries begins down a road toward innovative in-house new media products for supporting faculty, staff and students online and distance educational endeavors. Setting concrete infrastructure for digital implementation develops UWF's digital, web, and human resources technology expertise for the wider community and libraries.

---

<sup>1</sup> Special thanks to various campus IT divisions and administrators who took time to comment and review earlier versions of this paper: Dr. Dana Sally, Dean of Libraries, Helen Wigersma, Interim Director of Libraries, Dr. Pamela Northrup, Director UWF Academic Technology Centre, Michael Dieckmann, Sr. Associate Vice President Information Technology Services, Bill Harrison, Equipment Coordinator, Academic Technology Center, Karen Barth, Director, New Media Initiatives, Academic Technology Centre, Fred Barry, UWF Libraries Digital Services.

## **Communities of Access**

**The digital media studio will be built for a wide spectrum of the university community to utilize, including but not limited to:**

University Faculty and Graduate Students  
Undergraduate Students  
Library Faculty and Staff

## **Digital Projects, Services and New Directions Enabled**

**Multimedia Virtual Exhibits:** This resources capacity allows the wider university community and library to create virtual exhibits for faculty, students and select library divisions (i.e. Special Collections).

**Faculty/Student Specialized Digital Literacy Projects:** This capacity allows students to embark on a wider spectrum of projects using a variety of digital media tools (i.e. digital audio, digital video)

**Scanning Assistance:** Enhanced scanning abilities for the university community allows the conversion of analog assets (Books, maps, newspapers) to digital formats (OCR, PDF creation).

**Digital Audio/Video Capacity** (capture, creation, conversion, editing): digital capabilities towards multimedia. This moves our academics, faculty and staff towards next generation web capabilities

**CD/DVD Creation:** Infrastructure for CD Burning and DVD creation for visual media and digital video allows both academics and students to archive and store digital materials.

**Image Editing:** Photo imaging and image editing software for both print publication and the web allows visual editing capacities for academic essays, research and presentation.

**Podcasting for E-Resources/Tutorials/E-Lib Pages:** This infrastructure capacity allows faculty, students and library personnel to create podcasts for academic related projects, classes, resources and wider networked global presentation.

**Digital Video/Audio Possibilities for Library Development:** This capacity allows library faculty to create podcasts and informational/tutorials with regards to the library and library services.

**E-mail/Phone PDA E-Resources:** This capacity allows the library and wider university

to explore emergent academic technology paradigms with mobile devices (i.e. iPhones, PDAs etc.)

**Digital Archives Projects:** This capacity allows the library to begin down the road of larger digital archive projects with regards to scanning and processing of original sources.

**Student Digital Studio/Multimedia Lab Services:** A variety of resources will be made available to students with regards to student projects and pedagogic possibility (i.e. digital essays, student digital portfolios)

**Multimedia Tutorials:** This capacity allows the library and wider university to construct online tutorials for subject guides and other projects.

**Overflow Scanning Capacity:** This hardware configuration allows the libraries to create capacity with regards to scanning and scanning resources.

## **Timeline Towards Implementation**

### **January – March 2008**

Review, consult and finalize with external stakeholders  
Order digital hardware and software  
Allocate space for the lab in the Libraries (Second Floor, Fifth Floor?)  
Set up initial working relationships with External Divisions  
Hire or reallocate staff (2.5 FTE required for 60 hours of operation)

### **April – June 2008**

Begin staff training and review training development cycle  
Set up space and connect and configure initial hardware/software  
Initial infrastructure tests

### **July – September 2008**

Open lab for internal library use  
Begin marketing of lab to faculty  
Initiate beta projects  
Assess future needs  
Officially open lab for faculty and graduate students

### **Longer Term**

One of the larger term hopes for this digital literacy studio is to begin to set infrastructure for production of digital libraries and eventually a UWF digital library fellows program (i.e. U Miami model: <http://merrick.library.miami.edu/digitalprojects/fellows.html>) enabling faculty research agendas and setting longer term global digital infrastructure possibilities for the wider university.

## Pace Library Multimedia Digital Studio (Hardware/Software/Training) Pricing Estimates

Equipment	Estimated Price
<p>4 Mac Pros</p> <ul style="list-style-type: none"> <li>• Two 3.0GHz Quad-Core Intel Xeon (8-core)</li> <li>• 4GB (4 x 1GB)</li> <li>• 750GB 7200-rpm Serial ATA 3Gb/s</li> <li>• 2 x ATI Radeon HD 2600 XT 256MB</li> <li>• Apple Cinema HD Display (23" flat panel)</li> <li>• Two 16x SuperDrives</li> <li>• Apple Mighty Mouse</li> <li>• Apple Keyboard (English) + Mac OS X</li> <li>• 23in monitor</li> </ul>	<b>5498.00 *4 = 21,992.00</b>
<p>2 Multimedia Enabled PC Computers (CD/DVD ROM Burner etc.) XPS 720 H2C Exclusive hybrid liquid cooling Genuine Windows Vista® Home Premium Genuine Windows Vista® Ultimate Overclocked Quad-Core processors Overclocked Corsair DOMINATOR® memory</p>	<b>4899.00*2=9798.00</b>
<p>2 Large Screen Flat Panel Displays UltraSharp 2407WFP Wide-Screen Black Flat Panel Monitor, LCD with Height Adjustable Stand Usually Ships: Within 24 Hours Manufacturer Part#: CC302 Dell Part#: 320-4335</p>	<b>800*2=1600.00</b>
<p>6 Sets of Multimedia Speakers Cyberacoustics 14W 2.1 Multimedia Speakers</p>	<b>40*6=240.00</b>
<p>2 Apple Cinema HD Display (Monitors) 23" Wide-Screen LCD Display, Digital, Silver</p>	<b>1200*2 = 2400.00</b>
<p>1 Portable Macintosh (Apple Macbook Pro) 2.33GHz Intel Core 2 Duo 1680 x 1050 pixels 2GB memory 160GB hard drive 8x double-layer SuperDrive ATI Mobility Radeon X1600 graphics with 256MB SDRAM</p>	<b>3,100.00</b>
<p>1 Digital Video Camera <b>Sony - Handycam High-Definition DVD Camcorder</b> HDR-UX1 Records directly to DL DVD+R, DVD+RW and DVD-R/RW; 10x optical/80x digital zoom; image stabilization; 3.5" widescreen LCD monitor; digital still mode</p>	<b>1,599.00</b>
<p>2 Microphone sets Oklahoma Sound PRA-6 - Wireless Mic Set -Tie-Clip/Lavalier for Pro Audio PRA-7000</p>	<b>195*2= 390.00</b>
<p>4 sets of Multimedia PC/ /Headphones Sennheiser HD413</p>	<b>75.00*4=300.00</b>
<p>1 Digital Still Camera</p>	<b>969.00</b>

Nikon D50 (with 18mm-to-55mm and 55mm-to-200mm lenses) Performance and features that rival those of more expensive digital SLR cameras make the 6-megapixel Nikon D50 one of the best entry-level options. <b>Specs:</b> Digital camera, 6,100,000 pixels, LCD display - TFT active matrix - 2 in - Color	
1 VHS Recorder (Format Conversion) <b>JVC SR-MV40US</b> <b>Professional S-VHS/ DVD</b> <b>Recorder</b>	<b>548.87</b>
Versonic 19" LCD Monitor (For VHS)	<b>250.00</b>
2 Higher End Scanners/Variou Media (with Slide Scanner included) <u>Epson GT 2500 Plus Document Imaging Color Scanner</u> 1200 dpi, 48-bit color scanning of documents up to 8.5x14, 50-sheet Automatic Document Feeder Fujitsu ScanSnap S500M Duplex Color Sheet Fed Scanner The ScanSnap S500M is able to scan both black and white as well as color documents at an impressive 18 pages (36 images) per minute. ...	<b>900.00*2=1800.00</b>
4 Video iPods <b>Apple New Ipod Video 60G,</b> <b>Black</b>	<b>400*4=1600.00</b>
5 PDA (Blackberry Pearl 8100, Motorola Q, iPod Touch or Phone or Other Model Palm to be determined)	<b>350.00*5=1750.00</b>
2 Dedicated Multimedia Printers 1 color laser/ 1 Photo Printer CLP-650N color laser printer delivers sharp text and vibrant graphics at speeds that let you spend more time creating, less time printing. CLP-650N/XAA	<b>2*700.00=1400.00</b>
Various Storage Devices, Drives Suitable for Digital Video and Images (Removable Storage)	<b>5000.00</b>
Various contingency Multimedia, Web Design and Instructional Design Software Packages (Camtasia, Roxio CD Creator)	<b>3000.00</b>
OmniPage Pro (OCR)	<b>500.00</b>
iLife 08 (iphoto, iMovie, iDVD, Garageband)	<b>79*4 Licences= 316.00</b>
<b>Adobe Creative Suite 3 Master Collection</b> combines full new versions of Adobe InDesign® CS3, Adobe Photoshop® CS3 Extended, Adobe Illustrator® CS3, Adobe Acrobat® 8 Professional, Adobe Flash® CS3 Professional, Adobe Dreamweaver® CS3, Adobe Fireworks® CS3, Adobe Contribute® CS3, Adobe After Effects® CS3 Professional, Adobe Premiere® Pro CS3, Adobe Soundbooth™ CS3, and Adobe Encore® CS3 software with Adobe Bridge CS3, Adobe Version Cue® CS3, Adobe Device Central CS3, Adobe Stock Photos, Adobe Acrobat Connect™, and Adobe Dynamic Link, and also includes Adobe	<b>8 Licences = ~Harrison (4040.00)</b>

OnLocation™ CS3* software (Windows® only) and Adobe Ultra® CS3 software (Windows only).	
<b>Adobe Audition (Sound Editing)</b>	<b>349.00/licence=748.00</b>
Various Training Software Books/CD and Basic Training/Reference Library (Safari Books Online)	<b>1,500.00</b>
(i.e. Lynda Weinmann' Learning at Your Own Pace Online Training Library, 5 Concurrent Users, 1	<b>1,500/year,</b> <a href="http://www.lynda.com/">http://www.lynda.com/</a> )
Cables, Disks, Extra Storage and Ancillary Unforeseen Items and Expenses (Contingency Fund)	<b>3000.00</b>
Cintiq (12 WX) Draw on Screen Graphics Tablet	<b>999.00</b>
Intuos 12x12 Graphics Tablet	<b>529.00</b>
Epson Powerlite 1080 (Digital Screen Projector)	<b>3000.00</b>
Draper Targa Motorized Projector Screen (106 in.)	<b>950.00</b>
Multimedia Portable PC (Alienware Aurora m9700)	<b>4,074.00</b>
Parallels Desktop ( Mac/PC Virtual Desktop)	<b>4*79.99=319.96</b>
Large Screen Display (Group Presentation Room, Large Screen Website)	<b>3000.00</b>
Other Software and physical infrastructure basic set up and contingency (Audio Editing, Specialized Desks, Tables lighting, Academic Technology "Captive", Web Design Software)	<b>5000.00</b>
APC Smart-UPS SC 1500VA (Battery backup units for equipment protection and enough power to allow users to save files and shutdown equipment gracefully).	<b>5*375.99=1879.95</b> <b>(2 PCs per unit = 3 units, 1 unit for video equipment, 1 for ancillary equipment)</b>
<b>Total Estimate</b>	<b>***87,092.78</b>

**\*\*\*This figure presents an estimate for a set up for a smaller multimedia studio set up: 4 Macintoshes, 2 PC's destotps, 2 portables, basic application suite of Multimedia/Digital Studio software and digital studio hardware and equipment (i.e. Scanner, color printer, digital camera, software). Other hardware/software infrastructure contingencies would a make this number a low estimate that could easily be scaled upwards.**

## **Other Academic Library Best Practices Models**

**UWF libraries** would follow a general well established best practices model in implementing a digital media studio in the libraries. Several models currently exist in the state university library system and wider national levels. Below, are a few library/digital studio models with accompanying links:

### **University of Florida, Library West**

(George Smathers Library Media Lab, 18 multimedia computers and software/ 2 ultra high end, 500k)

<http://www.uflib.ufl.edu/hss/infocommons/>

### **Old Dominion Digital University Libraries Digital Services and Projects**

12 high end multimedia machines, <http://www.lib.odu.edu/dsc/index.htm>

### **University of Miami Libraries Digital Media Production & Training Lab**

(14 high end multimedia machines, 8 MAC, 6 PC, 250k)

[http://www.library.miami.edu/services/medialab/digital\\_media\\_lab.html](http://www.library.miami.edu/services/medialab/digital_media_lab.html)

## **Anticipated Outcomes**

- i. Enhanced digital and new media capabilities for UWF to empower faculty and students and enhance the institutions online capabilities in a centrally located 'information' centred location
- ii. New digital literacy service points empowering students and faculty
- iii. The digital initiatives lab will be leveraged to set infrastructure towards a larger digital literacy framework in line with the universities longer term strategic plan. The underlying rationale takes steps towards creating a leading edge digital information 'infrastructure' in the libraries for the wider institutions advancement. This foundational new media capacity begins down a road towards creating innovative in-house new media institutional resources for supporting online, distance educational and wider UWF digital endeavors.
- iv. The library will serve as a central location and catalyst for digital literacy initiatives such as enabling students and faculty to produce digital media to meet learning and instructional needs; demonstrating digital capability through the creation of digitally-based tutorials, podcasts and other instructional tools; and creating multimedia virtual exhibits and digital libraries, produced in collaboration with faculty and students.

## **Evaluation of Outcomes**

- i. Quantitative evaluation and list of Faculty/Student Projects enabled
- ii. Survey of new media services developed by the library for various divisions/departments/faculty
- iii. Satisfaction/future directions report from Faculty, students and library staff regarding the digital media laboratory first three years.

## **UWF Strategic Planning Priorities that This Project Advances**

**Goal One:** Promote learning and living environments that encourage the development of communities of learners and individual potential in students, faculty, and staff.

**Goal Three:** Provide solutions to educational, cultural, economic, and environmental concerns.

**Goal Four:** Manage growth and development responsibly through focus on continuous quality improvement of programs and processes.

## **Summary Justification**

The university's strategic mission is to place itself among the best regional comprehensive undergraduate institutions in the US. For this to occur, a leading edge library Information/Learning Commons is essential. With the expanded possibilities for new technologies, a paradigm shift has occurred in academic libraries across the U.S. This sea change reorients the traditional academic library with an information and learning commons. In an Information Commons, campus library services provide the university community with a centralized, technologically advanced, learning and digital environment so patrons may access, manage, and produce information for the 21st century.



