

Digital Media Commons

Jackson Library Main Building
Lower Level

Digital Media Commons

UNCG students are increasingly required to create and use digital media for their classroom assignments. 21st century graduates must now possess **media literacy skills** in order to critically analyze media and develop their own messages.

The new **Digital Media Commons** will:

- ◆ Help students develop media and digital literacy skills
- ◆ Support the University's curriculum development
- ◆ Deliver new, innovative services and expert help
- ◆ Provide technology-rich spaces for learning



What is the need for specialized space?

- Student needs
- Expand Faculty Tools
- Libraries goals
- University goals
- National trends

Student Needs

- Survey of UNCG students in Spring 2010:
 - 835 responses (22% response rate) from sample
 - 120 indicated they had developed a video presentation for a class
 - 60% of these did so because it was required
 - 28.2% decided a video was the best way to fulfill an assignment
 - 77.6% did not receive any assistance on campus
 - 54% would have appreciated help with multimedia production

Libraries & UNCG Goals

- University Libraries added cameras and voice recorders for check out in Fall 2010
- Libraries received more equipment when TLC disbanded media services
- TRC provides cameras for School of Ed students
- Media Studies has a lab for Media Studies students only
- CAC seeking to expand into digital communications

BUT.....

- No office at UNCG provides assistance in developing media (videos, blogs, podcasts, PPT, etc.) for non-Media Studies majors

Supporting University Libraries & UNCG Goals

- Providing a space that supports the UNCG curriculum to meet digital communication requirements
- Creating a service that supports the creation of multimedia and digital components in both individual and group assignments
 - Library will partner with other programs and departments, such as Communication Across the Curriculum (CAC) and Media Studies
- Creating an innovative space to support the 21st Century student
- Facilitating the inclusion of information and media literacy into the General Education goals
- Strengthening the “Library as Place” concept by providing needed services, equipment, features, and teaching opportunities in one convenient location

National Trends

- UNC campuses with Media Centers in the Libraries
 - Appalachian State
 - UNC Charlotte
 - UNC Chapel Hill
 - NCSU
- Peer Institutions with Media Centers in the Libraries
 - Bowling Green State
 - University of Alabama
 - George Mason

What It Will Do

What *is* a Digital Media Commons?

- Space that facilitates creation of multimedia projects
blogs videos slide shows web sites podcasts images
- Rhetoric and aesthetics of communicating media
- Facilitates through
 - Space design
 - Technology, and
 - A range of help and services

Campus Partners

CAC

- Communication Across the Curriculum (CAC)
- Digital media component

University Libraries

- Provide space and infrastructure needed

Media Studies

- Eager for their students to work in our Center
- Advising on equipment, software and services



Kinds of Help

Libraries

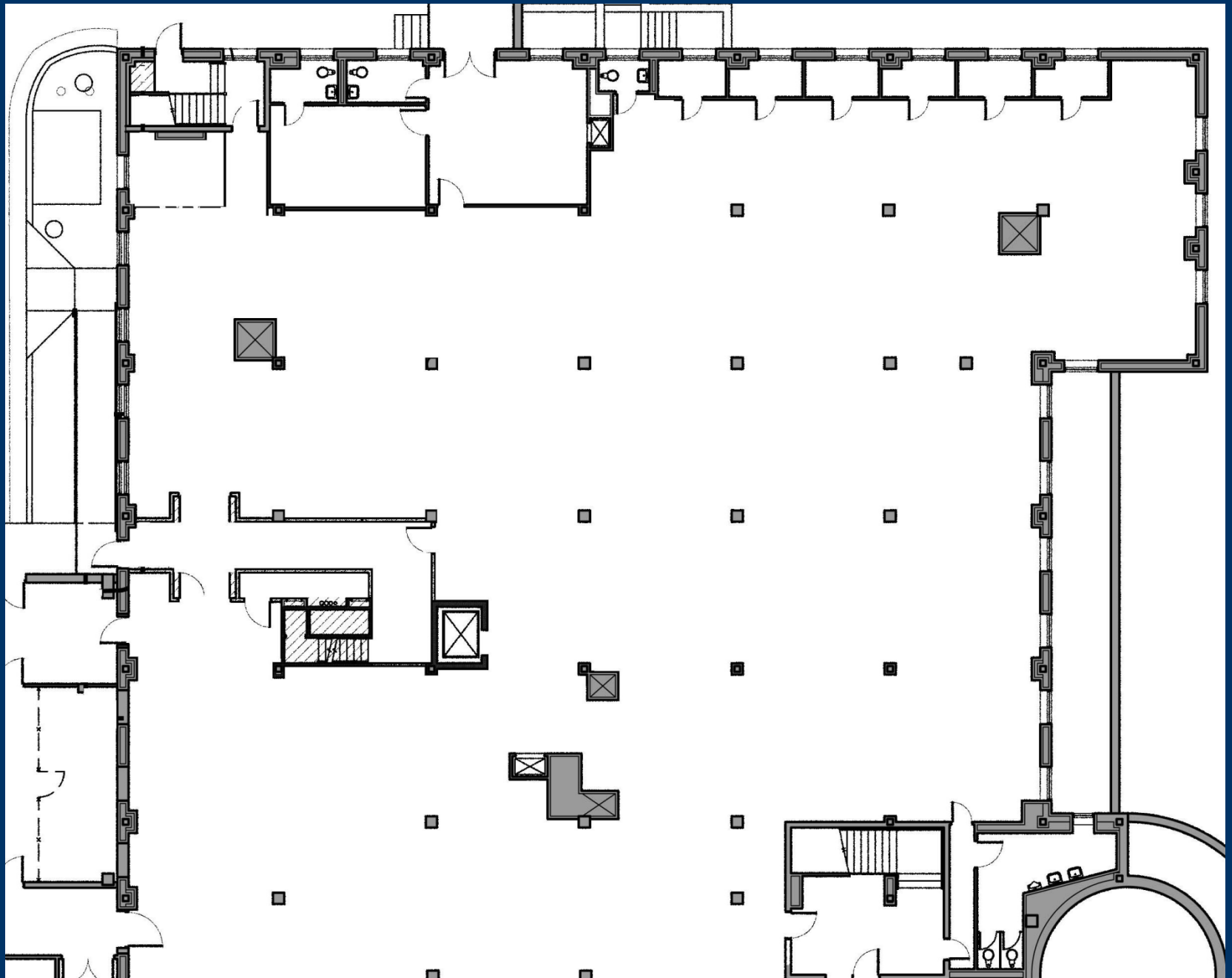
- The *What* of a project
- Help patrons identify and locate the right information, materials, resources to complete their project

Media Studies

- The *How* of a project
- Help with the technical aspects of creating projects

CAC

- The *Why* of a project
- Help patrons with “improving the aesthetic and persuasive quality of their multimedia projects, from their initial planning stages to their final presentation”



<< Tower Elevators

Guard Desk >>

Help

Help

Media Editing

Help

Help

Media Editing

Computers

Help

Scanners

Help

Media Editing

Collab & Consult

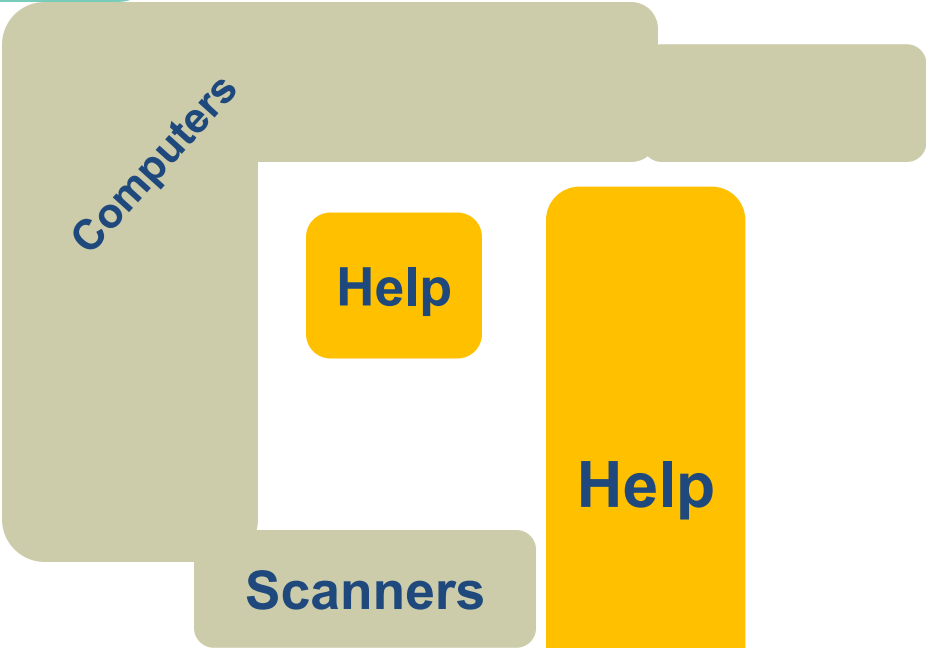
Collab & Consult

Computers

Help

Help

Scanners



**Present.
Practice**

**Collab &
Consult**

Media Editing

**Collab &
Consult**



Help

Help

**Present.
Practice**

**Collab &
Consult**

Media Editing

**Group
Study**

**Collab &
Consult**

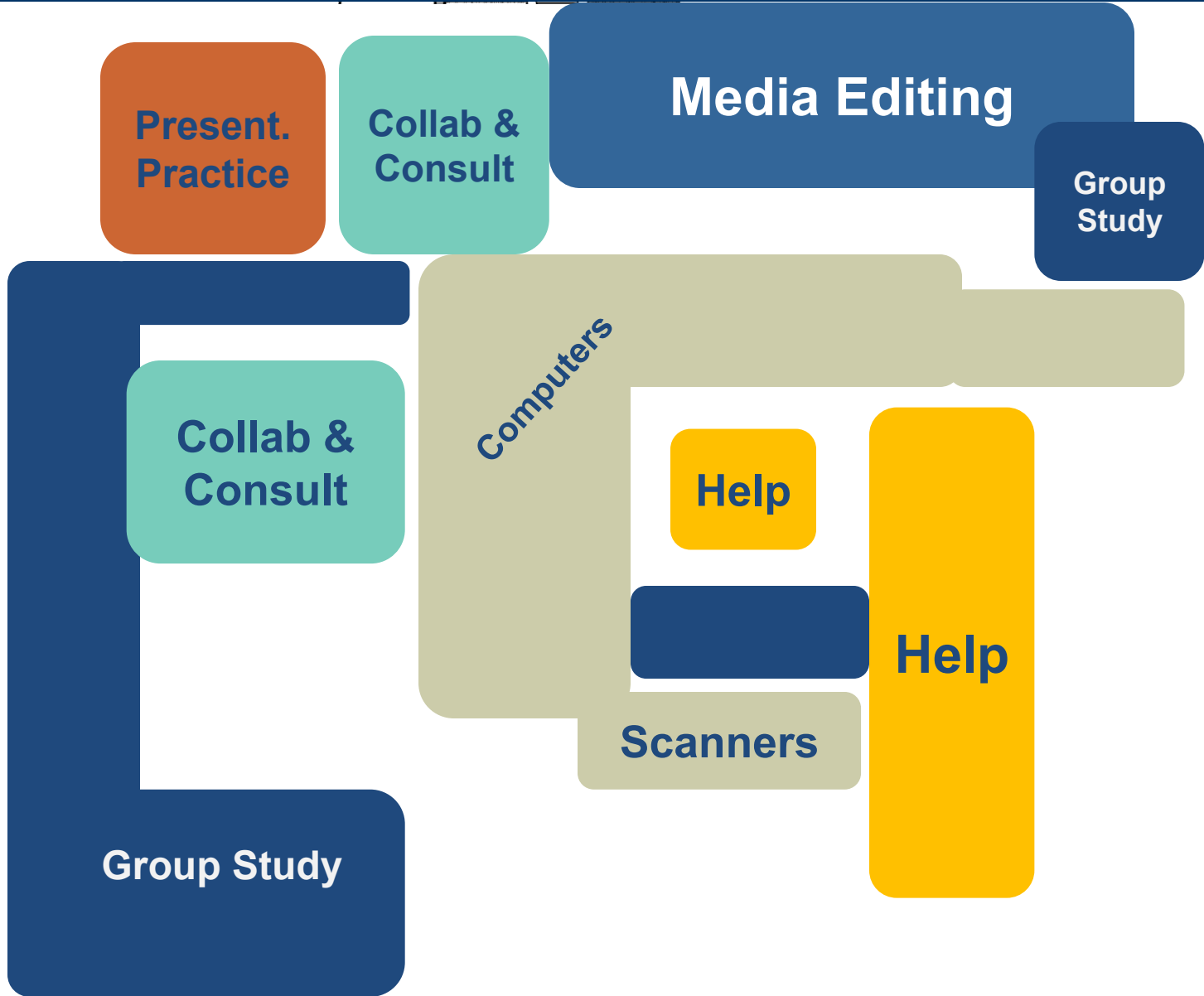
Computers

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**Present.
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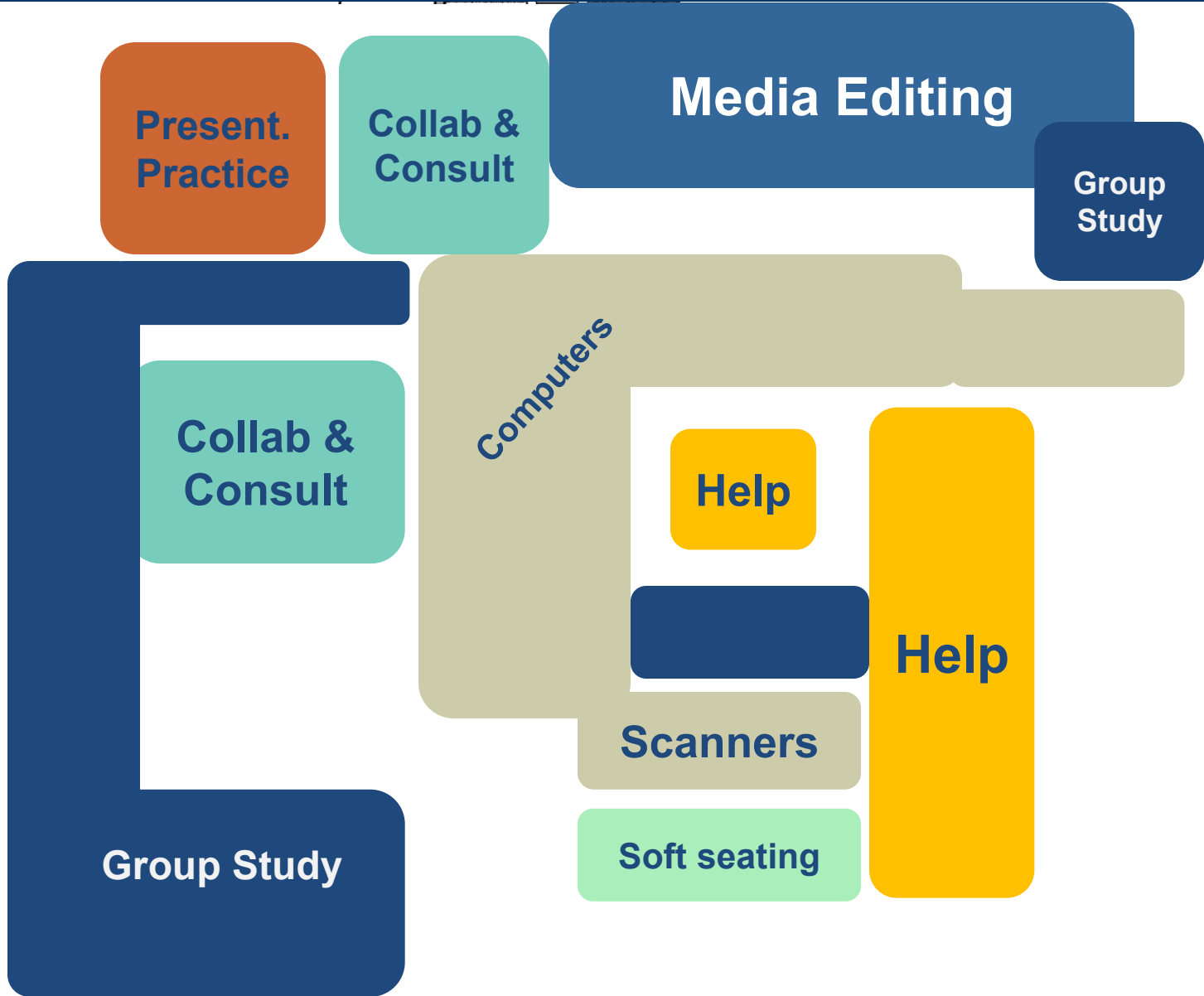
Help

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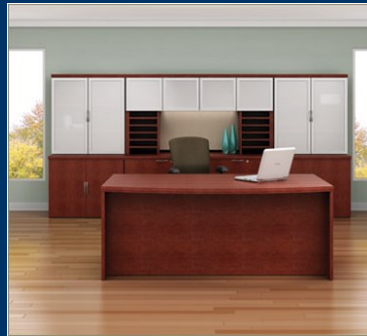
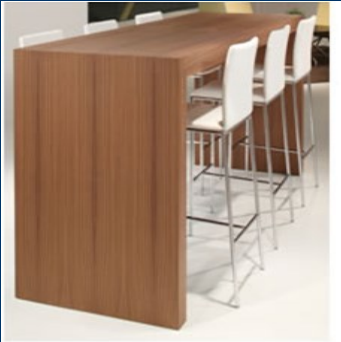
Scanners

Soft seating

Group Study

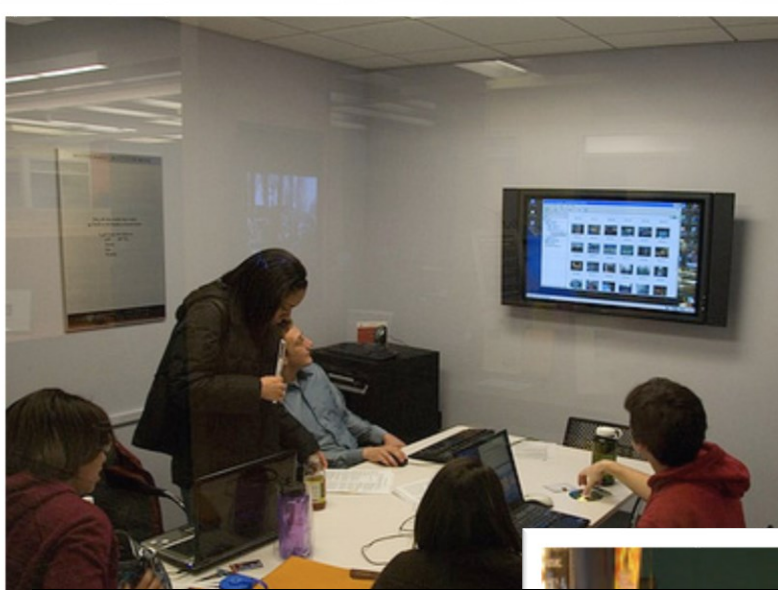


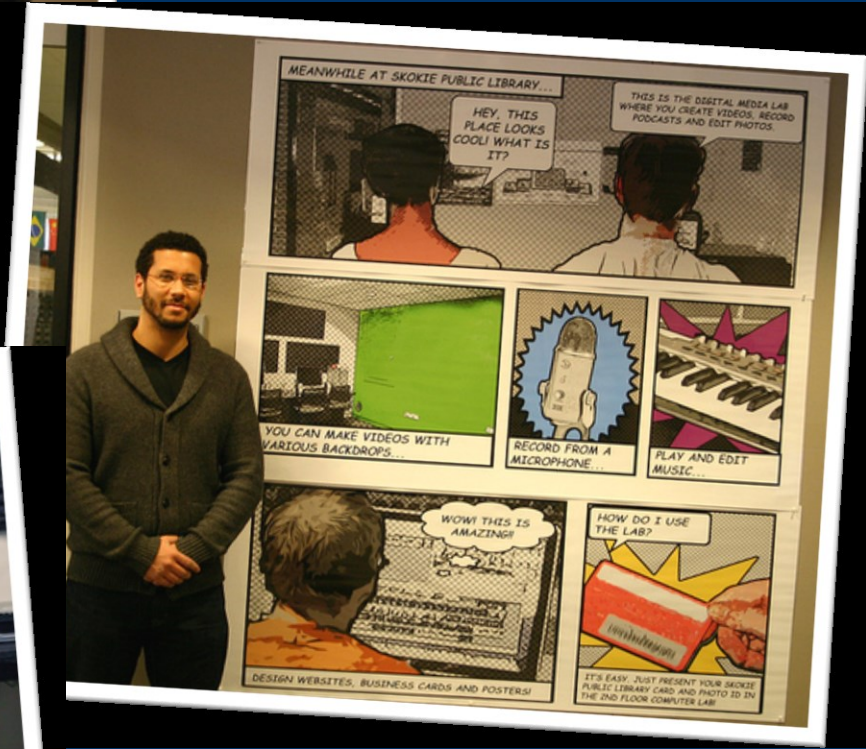
Furniture Prototypes





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Timeline

Expected Timeline (est.)

- Early March
Furniture requests completed and ordered
- April 1 , 2012
Notice to proceed date for infrastructure work in basement
- May - Construction, paint and carpet,
- June 11th - target date to begin furniture install
- August intersession, install of equipment
- Staffing models complete, training for staff

Naming Opportunities for the Digital Media Commons University Libraries Lower Level

Digital Media Commons (whole)	\$400K
Media Production Editing Rooms (5)	\$1K
Consultation Rooms (4)	\$10K
Presentation Practice Room (1)	\$15k
Consulting Commons (CAC space)	\$25K
Media Commons (media production space)	\$25K
Collaborative Study Commons (open seating)	\$25K