



Instructionally Related Activities Report Form

SPONSOR

DEPARTMENT: ART PROGRAM

ACTIVITY TITLE: THE 2013 2ND ANNUAL CI F&A SCREENING OF FILM & ANIMATION

DATE(S) OF ACTIVITY: MAY 9, 2013

SUPPORTING DOCUMENTATION

Attach:

- 1) Student evaluations or assessments- *removing all student names and other identifying information*
- 2a) Please list the number of students participating for each segment of the activity.
- 2b) For overnight activities, please include the majors and graduation dates or class level(s) of students on a separate sheet.
- 3) Any images demonstrating student participation (up to 6 images). Please include captions for all photos.
- 4) A summary of expenses.

E-mail to the IRA Coordinator at lisa.ayre-smith@csuci.edu within 30 days after the activity.

It is recommended that sponsors also retain copies of reports for your records.

Thank you for your commitment to engaging our students!!

PLEASE ANSWER THE FOLLOWING QUESTIONS:

(1) PROVIDE A DESCRIPTION OF THE ACTIVITY;

The CI F&A is a juried screening of film and animation, created to showcase the talents of Art, Performing Art, and the entire CI student body in the fields of short film, documentary, music/dance performance, mixed media, traditional animation, 2d computer animation, 3d computer animation, motion graphics, and title sequences. A small group of industry professionals select award recipients in various categories from all accepted entries. The main event culminates in a free one night only screening of the student's work. The screening is open to the public. At the event, students, their friends and family, and all invited guest are welcomed to walk the red carpet, have their photo taken in front of the CI/F&A step and repeat banner, and partake in lite refreshments. The night concludes with an awards ceremony, celebrating student achievement. Two highlighted awards are "The Audience Choice Award" where the audience selects their favorite and "Best in Show," where the jurors select the top student work from all submitted works.

(2) HOW DID THE ACTIVITY RELATE TO A COURSE(S) AND/OR LEARNING OBJECTIVES?

The CI F&A is an opportunity for students to proudly display their hard work and results of their CI education, specifically related to courses where time based media is used (for example, but not limited to: Art 206 Animation, Art 325 Digital Filmmaking, Art 326 3D Computer Animation). Instead of only showing student work in a classroom setting, students have the opportunity to professionally present their best-finished work to a

diverse audience. For some, it is a culmination; from all of their semesters at CI, the CI F&A presents an opportunity for students to proudly display what their education has enabled them to do.

(3) WHAT DO YOU SEE AS THE STRENGTHS OF THE ACTIVITY?

On the event side, The CI F&A is a platform for students who create works of art using time-based media (art that is displayed over a set amount of time and requires a display to be viewed) to showcase their work. Just like traditional art media, such as painting, ceramics, and sculpture utilize a gallery to showcase their work, time-based media artist utilize a screening.

In addition, The CI F&A is becoming a campus showcase event, where the Art Program and Performing Arts are highlighted. The entire student body and the general public have the opportunity to see the talents and high level work created by CI students.

Lastly, The CI F&A is an event that is not to be missed!

On the production/administration side, I have been fortunate to be surrounded with hard working and cooperative people, from the faculty, staff, and students, to venders and suppliers. All involved parties have been helpful in ensuring the success of the event. So, in a sense, there is great community involvement.

(4) WHAT WOULD YOU SAY ARE/WERE THE ACTIVITY'S WEAKNESSES?

The only weakness encountered dealt with funding, which was the result of a venue change. The proposed budget assumed the availability of Malibu 100 (where a projector and screen are available). Upon notification of IRA approval, Malibu 100 was booked. The only other available venue was the Grand Salon, but the room does not have a projector or screen. As a result, we had to scale back funds from other areas to make sure we had two main components for the event, a projector and screen! Without those, there is no screening.

Also, not so much a weakness, but more of a limitation was the marketing and sponsorships. This year, our marketing budget was stripped to only \$100. Though The CI F&A was greatly attended, this greatly limited the ability to market the event beyond the campus. We had to rely on our limited posters being distributed around campus and local hangouts, and word of mouth. In order for the event to grow, people need to be aware of the screening. I envision The CI F&A growing into a coveted event. I would like to be able to have advertisements in local newspapers, radio, and any other highly trafficked area. Also, in order to grow, corporate sponsorship would be need. Though very grateful for the IRA funds, these funds have limits on how they can be used: cannot use funds for food, no educational prizes (ex. a copy of Photoshop to award winners), limits on printing. With corporate sponsorship, we would be able to purchase items for the screening either not covered or make those ordered items grander. This being the second year of The CI F&A, I inquired in the process for sponsorship and found out the process used on campus. Needless to say, the process required more time to work out then our timeline had available. Now I know to engage the sponsorship process earlier.

(5) HOW WOULD YOU IMPROVE THIS ACTIVITY FOR NEXT TIME?

Make it bigger. The Grand Salon was a great venue. Now that I know its requirements, I have a better idea what to budget for. I would really like to gain corporate sponsorship from corporations related to the art production process; Adobe, Apple, Autodesk, Microsoft, Wacom just to name a few. Possibly even sponsorship from industry corporations, such as Disney, DreamWorks, Warner Brothers, Nickelodeon, Digital Domain. Having these relationships with these corporations would be valuable for the students, the Art Program, and for CI.

(6) WHAT DID YOU LEARN FROM THE PROCESS?

From the writing of the IRA proposal to the execution of The CI F&A, I have learned the importance of having hard working, reliable people by your side. Rosario Cuevas was a great help last year, Spring '12, in the successful set up of the first CI F&A. With Rosario's departure to greener pastures, the Art Program and I were fortunate to have Hilda Ocampo come in as Faculty Support Coordinator. Hilda went above and beyond the call for help. All her hard work was greatly appreciated. Additionally, I was able to utilize the efforts of two art capstone groups; one group created internet videos/commercials, and program segments, the other group helped with administrative task and graphic design. Both groups played key parts in the success of the event. Lastly, I learned to expect the unexpected. From figuring out if we will have a venue for the screening, to figuring out if we will be able to rent a screen/projector, to figuring out minutes before start time if the reel would work, I learned to keep a calm and collective head on my shoulders. Everything came out great!

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Attach:

4) A summary of expenses.

Spring 2013

#543

The CI F&A

Summary of expenses:

What	Vendor	Basis	Amount
Jurors	Sean Dowey, Hiu Fan Chao, Ed Marsh	(3 @ \$150 each)	\$450.00
Student Photographer Stipends	Justine Avila, Alex Faverman, Danielle Rios	(3 @ \$50 each)	\$150.00
Pro Card Expenses			
printing	Copy Center Too!	Hilda	\$75.25
Awards & certificates	Trophies Etc.	Hilda	\$433.52
	Party Pleasers	Hilda	\$169.56
Lighting Equipment rental	Delicate Productions, Inc.	P.O. #13371	\$1,725.25
	TOTAL IRA EXPENSES		\$3,003.58
	TOTAL IRA AWARD:		\$3,200.00
Not included in total (covered by IRA)			
Event charges	OPC	internal	\$48.00
	Total expenses:		\$3,051.58



The anticipation is building as the crowd awaits to enter the Grand Salon for the F&A screening!



All attendees are invited to walk the red carpet and pose for the camera.



Students, their family, and friends await the start of the screening.



These CI students take a moment to pose for the camera!



The audience is captivated by all the student film and animations on display.



The evening concluded with an awards ceremony celebrating outstanding achievement.