



SWEM. CLASSROOM. CUBA. BEYOND.



In the New Media Research and Production Workshops, funded by the College's QEP/Mellon initiative and offered during fall 2008 and spring 2009, students examined dramatic shifts in Cuba's audiovisual sphere by analyzing films, videos and new media. Together we reflected on how these expressions are contributing to changing notions of national identity and citizenship in an era defined increasingly by interdependence and connectedness. At the same time, we explored collectively a model of intellectual inquiry emphasizing cultural agency, that is, our engagement with the filmmakers whose work we were addressing. The 30 W&M Workshop participants were comprised of freshmen through seniors and included majors in Hispanic Studies, Film Studies, International Studies and other disciplines.



Workshop students Stephen Linnet, Jessica Boten and Todd Corrillo were asked to present and share their experiences in the New Media Workshop course at an undergraduate research conference hosted by Longwood College.

The QEP/Mellon initiative "aims to integrate student research experiences throughout the Arts & Sciences curriculum. In this context, 'research' is broadly defined to describe the intellectual process of critical inquiry and discovery."

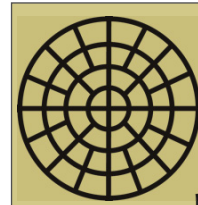
Advancing a uniquely inspired audio-visual culture at William and Mary

INTRODUCTION TO WOMEN'S STUDIES PROFESSOR: HILARY MARCUS

"The Swem Media Center provides new opportunities to engage students in substantive ways. The process of creating a film for an activist project brings together different aspects of education such as research, theory, and praxis that greatly enhance the learning experience. I find that adding a film component to courses ranging from introductory levels such as *Introduction to Women's Studies* and *Introduction to Black Studies* to small senior seminars such as *Women & American Popular Culture* and *Third World Feminisms* fosters interactive and engaged learning that students find rewarding and unique. Filmmaking, when it is an integrated part of the course curriculum, is an empowering process that opens the door for new forms of activism. By posting their films on sites such as Youtube and Google Video, students have the opportunity to expand their local efforts and create dialogues with international audiences." [from Prof. Marcus]

CLASS OF 1969: 40 YEAR REUNION

Alumni from the class of 1969 approached the Media Center to produce a short video for their website. Thanks to the Special Collections Research Center's collections and staff, Kevin and Erica discovered some great things that happened 40 years ago! For example, as we contemplate finding a new mascot, it is interesting to note that W&M was known as the "Indians." Also, freshman students wore beanie "duc caps" ("duc" derives from "introductory"). As students of the College, neither Kevin (Class of '04) nor Erica (Class of '07) was ever asked to wear the duc cap. And as far as music goes, W&M attracted musical acts like The Byrds, Chad & Jeremy, The Four Tops and Marvin Gaye! You can check out the video on our Youtube channel (youtube.com/swemmedia). Pictured above is Donn Wonnell '69.



Swem Library's Media Center is the place for integrated media production & post-production services on the campus of William & Mary.

Located on the ground floor of Swem Library, the Media Center fosters meaningful teaching and learning experiences by advancing a passionately crafted, inter-disciplinary audio-visual culture within the library, throughout the curriculum and across the campus.

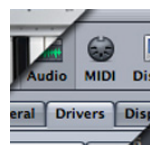
Students from GOVT 370 class reflect on the Media Center experience:

"REAL EXPERIENCE IN ACTUALLY PRODUCING A CAMPAIGN COMMERCIAL HAS PROVIDED ME WITH A MUCH MORE REALISTIC UNDERSTANDING OF THE PROCESS THAN I COULD HAVE EVER ACHIEVED THROUGH JUST WRITING A PAPER."
HAYLEY REDDISH

"I'M REALLY HAPPY THAT I WAS REQUIRED TO TAKE ON THIS POSITION (FILM EDITOR), DESPITE HAVING HAD NO USEFUL EXPERIENCE FOR IT, AS IT LET ME GAIN NEW AND PRACTICAL SKILLS THAT I NEVER WOULD HAVE PUSHED MYSELF TO GAIN OTHERWISE."
SARA ROUX

"THE STAFF WERE REALLY HELPFUL AND I BELIEVE I MAY HAVE WORKED WITH EVERY SINGLE ONE OF THEM. THIS IS A VERY IMPORTANT PART OF THE LIBRARY AND I'M SO GLAD IT'S THERE. WITHOUT THE MEDIA CENTER, A PROJECT LIKE THIS WOULD BE IMPOSSIBLE."
ZOE GROTOPHORST

THE MEDIA CENTER GETS A NEW BLOG!



The MC's blog has a brand new web address and interface! You can see the latest blog entries at breakoutbox.wmblogs.net. Our new interface gives you easier access to news of the MC, latest videos posted, and even our "Twitter" messages! Many thanks to Evan Cordulack for helping us with the redesign!



Co-instructors, Troy Davis (Swem Library) and Ann Marie Stock (Hispanic Studies) were able to visit Cuba during the Spring 2009 semester and bring back over 60 hours video footage and 6000 photographs capturing a unique moment in Cuba's audio-visual culture. This video footage was immediately incorporated into the classroom at Swem by having students edit video interviews and translate them.

LATIN AMERICAN ENVIRONMENTAL CULTURE PROFESSOR: REGINA ROOT

Last fall, a group of freshmen from *Words of the Earth*, a seminar offered by Hispanic Studies Professor Regina Root, submitted a collaborative translation of a documentary entitled



"La Marina Errante" (2008) that helped save an ecological refuge in Costa Rica from development for tourism. The film documents the biodiversity and cultural diversity of the Gandoca Manzanillo region in Costa Rica and was directed by Pablo Ortega and Giuseppe Cirotti and produced by the Vice Rectory of Social Action at the University of Costa Rica. In the spring, the group of five students, Professor Root and Media Center staff worked as a team to finalize the translation and prepare subtitles for the film. They were invited by the Hispanic Cultural Organization to present the film at the 2009 annual conference, which focused on the theme of "Environmentalism in Costa Rica and the Larger Latin America." The students are Ian Day, Alexandra Ferraro, Sarah Mellman, Lauren Parr, and Nicole Skarpness. [from Prof. Root]

LEGISLATIVE PROCESS PROFESSOR: LARRY EVANS

Once again, Professor Larry Evans' Government 370 students visited the Media Center to produce 30-second campaign commercials for U.S. Senators. Last year, Prof. Evans was impressed with the work students created using iMovie. This year's challenge was to have all 70 students use Final Cut Pro (the professional editing program used by the movie industry). Despite the learning curve of the program, the students raised the bar and created some great work! These works were then critiqued by Jim Mulhall (pictured), senior VP of Squier Knapp Dunn Communications, a leading political communications firm.



Studio reservations: 2,503
Busiest day of the week: Friday
Busiest month: April
Number of patrons using online reservation system: 789
Number of times video cameras checked out: 295
Number of digitization/duplication requests: 296
Number of consultations by Media Center Staff: 210

STATISTICAL SNAPSHOT
SPRING 2009

FEEDBACK LOOP



The Media Center at Swem is a superb resource for students and faculty. This past semester, I incorporated an assignment into an upper-level government department course that entailed significant video production. Even though there were a lot of students in the class – over sixty – and very few of them had any prior experience with video, the assignment was a real success. The students loved it and learned a lot, almost entirely because of the high professionalism and impressive creativity of the Media Center staff. I cannot say enough good things about the Center and the people who work there. I hope to use the Swem Media Center every semester as part of my courses and am urging my colleagues to do the same.

LARRY EVANS, NEWTON FAMILY PROFESSOR OF GOVERNMENT

The new Media Center at Swem Library is a perfect example of “build it and they will come.” As those of us working in media have known for some time, this is a facility that has long been desperately needed on campus. Now that we have it, we (faculty, staff, and students) use it – and I am confident that use will grow exponentially.

KATHERINE PRESTON, DAVID N. & MARGARET C. BOTTOMS PROFESSOR OF MUSIC



After more than a decade of improvising facilities in which our students could watch and make films, it is wonderful to have a first-rate, permanent, and professionally staffed Media Center that can accommodate student and faculty needs and uses from all across campus.

ARTHUR KNIGHT, ACTING DIRECTOR OF AMERICAN STUDIES, DIRECTOR OF FILM STUDIES

The Swem Media Center plays a key role on the campus of William and Mary. I, for example, would not be able to teach my French Cinema class without the help of the professionally trained staff of the Media Center and its equipment. Thank you for sharing your expertise and your passion with me and the students, thank you for your availability and your kindness, thank you for dedramatizing the process of making films and helping the students to make their movies. Finally the Swem Media Center helps to address the students' real need for training in the new media!

MARYSE FAUVEL, PROFESSOR OF FRENCH/FRANCOPHONE STUDIES

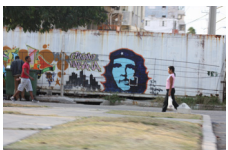
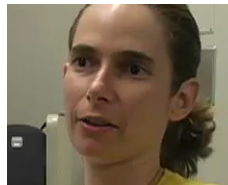


The Swem Media Center is one of the most exciting places on our campus! Students and faculty are coming here to learn about new technologies that will facilitate their research and to collaborate on the development of creative projects. In *Cultural Constructions of the Environment in Latin America*, groups of students collaborate on documentary films that respond in some way to the theoretical questions guiding our course. It is a creative endeavor that allows us all to engage environmental culture from multiple points of view, and to reflect on the kinds of messages we wish to convey and the changes we hope to inspire.

REGINA A. ROOT, ASSOCIATE PROFESSOR OF HISPANIC STUDIES

The Swem Media Center has made my film scoring class a reality. I am continuously grateful for the state-of-the-art equipment and the outstanding supportive service from the staff. It finally feels like I am teaching a class in the 21st Century.

SOPHIA SERGHI, TERM DISTINGUISHED ASSOCIATE PROFESSOR OF MUSIC



NEXT: SPECIAL EDITION OF "GROUND FLOOR:" SWEM GOES TO CUBA, CUBA COMES TO SWEM



Erica has worked in Swem since Spring 2006 (one of the first students hired when the Media Center opened). Since then, she has worked in the Circulation department and the Media Center as a full time staff member.

For three years, Erica has contributed so much to Swem; she will be missed. Erica has accepted a position with Two Rivers Productions (which is not too far from Swem). Congratulations!

SPRING INTO ACTION: FILMMAKING COMPETITIONS

(ALL WORKS AVAILABLE ON ITUNESU)

24 SPEED

Film Studies and Swem Library hosted the 5th Annual "24 Speed" Filmmaking Challenge in February. Participants were challenged to produce a 4-minute film to include the following elements: a prop (an "old" photo from SCRC), line of dialogue ("What? You thought you needed another challenge or something?"), and random genre (i.e., comedy, buddy film)... all to be produced in 24 hours! The contest officially began on a Friday at 6PM and ended Saturday at 6PM. Of the 12 groups registered, six turned in on-time, three were late and three did not submit. You can view this year's entries on www.swem.wm.edu/services/media/24.



MORE THAN BRICKS FILM CHALLENGE

The film challenge (sponsored by the Office of Admissions) provided an opportunity for students to produce a 30-60 second commercial proving the W&M experience is not defined by "powdered wigs and dusty libraries." (Hey, no dusty libraries around here!) The winner of the contest received exposure during the Admissions Office's student events for the Class of 2013. There were entries ranging from animation to musical!



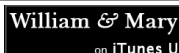
RECYCLED VIDEO CHALLENGE

"Infinite ends... Finite means." This contest was designed to promote the reuse and recycling of existing public domain video content from the Prelinger Archives in the creation of new derivative works. It was strictly an editing contest and students were not allowed to add new footage. The contest showcased the creativity of the W&M community and promoted an awareness of the rich resources available for content creation and distribution as well as introduced students to issues of copyright and the public domain.



SOFTWARE UPDATE FINAL CUT PRO

Normally, classes using the Media Center for short video editing projects were instructed to use iMovie HD, simple but limited video editing software. This semester we introduced many of the classes to Final Cut Pro (FCP). FCP is more complicated, but has a rich set of features for editing digital video. Professional filmmakers are using FCP to edit their movies. In fact, the Cohen brothers used FCP to edit *No Country for Old Men* which won the Oscar in February 2008. Also, Francis Ford Coppola's new film *Tetro* was edited using FCP. We are pleased to report that students enthusiastically embraced FCP and the quality and creativity of their work improved.



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Coming Fall 2009: Global Film and Music at W&M & Kevin participates in the Richmond 48-Hour Film Project