



EARL GREGG SWEM LIBRARY



On Location at New Town: W&M students and staff from Swem Library's Media Center shooting a scene from "No Cell Phone Day." The film was made for the national 48 hour film challenge. The film was awarded "Best Holiday Film."

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

### Filmmaking @ W&M: there is no such thing as "extra-curricular"

One of the most interesting developments here at Swem Media Center has been the enthusiastic embrace by the William & Mary community of the expansive possibilities now available to them at Swem. Swem Library has always been at the heart of the College, now the heart just beats faster and louder. This is evident in the explosion of media production (curricular, co-curricular and extra-curricular) that we've seen in the past 2 years. This issue of *groundfloor* is devoted to highlighting some of this work over the last 2 semesters. Although William & Mary has no fully-realized film/media production program or major, there's a burgeoning preoccupation among students and faculty from across disciplinary boundaries to use new media to understand, and ultimately, transform the world they live in. This preoccupation is at the heart of literacy and Swem Library is all over it. What we see from the success of these media ventures is that Swem Library continues to foster the idea that the library is a place where learning never stops, an environment that challenges, teaches and inspires our community. Here at Swem Library's Media Center, the liberal arts experiment continues to develop and evolve.

### Bring Back the Box



Although a crew from Swem Media Center entered the first National Insomnia Student Film Contest from Apple in 2007, this year they raised the bar. And the best part is, out of 1800 submissions, SMC (Swem Media Center) Productions came in 5th place!

The contest requires students to make a short film in a 24 hour period (much like our own homegrown 24 Speed Contest). Just minutes before they are to begin, they are given a set of elements that have to be incorporated into the film. Quirky, funny, and well shot and edited, *Bring Back The Box* showed the world that filmmaking is alive and well at William & Mary (and that you can wear a birdcage on your head!)

### The Hands That Feed Us

Ever wondered about the stories of the people behind the food counters at W&M? Syreeta Mack ('08) did and decided to make a documentary film, *The Hands That Feed Us*, which explores the personal stories of food service workers on campus. Spanning 2 semesters, Syreeta Mack and crew conducted many interviews and combined this with some beautifully photographed footage to tell this "untold" story.



### Morning

It was a major experiment for Professor Martin Fusi (and for us). Offer a course (Theatre 460: Filmmaking from story to screen) in which students, most with little or no filmmaking experience, would make a short film. Based on the script written by W&M student Peter Andre, the making of *Morning* required that each student have some role to play as a way to introduce them to the collaborative (not to be confused with democratic!) nature of filmmaking. The students spent countless hours in the Media Center. The course also involved students and faculty from the departments of Art and Music. At the Kimball premiere, over 350 people showed up.

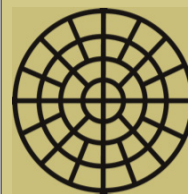
### Right Hand Man

"The Royal Family of Denmark slain, Foreign Enemies Invading, One Man is Left Standing...And He's Got Some 'Splainin to Do." So goes Thomas Baumgardner's ('09) introduction to *Right Hand Man*, a feature length movie adaptation of *Hamlet* from the perspective of Horatio. Thomas, a Media Center regular (you'll see him as an actor in just about every movie coming out the Media Center), turned his love of theatre, his love of movies and his love of humor into an independent study that culminated in a hilarious (and well done) movie.

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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.



### Stories of Service

When students from Drew Stelljes' "U.S. Response to Katrina" service-learning class returned from New Orleans, we invited them to the Media Center to discuss the experience and we recorded it. The culture of service of the College is another important story that Swem Media Center is helping to tell.

<http://www.wm.edu/civicengagement>

### Statistical Snapshot

Studio reservations: **2538**  
 Duration of average reservation: **2 hours 15 minutes**  
 Busiest days of the week: **Mondays and Wednesdays**  
 Busiest month: **April with 976 reservations for studios**  
 Number of patrons using online reservation system: **413**  
 Number of times videocameras checked out: **355**  
 Total hard drive storage space required: **7,500 Gigabytes**

spring2008

NEW

Coming Fall 2008: The Citizen Kane of Tutorial Videos





GODARD in Ukrops parking lot?: Well it could be. Video still from French Cinema short film by Eve Grice

## French Cinema

Professor: Maryse Fauvel

A persistent question: Can you learn more about French New Wave filmmakers by making a short film that imitates production and editing styles that characterize these important films? For the first time, Prof. Fauvel decided to have her students watch AND make films and came to the Media Center for help. Students came to us with their scripts and ideas and we were able to shepherd their projects through the semester. (and oh yeah, they were all in French).

## Linger



After taking Film 306 (Video Production), a class which met exclusively in the Media Center, Eric Grois '08 decided he wanted to make a short film. Never having made a film before, Eric did an impressive job. A psychological thriller, *Linger* tells the story of a married couple on the brink of disaster (or are they?). With some of the most interesting shots and sophisticated cinematography we've seen from a student film, *Linger*, which premiered at the Kimball Theatre, once again demonstrated that the Media Center has become a place where students feel comfortable to learn new things in new ways.



Center, wrote a script and began shooting. Spanning multiple locations and involving many students, *No Cell Phone Day*, tells the story of a hopeful courier who decides to go a day without his cell phone. The film was awarded "Best Holiday Film" from the contest organizers.

## 24 Speed

This year's 24 Speed Filmmaking contest saw the largest level of participation ever. In its 4th year, 24 Speed challenges participants to write,



shoot and edit a short film, all in a 24 hour time period. Make sure you visit the Media Center website to watch these diverse student films.

## No Cell Phone Day

When the National 48 Hour Film Challenge announced this year's contest, our own Kevin Heraldo thought it would be a good project for us to do, and we did. We all convened in the Media

## Internationalization, Civic Engagement & Research: Three Pillars, Many Stories



Laurie Koloski, Director of Reeves Center and Joel Schwartz, Dean of Interdisciplinary Studies, visit Media Center for a video interview

In addition to supporting the core academic mission, we believe Swem Library has an obligation to insinuate itself into all aspects of College life. One way we've tried to do this is by using our expertise to help elaborate the "pillars" of the college: *Internationalization, Civic Engagement and Research*. We continue to invite individuals to the Media Center to help us tell these great stories. (And I couldn't help but ask Mitchell Reiss, Vice Provost for International Affairs, about working with Bono during his negotiations in Northern Ireland!)

## Upcoming Course Profiles

This summer we will complete 4 new course profiles. In these profiles we interview students and faculty about a particular class that has used the Media Center for a project. This summer we will complete profiles on French Cinema, The Legislative Process, Electro-Acoustics Music and Video Production. These are some of the most popular classes on campus.

## Gear Update

Thanks to the generous support of our donors, friends and alumni we were able to purchase 2 new High Definition cameras. Additionally we were able to expand our inventory of digital audio recorders, lighting systems and audio-for-video equipment. Thanks to Karlene Jennings and Connie for all their hard development work on behalf of Swem!

## The Legislative Process

Professor: Larry Evans

Can you learn more about the art of political campaigns and commercials by actually making a real commercial? For real candidates running for office? This is the question Government Professor Larry Evans brought to us. We, of course, responded with an enthusiastic YES! With 80 students we had some logistical challenges, but in the end, the class was a wonderful success and the students really enjoyed the project. One group even contacted the actual Congressional candidate running for office and had him star in their video!



## Cultural Constructions of the Environment

Professor: Regina Root

What do Latin America and Williamsburg have in common? Well for one, they are both on the same planet. This course in Hispanic Studies asks students to explore how notions of the "environment" are culturally constructed. By researching a particular environmental issue in Latin America, from water rights to urban planning, students were asked to make a short documentary video that visualized their research and also made connections to local environmental issues.



## Community Action Projects (Are you a feminist?)

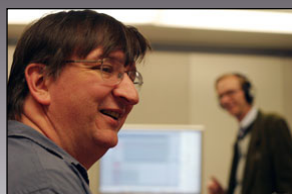
As part of their Community Action Projects (CAP), some Women's Studies students decided to go the "extra mile" and came to us to create multimedia documentaries. The groups examined topics that ranged from a critique of the fashion industry, interviews with the campus community based on the question "Are you a feminist?", an exploration of the practices of donating human hair to support cancer awareness, sorority life, and the status and treatment of women at Walmart.

## Off the Page: Beyond the Research

In the Fall of 2007, Swem Library began a pilot project with University Relations to conduct a series of audio interviews with W&M faculty. We're calling it "Off The Page." (<http://www.wm.edu/scholarshipandresearch>)



Professor Simon Joyce discusses his book *Victorians in the Rear View Mirror* in the Media Center recording studio. Photo by David Williard



Professor Charles McGovern & Troy Davis. Prof. McGovern discusses his book, *Sold American: Consumption and Citizenship, 1890-1945*. Photo by David Williard



Professor Barbara King visited the Media Center to discuss her book *Evolving God*. Photo by Stephen Salpukas



Want to see and hear more from Swem Media Center? Check us out at some of the most popular places on the web.

<http://swem.wm.edu/go/media>