

TLI News Update;

## New Digital Media Studio Off to a Strong Start

This past September 8, USF Poly Campus saw the grand opening of a unique new, student lab space; the **Digital Media Innovation Studio** or “**DMIS**” for short. A partnership between Teaching and Learning Innovation and USFP Student government, with additional support from IT Services and Facilities services, the DMIS’ launch marks a milestone for USF Polytechnic students. For the first time, they have an on-campus, facilitated workspace within which to author “rich” digital media content. This type of content, which can include works of digital video, audio, animation, interactive simulation, multi-layer graphical illustration and even 3D graphics, is becoming increasingly pervasive in many areas related to polytechnic fields of study. For this reason, Poly students are eager to incorporate this content into their class assignments, club projects and professional portfolios. And now that the DMIS is open, they have easy access to the tools and guidance necessary for doing so.

Nevertheless, since its opening, the DMIS staff has been surprised by the lab’s higher-than-anticipated rate of usage. In just its first month, it hosted...

- 7 faculty-assigned course projects with multiple student groups participating
- over 60 individual student visits
- Ten recording sessions (a.k.a. “shoots”) within its mini video studio
- Over two dozen visits utilizing the editing suites

“We figured upon a slow start; that it would take at least a semester for the word to spread. But as it turns out, we’ve been very busy... some days we even get slammed” says Scott Johnson, the lab manager who oversees the DMIS location in room LAC 1274.

“What’s particularly exciting is that our faculty and students are both beginning to embrace the notion that it’s feasible to submit assigned work in formats other than just MS Word and Powerpoint,” says Chris King, of Teaching and Learning Innovation. “By providing opportunities for facilitated hands-on learning, the DMIS enables them to try out more dynamic modes of information presentation without straying too far from their comfort zones.”

Speaking about a DMIS supported project conducted by students within one of his MBA program classes, Dr. Richard S. Kelso (instructor in USFP’s College of Innovation and Technology) commented, “This project gave students access to state-of-the-art Technology... and they had a lot of fun in the process.”

It is also hoped that the foundational media creation skills which students pick up working in the DMIS will not only prepare them for internships at more advanced media creation facilities such as Blue Sky, but also help them to be more competitive across a variety of polytechnic fields.