

Responses cannot be edited

PTO Enhancement Grant Request: 2016-2017

Please use this form to provide details regarding your request for PTO Enhancement Grant funds. A PTO Enhancement Grant should (1) enhance existing programs and facilities at AAS, (2) be consistent with AAS goals and philosophy, (3) be practical and feasible and (4) not cover items included in the school budget.

Deadline for submission is October 16, 2016.

If you have questions, please contact: p.to.grant@aas.ru

Applicant / Project Leader

Name *

Paul Gerberding (and Samuel [REDACTED] student)

Email *

paul.gerberding@aas.ru

Please check as appropriate: *

Student

Faculty/Staff

Parent

Project / Item Description

Please provide details about the project you are proposing.

Description *

Outline your project as precisely as possible. How will it enhance existing programs and facilities? How is it consistent with the AAS Mission statement?

This project aims to modernize the Visual Arts department, bringing it into alignment with current norms and trends in the art education world, and equipping it for success in meeting *IB* Art requirements.

While academic Art courses will forever be anchored in the fine arts disciplines of drawing, painting and sculpture, the contemporary art world has been largely infused with digital art forms, such as videography, photography and graphic design.

This is reflected in the recently updated requirements for *IB* Art submissions that now mandate inclusions of what they refer to as "screen-based art". *IB* artists must now include at least one digital art piece in their exhibition, and many young artists actually choose to make digital art the focus of their body of work. The realms of videography, photography and graphic art, very much at the heart of commercial art, are now dominated by digital technology, and are also increasingly popular and widespread as fine arts in their own right. The Art department at AAS is more than ready to make the jump into the digital age, but first will need the proper equipment. We presently do not have any camera or video equipment, and Art students rely on the library for overly basic loaner cameras, or simply utilize their cell phone cameras to complete digital assignments. My hope is to acquire a kit of cameras and basic accessories - nothing fancy, but of good quality - digital SLR's and a video camera, for use only by Art students at AAS. I foresee in the very near future a digital branch of our Art department, but for now these cameras will serve the needs of *IB* Art students, as well as other Art classes as the need arises.

Our mission is to promote the love of learning and create globally aware citizens, while respecting each other and achieving academic and holistic excellence. It's my hope to honor and respect our Art students' love for learning, by equipping them with what's been globally adopted as the standard for Art programs everywhere: good photography equipment for excellence both in *IB* Art, as well for developing a broader digital arts program.

Target Community *

Who in the AAS community will benefit from your project? I.e, whole community, middle school students, high school faculty, one particular class, etc. Please be as specific as possible.

This will benefit primarily 11th and 12th grade *IB* students, but will also enable set the foundation for more robust digital art offerings in grades 9-12.

Choices *

Explain why and how you chose the particulars of your project, i.e., brand, supplier, speaker or workshop, etc.

As the new High School Art teacher I immediately saw an opportunity to make advancements in keeping stride with the art world's increasingly digital identity. My *IB* students are required to both produce digital artwork for their IB submissions and exhibition, as well as document their progress along the way by means of a digital portfolio. Good quality camera equipment is of the essence in both these regards. I've also become aware of a pervasive hunger in many of our high school art students to create art in the digital domain, and a sincere hope that we begin to offer elective classes in digital photography and videography.

B&H Photography in New York City sets the industry standard in retailing quality camera equipment, and providing excellent customer service afterwards. They guarantee the lowest prices on photographic and video equipment, and have an excellent return policy. Their packaging and shipping services are impeccable and quick. We can take advantage of their free shipping within the US, and utilize the diplomatic pouch from Virginia.

The items I've chosen are of consumer grade, but nonetheless boast excellent features that allow for professional results. Canon equipment is known to be sturdy, resilient and long lasting. We don't need a camera for every student, but one good video cam, and five solid digital SLR's and accessories are an excellent start to a cutting edge digital art armory.

How will your project positively impact the AAS community? *

Our community will enjoy all the benefits a cutting-edge high school Art department has to offer: excellent displays of student photography and video creativity, outstanding photographic quality of student art work for our blogs and for students' college application portfolios, a richer Arts program offering digital art elective classes, and a better equipped and more confident and prepared student body in this ever increasingly digitized world.

Budget

Projected Total Cost *

Outline exactly what is included in this estimate (for example: material cost, outside consultants, airfare, honorarium for visiting expert, etc). Include your source of information

One Canon V1X1A HF G40 Camcorder = \$1199

Two Lexar 633 X 64 G SDXC UHS-I/U3 video cards @ \$36 = \$72

Four Canon EOS Rebel T5i EF-S 18-55 Camera kits (includes 18-55mm lens, battery charger, two batteries and camera bag) @ \$695 = \$2780

Four Scan Disc 32 GB SDHC camera cards @15.95 = \$63.80

Two Benro Aero 2 Aluminum Tripod Kits @ 198.80 = \$397.60

One Rode Videomic Shotgun microphone with Lyre mounts = \$149

One Rode Deadcat wind cuff microphone covers = \$39

One 8 foot air cushioned light stand = \$32.95

One Impact Multiboom light stand reflector holder = \$79.95

One Ray 5-in-1 collapsible reflector disc = \$49.95

Two white impact umbrellas @ \$9.95 = \$19.90

One fluorescent soft light kit = \$99.95

(No shipping fee if we utilize the diplomatic pouch at the US Embassy)

TOTAL: \$4983.10

Where will your grant proposal item be purchased? *

Locally

The

US

Other :

Timing

Proposed start date *

When will the project begin ?

We will begin putting this equipment to use immediately upon receiving the shipment, ideally in November or December of 2016.

Estimated set up or lead time *

None - the equipment will be ready to use upon delivery.

Measuring Success

Success Criteria *

Is it possible to measure the end result of your project? If so, how?

It's impossible to measure the enthusiasm of an Art department's student clientele, but it easy to witness an improvement in the number of digital art submissions to IB, and an increase in digital art works at the IB Exhibition in April. The expansion of our Art department to include offerings in digital photography and video production would be the ideal measurable result.

Your "Elevator Pitch"

How would you sell your proposal to the PTO Membership and the AAS Community? *

Please write a brief (max 150 word) description of your project. This will be published in the AAS newsletters to inform the AAS community about your proposal, prior to the voting on proposals. Be convincing - don't forget that your proposal might be one of many being considered. Why should the PTO Membership vote to fund YOUR proposal?

Let's go! It's time to dive in! The exciting and swirling current of digitized artwork is lapping around our feet, beckoning us to join the fun! Our Art department is ready to up the ante in the exciting realms of digital photography and video production. Our very own IB Visual Arts students are chomping on the bit to include "screen-based" art in their exhibitions, and simply await the necessary gear! Many of our artsy students are madly passionate about concentrating their creative efforts in the cutting edge fields of digital photography and video creation. Just as the call of the wild must be heeded, the need to modernize mustn't be ignored.