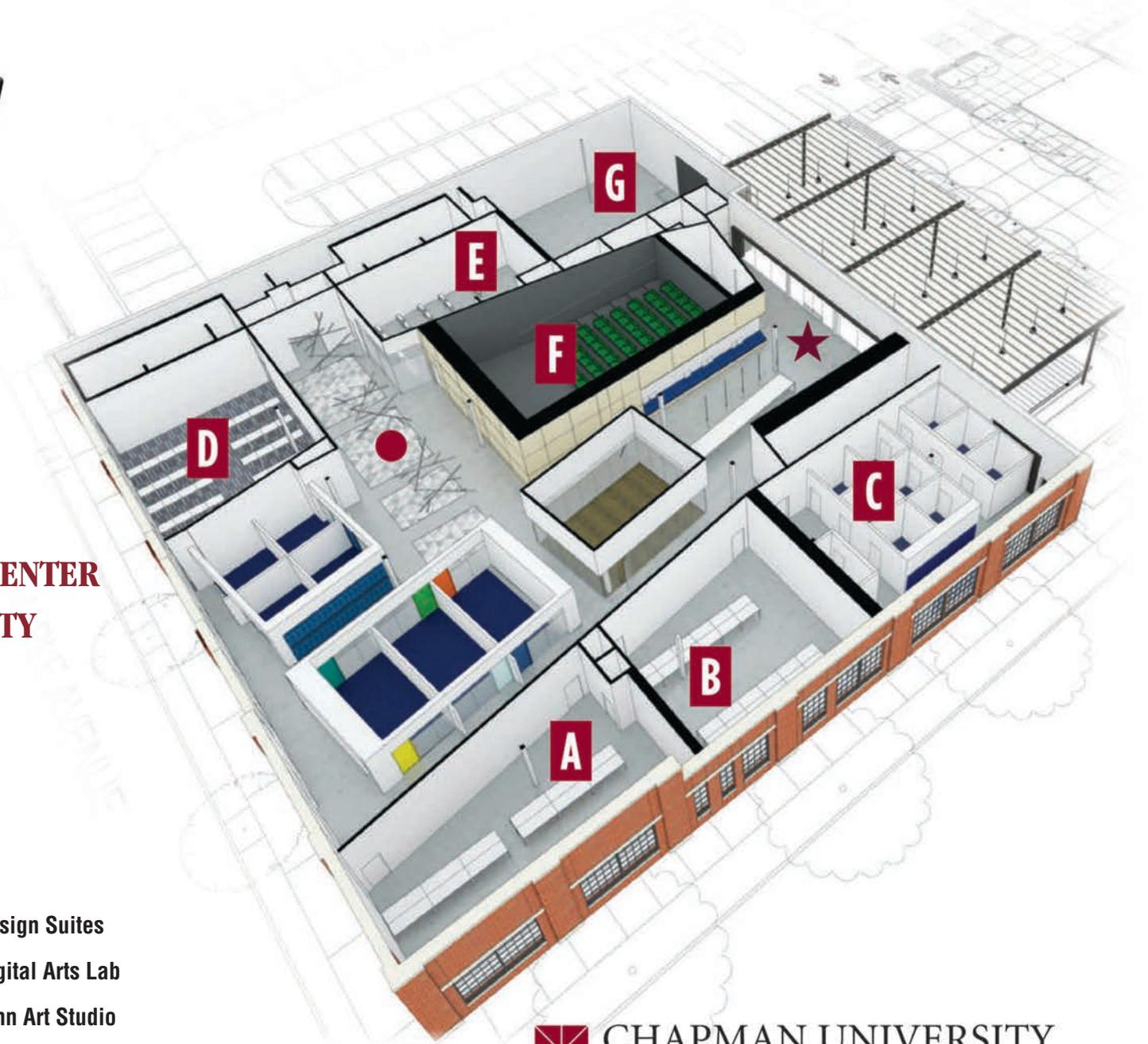


Digital Media Arts Center Naming Opportunity

This lead gift to name the DMAC will enhance the living/learning environment for all students in Dodge College and lay the foundation for a new era of excellence in digital media at Chapman University.

DIGITAL MEDIA ARTS CENTER (\$4 Million)

With 80 percent of the worldwide box office currently being earned by animated or visual effects films, the digital arts comprise the fastest growing segment of the entertainment industry. Just as the cutting-edge Marion Knott Studios catapulted Chapman's film school to the top tier of film schools in the nation, this strategic, ground-floor opportunity is the very best digital arts facility available in higher education and uniquely positions Chapman's students to take advantage of this industry explosion. Comprised of the very latest, state-of-the-art industry-standard tools and workspaces, the Digital Media Arts Center offers the most comprehensive and complete education for animation, visual effects and digital design anywhere.



DIGITAL MEDIA ARTS CENTER AT CHAPMAN UNIVERSITY

- Harrelson Family
Student Creative Commons
- ★ Women of Chapman Grand Foyer
- A** | DMAC 101: 2D Animation Lab
- B** | DMAC 102: Flex Classroom
- C** | DMAC 103: Editing and Digital Design Suites
- D** | DMAC 117: Justin Poulsen '14 Digital Arts Lab
- E** | DMAC 122: Kris and Linda Elftmann Art Studio
- F** | DMAC 123: Stephen and Chantal Cloobek Screening Room
- G** | DMAC 124: Directing Stage and Cinematography Studio



CHAPMAN UNIVERSITY
DODGE COLLEGE OF FILM AND MEDIA ARTS

Digital Media Arts Center

STEPHEN AND CHANTAL CLOOBECK SCREENING ROOM (Reserved)

Modeled after United Talent Agency's screening room in Los Angeles, this tiered facility evokes a casual atmosphere with movable wood benches and an industrial design. But looks are deceiving, since this screening room boasts the most cutting-edge 4K technology, allowing for 4,000 lines of resolution, the highest quality projection currently available.

The Screening Room also features a Stereoscopic Projector — the highest quality projection available for 3D high definition — to bring to life every possible detail and action on the screen. And the projection booth is built-in to the tiered seating area to minimize any interference with the viewing experience. Every form of media is screened in this space, from short digital arts productions or video games to full-length feature films. Special industry guests are invited to show their works in this state-of-the-art venue.

DIGITAL WORK CENTER (\$1.5 Million)

Comprised of ten individual suites that are connected by a collaboration counter and accented by windows that run the length of this creative space, the Digital Work Center is the core workspace dedicated to student use for the creation of their digital arts projects. Each station is remotely connected to centralized data-storage computers in Marion Knott Studios to allow the sharing of files with other students for review by faculty. Connectivity to the main storage system accommodates the large files associated with digital arts



and motion capture technology, thus allowing the productions to upload and run faster and more efficiently than they would on a single work station.

Digital Design Suites (4 available – \$30,000 ea.)

DIRECTING STAGE AND CINEMATOGRAPHY STUDIO (\$1 Million)

This large stage is designed for aspiring directors to learn their trade. It is easily adapted for actor movement

and the creation of impromptu scenes, so that students can learn by doing. Within this space, under the watchful eye of an Academy-Award winning faculty member, students will be the directors, guiding their peers in the development of new productions. And while this highly-utilized space is in heavy demand during the school week, it is available for student film shoots on weekends.

JUSTIN POULSEN '14 DIGITAL ARTS LAB

(Reserved)

The film world is now digitally focused, with some of the best work being created entirely through computers. The 1,140-square-foot Digital Arts Lab's 32 work stations give our students access to the very latest in computer media technology to position them to be leaders in this rapidly growing field. Students will need only to bring their creativity; Dodge College will provide the digital brushes and palettes in the form of state-of-the-art software and hardware designed for animation, visual effects and digital compositing and illustration.

The Digital Arts Lab is a teaching lab/classroom that is also available around the clock for students to create animated films, design title sequences or create otherworldly environments, even in 3D. The Lab also supports programs related to digital design, such as pre-visualization for film projects.

2D ANIMATION LAB (\$500,000)

This classroom is designed to educate digital artists in the basic two-dimensional pen and ink drawing techniques. Just as children need to learn to walk before they run, aspiring animators need to develop their drawing skills and understanding of anatomy and movement before they can bring a character to life in a full-scale animated production. This classroom is outfitted with an instructor station with projection capabilities, as well as 20 student computer stations equipped with the latest software and technology to allow students to translate their ideas into works of art.



HARRELSON FAMILY

STUDENT CREATIVE COMMONS (Reserved)

Complementing the center's flexible classrooms and workstations, and following in the footsteps of the most innovative companies in the world today — Pixar, Google, Apple, Disney — whose work environments feature unique, comfortable spaces for collaborative efforts, the Student Creative Commons provides an important space for aspiring digital artists and innovators to meet and bounce ideas off of each other. More like an edgy art studio than a student lounge, the commons features an exposed industrial ductwork ceiling, skylights that bathe the space in natural light, glass art-walls and removable, portable white-boards, and an open, eclectically furnished space surrounded by and comingled with high-tech classrooms and faculty offices.



CONFERENCE CENTER (\$500,000)

This central conference space serves multiple purposes. During the day, it might serve as a space for faculty meetings or student-faculty conferences. At night, it plays host to dinners with VIP industry guests who are on campus for one of Dodge College's special screening series.



KRIS AND LINDA ELFTMANN ART STUDIO

(Reserved)

No film medium is more personal than hand-drawn animation, where the artist uses pencil or pen and ink to create a film, frame-by-frame. Hand-drawn animation taps into a great creative legacy that runs back thousands of years, and applies it to film, the dominant art form of today.

Animation also teaches filmmakers rich artistic skills that they can use across many other art forms. Dodge College trains its students to become fine artists in the new, 820-square-foot traditional Art Studio, a place where the filmmakers express themselves creatively in the most personal way possible — by hand.

FLEX CLASSROOM (\$300,000)

The Flex Classroom features moveable furnishings that accommodates a variety of seating arrangements, from the traditional straight row configuration to oval and even theater-style classroom settings, to give both faculty members and students complete control over each day's learning environment, allowing for rapid transition between classes devoted to story development or seminars in production design.

OUTDOOR PATIO (Reserved)

Both a gateway to and from the main campus, this beautifully appointed outdoor patio serves as a place for students to dine, hang out between classes or just relax after an intense session animating a film sequence.



“The DMAC is impressive for its striking design and advanced technology. Most visitors may not realize what all those monitors, powerful computers and state-of-the-art Cintique digital drawing tablets represent. It's the only 4K-stereoscopic workflow in America!

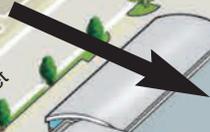
My favorite aspects are two distinctly “non-tech” features. For the first time, we have an art studio without computers – where students can draw, paint, make a mess, and train the way artists have for centuries.

And we have lounges, benches, and picnic tables, where all students can relax, mingle, and exchange ideas. Real creativity thrives in this spontaneous, unplanned interaction. PROFESSOR BILL KROYER



CHAPMAN UNIVERSITY
DODGE COLLEGE
OF FILM AND MEDIA ARTS

Marion Knott Studios



Digital Media Arts Center



Center of Campus



Chapman Studios West

