

WRITING SAMPLE

Chris von Rosenvinge, publication designer for the University of Oklahoma College of Fine Arts and School of Music, wrote this proposal, which was granted in December 2004.

PROPOSAL

for a Faculty Senate Development Award

DIGITAL CAMERA AND LENS
FOR PUBLICATION-QUALITY PHOTOGRAPHY
AND FOR FEEDBACK AMONG
OPERA STUDENTS, VOICE FACULTY AND COLLEAGUES
IN THE SCHOOLS OF DANCE AND DRAMA

School of Music Account: 122-7270

Amount requested: **\$2,500**

*This project does not involve any human subjects, laboratory animals, biohazards,
or recombinant DNA technology.*

PROPOSAL

This proposal is for the purchase of a digital camera and specialized lens adequate for the purpose of documenting opera productions and other performances at the University of Oklahoma School of Music.

This proposal comes at an important juncture in the history of opera at OU: with the opening of the Donald W. Reynolds Performing Arts Center, opera will have a new home in the renovated Holmberg Hall. Opera at OU will have an opportunity to develop into a regional force. Adequate photography can play an important role in this development.

If funded, the director, designer and costume designer of the Opera Theatre will use the proposed camera equipment to photograph opera productions in design development, rehearsal and performance. When not in use for opera productions, the camera can be made available to other faculty members within the School of Music or to the publication designer. The reason for locating photographic equipment in the Opera Theatre is very simply that opera is the most visual enterprise at the School of Music.

With proper equipment, opera performances and other performances at the School of Music can be photographed for a variety of purposes:

- 1.** Having an adequate photographic record of productions is an essential tool in teaching and studying opera. The operatic literature is large, but the opportunity of seeing opera in Oklahoma is limited: anything that can extend the range of study materials is useful. Feedback during the mounting of an opera is also important. Opera is a multidisciplinary enterprise, requiring communications between the Schools of Music, Dance and Drama; photography can assist communications among them.
- 2.** Adequate photography will support students by supplying them with materials for advancing their careers.
- 3.** Adequate photography can be used as publicity for audience building, student recruitment and enhancing the reputation of the University of Oklahoma in the field of opera.

This proposal is aimed at the purchase of two things:

- 1. A Nikon D70 digital camera (\$1,050 with 1 GB memory card)**
- 2. A Nikkor 70-200mm Autofocus Vibration Reduction f/2.8 lens (\$1,450 after rebate)**

The camera is one of a new generation of digital cameras that offer professional features at a reasonable cost. The lens is the heart of this proposal: a fully professional lens, the 70-200mm lens is necessary for adequate photography under the conditions opera productions impose.

Specifically, this lens addresses two requirements:

- 1. Theatrical lighting is generally low and requires a lens with a large aperture (defined here as f/2.8) to let in sufficient light.**
- 2. The photographer of an opera performance is not at liberty to climb onto the stage and hence must have a lens of adequate telephoto power (defined here as 70-200mm) to permit photography from a seat in the audience.**

Historically and under recent budget cutbacks, the School of Music has not been able to afford such a camera and lens. Other sources may be available for the teaching aspect of this project, but university funds in general do not seem to support publication-quality photography for publicity and recruitment. While less professional photography has been deemed sufficient for teaching purposes up to now, it is the publicity and recruitment aspect of this project that requires professional-level photography. Photography at the School of Music has not been adequately supported, primarily because performances and activities are spread widely over time and the cost of hiring a photographer to cover them adequately was prohibitive. This proposal is designed to solve this problem by putting professional-level equipment into the hands of people already on the scene.