



Henry Ford College
Technology Investment Fund
Progress Summary

NAME OF PROJECT DIRECTOR		DEPARTMENT/DIVISION
Dr. George Popovich		Theatre
CURRENT DATE	SEMESTER GRANT AWARDED	PROGRESS REPORT STATUS
April 17, 2015	Winter 2012	<input type="checkbox"/> Interim <input checked="" type="checkbox"/> Final
PROJECT DESCRIPTION: <i>A brief summary of the project.</i>		
A request for a 3D projection system for the Adray Auditorium		
ITEMS PURCHASED: <i>Please indicate how you spent the funds allocated to you. Where are items purchased currently being used? (Attach separate sheet if necessary.)</i>		
Projectors Video Distribution Software Engineer Labor Installer Labor Animator Labor Composer and Foley Labor		
OUTCOMES EXPECTED: <i>What were the outcomes/goals expected from the project as listed in your original proposal?</i>		
The rear screen projection system will be used as the primary scenic device in a traditional musical or play. The first production will be the children's show <i>Dinosaurus!</i>		
Motion Capture and or 3D stereo will be used as the secondary primary scenic device in a traditional musical or play.		
The rear screen projection system will be used to showcase the HFCC Student Film Festival.		
The rear screen projection system will be used to showcase student work in VTL classes.		
The rear screen projection system will be used to produce a feature commercial film festival.		

PROJECT EVALUATION: Please summarize how the project was evaluated and the result of that evaluation. What evidence do you have that the outcomes/goals were or were not met? Please include data collected--questionnaire results, etc. Were there any benefits you may not have expected? Any liabilities? Please share any strength and weakness of the proposed project--your honesty will be of help to others.

I am evaluating this project on the result of the first goal/outcome as all remaining goals/outcomes are merely repetitions of the first one.

Since we are in the public entertainment business in Theatre, the main way we measure the success of a production is:

1) **Attendance.** *Dinosaurus!* Had an 80% attendance factor (80% of available seats were sold).

This is considered a fantastic success. There were two sets of shows:

- a) 13 public school performances for local elementary schools.
- b) 15 public performances.

This is the highest number of public performances of an HFC event in the history of HFC.

2) **Critical and media response.**

Below are the media responses to *Dinosaurus!* This is the most **positive** media response to any one single event in the history of HFC. Of particular interest are the articles by Vicon Press. Vicon is the company that makes the motion capture cameras in use by the VTL.

Vicon's PR dept. wrote an article and sent it out to 100s of trade magazines in the industry and educational venues.

Clark, Christina [Dinosaurus! Kids Stage Show at Henry Ford College, Dearborn](#) *Metro Parent* Christina Clark • October 27, 2014: Online

Crown, Sarah [Dinosaurus! Animation World](#) October 25, 2014: Online

Dobson, Gerry [Henry Ford Community College VTL Hosts Screen Actors Guild Workshop](#) *HFCC Mirror News: Febuary 2011*

Hunt, Jenny [Henry Ford College Turns to Vicon for Live Show, Dinosaurus!](#) *Vicon Press* Vicon Press Release: Oct. 31, 2014: Online

Hunter, Fred [Amazing Dinosaurus!](#) *Encore Michigan* Jan. 23, 2014: Online

Lakins, Terry [HFCC Combines Theater and Technology for Dinosaurus!](#) *The Dearborn Press and Guide* April 2, 2014: p 2B

Pepper, Patrick [Bodies In Motion At HFCC](#) *Times Herald Newspapers* Oct 1 2008: p3A

Quinn, John [Everybody Walk The Dinosaur At Henry Ford College](#) *Encore Michigan* November 15, 2014: Online

Redman, Bridgette [Dinosaurus!](#) *Encore Michigan* Oct 23, 2014: Online

Rempela, Jodi [Dinosaurs Taking Over HFC Stage](#) *Dearborn Press and Guide* November 3, 2014: pp. 4-5

Roush, Matt [Virtual 20-Foot Dinosaurs To Be Part Of HFC Theater Production](#) *CBS Detroit* January 31, 2014 4:31 PM: Online

Selma, Roderick [Dancing Dinosaurs](#) *Computer Graphics World* November 2014: Online

Suchyta, Sue [HFC's 'Dinosaurus' Brings Extinct Creatures Amazingly To Life](#) *Downriver Times Herald* November 19, 2014: Online

Suchyta, Sue [Travel back in time with HFC's 3-D 'Dinosaurus!'](#) *Downriver Times-Herald* October 17, 2014

Thompson, Gary [HFC Presents Dinosaurus!](#) *Dearborn City Buzz Examiner* October 31, 2014: Online

Thompson, Roger [Dinosaurus!](#) *Detroit Performs* November 15, 2015: Online

Vent, Susan [Vicon Helps Create a Dancing Dinosaur for Henry Ford College](#) *Below The Line* November 3, 2014: Online

An unexpected benefits of this project was that because *Dinosaurus!* was an educational show (<http://vtl.hfcc.edu/resources>) it came to the attention of the Dearborn Arts Council. George Popovich was given the Dearborn Mayor's Arts Award for 2014: (<http://theatre.hfcc.edu/news/2015/01/22/popovich-receives-arts-educator-award>)

The biggest liability on this project was an oversight that almost resulted in the completed failure of the project.

This project was awarded winter 2012, with the equipment being purchased in December of 2012. That means two years expired between the time the equipment was purchased and the time the show was presented.

The video delivery system used is called the Watchout. There is a complex process of creating HD 3D stereo and using it with the Watchout system. There are many video codecs and other software entities involved.

The week before the show opened, we called the company that sold use the system to come out and update the system. After the update was complete, to our horror the 3D was not synchronized. The Company technician spent three days trying to get the system to work to no avail.

The problem was we had neglected to update the system software on a regular basic schedule. Many updates had occurred to the software, but also many of the codecs for the creation of video had changed. **So nothing was compatible!**

After several all night sessions, we finally got the system to work.