



# **Proposal to Create an Annual Collective Showcase of the Artistic Talent of UCF**

**Attention**

Nancy A. Stanlick

Assistant Dean of the College of Arts and Humanities

**Prepared By**

Megen Nelson

June 19, 2014

**Figure 1:** Stock Image and UCF Logo used.

# Table of Contents

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**Project Summary**.....Page 3

**Project Description:**

- Introduction.....Page 4
- Rationale and Significance.....Page 5
- Plan of Work:
  - Scope*.....Page 6
  - Methods*.....Page 7
  - Task Breakdown*.....Page 8
  - Problem Analysis*.....Page 9
- Facilities and Equipment.....Page 11

**Personnel**.....Page 11

**Budget**.....Page 12

**Conclusion**.....Page 14

**Appendices**.....Page 15

# List of Illustrations

---

Figure 1 – Book.....Title Page

Figure 2 – Tasks.....Page 8

Figure 3 – Direct Costs.....Page 12

Figure 4 – Print Costs.....Page 13

## Project Summary

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Showcasing the creative work of the students within a college is perhaps one of the greatest services a college has to offer to its students. Not only does showcasing student work give students the opportunity to be involved in a public process, it also gives their work much needed exposure and creates potential opportunities for them to be seen by those looking to employ in the job market. On top of that, showcasing student work helps students feel less apathetic about their situation, and makes them more confident in the work and research that they produce.

While this project focuses mainly on the College of Arts and Humanities, it can also expand to any college at the University of Central Florida in which creative ideas are used and displayed in a way that a collective showcase can be made out of them.

There are hundreds of ways that a college can help its students get the exposure they need in order to be noticed in the job market. Job fairs are one way, as are portfolios, conferences, and workshops that help students prepare for the workforce.

However, students in the College of Arts and Humanities require a different sort of showcase. They need a showcase designed to be easy to access, something that allows a potential employer to sit and think over the work. While job fairs and conferences are great for quick access and screening, they are, by their nature, generally fast-paced and don't allow for concentration.

A showcase in the form of a book containing pieces of work from the students in the College of Arts and Humanities would work very well to fill this gap. This book could be sent to potential employers, or made readily available at job fairs for potential employers to pick up and look through. It would contain the writer or artist's contact information or a website where their work can be found. Exposure is the greatest tool a student of the Arts and Humanities can ask for, and a showcase like this would significantly increase a student's chances of being noticed.

But attracting employers to students isn't the only way a book showcasing student work can be useful. This book can be distributed to high school students interested in the College of Arts and Humanities at UCF, and provide a sampling of the work that comes out of the college. Effectively, it can be used as a marketing tool.

# Project Description

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## Introduction

This proposal seeks to create an annual collective showcase of the student work of the College of Arts and Humanities in the form of a book. The main goals of this book are to:

1. Give students an opportunity to have their work shown in a professional publication, which they can then add to their resume.
2. Match students with potential employers.
3. Give potential employers a chance to see the work created by the college.
4. Create more exposure for students whose work requires exposure to succeed.
5. Build up student confidence.
6. Attract new students to the college.

In the College of Arts and Humanities, publication—or exposure of student work to the general public—is one of the greatest tools a student can use to get his or her name out into the world. Whether it is through art, writing, or historical research, a student of the College of Arts and Humanities cannot succeed if no one sees the work they've done.

The sad part is that many students realize this. As a result, most students of the arts and humanities find themselves lacking confidence in their work, because they believe that what they do isn't particularly marketable.

Having an annual showcase of student work from the college can help remedy this issue. Most student artists and writers do not see their work in the form of a business, which often makes them shy away from marketing themselves in the way that this showcase will allow them to. As stated in the Curriculum Review, "Many... are a little unsure of what people will think about what they make, so [professional showcases] help" (Professional Showcases).

Regarding showcases of student work and research, Linda M. Ello in the *Journal of Teaching in Social Work* states that it "allowed for dissemination of findings in a public forum, highlighted the importance of the work completed, made the connection between practice and research, reduced student apathy and anxiety, encouraged creativity, and celebrated student research efforts."

This proposed showcase will be made in the form of a book, which can either be printed or made into a digital format, or both. The contents of the book will include student artwork, creative writing, and research done by the students of the College of Arts and Humanities. Each section will be separate from the others, and a committee of volunteers will be implemented to oversee the creation of the book.

The committee will include students from every major available in the College of Arts and Humanities and volunteers outside of it. Students will be attracted by the opportunity to gain valuable experience by working on the showcase with their peers. For example, the creative writing and scholarly students can edit and check the interior parts of the book, while the graphic design students can format and design it.

The benefit of the format of the showcase being in the form of a book is the familiarity and the traditional nature of it. A book of artwork is easily understood, as is a book of writing and research. With the printed book, the tradition of printed media lives on. People are comfortable with printed books and understand their purpose. With the e-book, the college can save money on manufacturing costs and send it through e-mail or provide downloads and links to it at very little cost.

There are also many new and innovative ways for a book to be published online, such as On-Demand publishing through online publishers like Amazon's Create Space and Lulu. This proposal will outline some of these new methods in the Budget section.

## **Rationale and Significance**

There is a disturbing lack of morale within the arts and humanities these days. Standardized tests are focusing more on math and science, while excluding the majority of arts and humanities. As a result of the shift in interest, many students of the arts and humanities find themselves cut out and neglected in favor of the “more important” (as defined by standardized assessments) studies. This “discourages benefits for students that are less easily measured,” such as those often found in the liberal arts. A student’s “ability to recognize, evaluate, synthesize, and understand arguments and observations they encounter now and in the future” is at the core of what arts and humanities students are good at, and these are not skills easily measured by tests (Barrington).

Showing off a student’s work is one of the best ways to try and curtail the effects of the morale shifts in the arts and humanities. As Frank McGuire writes, “evidence of success helps build the confidence to take risks... instilling in students the willingness to try a greater range of experimentation.” By giving students this opportunity, a college is instilling in them something not easily learned: a willingness to try and take headlong risks that may end in reward.

A collective showcase of student work can improve morale and more. It attracts employers to students, and new high school students to the University of Central Florida. It also allows students to add the all important experience of being published to their resume, and it gives the college a leg up against the competition when attracting new students to their programs.

Without exposure, student work can fall into obscurity. What if UCF is housing the next painter who will rise to the fame of Vincent Van Gogh, but like Van Gogh, they are a little too early for their time? Van Gogh was supported almost solely by his brother, who showcased his artwork as an art dealer. But while Van Gogh’s work didn’t get recognized until after his death, his work did get noticed through showcasing (Department of European Paintings). If these events had skewed even the slightest, we would not have a chance to appreciate and view the work that he produced today. Who knows how many countless other brilliant artists and writers and philosophers have been swallowed by obscurity because they could find no willing showcase for their work?

“Selling yourself” as a creative person is not always considered within the arts and humanities, but it should be. A showcase of work from the college is like a catalogue for employers or potential students to look through, except it shows off the students’ skills as well as the potential learning a college has to offer. As stated in the Journal of Marketing “monetary and nonmonetary promotions provide consumers with different

levels of three hedonic benefits: opportunities for value expression, entertainment, and exploration.” In this case, the consumers are the employer and the potential students.

The significance of providing a showcase for these students is self explanatory. They need all the help that they can get. Letting these students know that, yes, their work has market value and intellectual value, and that their school recognizes and celebrates that fact is a huge boost of confidence.

Books tend to linger, and people tend to find them. Perhaps in a future we may not know, one of these books is picked up by someone influential, and that person falls in love with the work he sees. As a result, the work of that artist is resurrected in a century where the work is appreciated. A story not unlike Van Gogh’s!

Without the help of this book, that may never happen for one of those students. Books linger. And the things contained in those books can inspire generations to come. Providing this showcase for the College of Arts and Humanities could save the next great philosopher from falling out of the global radar, or save the work of an artist who may be years ahead of her time.

## **Plan of Work**

### *SCOPE*

This proposal will provide information and methods through which an annual showcase of student work in the College of Arts and Humanities can be created. It will detail the process and possible ideas and methods through which the book can be made available to a wide variety of people.

It will also discuss possible committees and people who will work on the project, and the benefits that those people will receive from being a part of the process.

This is a project that includes the College of Arts and Humanities as a whole, not as singular entities. It should remain open-minded to all forms of artwork, research, and literature, for its purpose is to showcase the diversity within the college, not a single select set of ideas in a certain part of the college. Disagreeing arguments are encouraged, as are works of art on the same vein, but hiding and curbing certain pieces of work and ideas from fear of the critical repercussions is not to be tolerated.



## *METHODS*

In order for this project to work, a committee must first be formed of people who wish to work on the project. The committee, ideally, will include members from each part of the College of Arts and Humanities, along with volunteer students and from any discipline.

The committee will be organized much like a club. It will be headed by a president, either elected or appointed (as per the wish of the Dean). Supporting members will be either chosen or elected, (i.e, Secretary, Vice President, Treasurer, etc) and volunteers and other members of the college are welcome to participate.

The committee will meet five times in the year to discuss possible themes for the year, as well as other matters. A submission count for each section will be decided upon, and page count and budget will be discussed, as well as a list of potential employers and high schools that may be interested in receiving a book of potential employee and student work.

To find a sampling of possible meeting subjects, see Appendix A.

The committee will then work through the year to prepare the book, either to print it or send it via the internet. Graphic design students will be consulted about the interior of the book. Web design students will be working on the most important aspect: the website.

The works to be included in the book will be chosen through a college-wide voting system that will be set up on the book's website in the fall semester. This can be done using Google Sites or another free method of web design that allows for direct HTML manipulation.

There will be artwork and writing sections on the website through which UCF's student body can browse. The artwork can be sectioned however the committee chooses (3-D art separate from 2-D art, etc), as can the writing sections (Historical essays separate from the short stories, etc). The committee will accept and post submissions to this website throughout the summer and fall semesters. The artwork will be set up in a gallery format, and the writing set up on their own pages.

Just before Finals week in December, the committee will encourage students to vote for their favorite works through the website. They will post a station in the student Union set up with a mobile device (such as a laptop or iPod) and allow students to either vote there or go online themselves. Goodies like cupcakes and candy can be given away in thanks for votes.

When the votes are tallied, the committee will then choose the works with the highest votes to be placed into the allotted space in the book.

#### *TASK BREAKDOWN*

<i>Task</i>	<i>Expected Time for Completion</i>
Obtain approval to begin committee assembly.	2 – 3 weeks.
Gather interested volunteer students.	1-2 weeks
Committee Meetings:  a) Decide upon a budget b) Decide sections within the book. c) Set number of entries per section. d) Set up website e) Begin the layout of the book. f) Set up the voting system.	1-2 Months
Begin taking in submissions and advertise the submissions process throughout the school.	1 Month
Open the website for votes and advertise throughout the school for votes.	2-3 weeks

**Figure 2**

## *PROBLEM ANALYSIS*

Possible problems may arise from lack of interest in the student body, confusion regarding the process through the sponsors of the committee, disagreements between the programs in the College of Arts and Humanities, and a lack of available volunteers. Other problems include lack of interest from the main collective of UCF, or hiccups regarding the allotted budget for printing the book. Other problems may arise during the printing and publishing process.

Possible ways to curtail these potential hiccups are:

- Create detailed handouts or spreadsheets describing the important information to help curb potential confusion about the process. Presenting information graphically helps people to understand easier.
- Always be open to questions.
- Ask participating students and sponsors for suggestions on how to improve the work being done. Allowing the project to change and evolve as the years go on is essential in keeping the project strong.
- The lack of volunteer interest can be absolved by offering logged volunteer hours. Also, making lists of the experiences gained through the program and the benefits of it to be handed out to students will help drum up more interest. Advertising through fliers around the college will also help.
- Disagreements between the college programs should be handled with all members of the committee present. Sore points should be discussed, and the big word that should be passed around is “equality.” No sections should outshine another, and the arts should not seek to dismiss the writing or research.
- If the University of Central Florida finds fault with the project, more research can be done and provided to prove the benefits of showcasing the work that a college produces.
- If problems with the budget arises, events can be planned to raise money. Selling baked goods and drinks in the student Union can help with this, as can fundraising during events like football games.
- Regarding problems in the printing process, the committee and its volunteers should collectively decide what needs to be fixed and how to fix it. Discussion with the printing service is a must, and the committee should be open to compromise.

## Facilities and Equipment

This project really does not require a facility other than the use of a classroom or meeting room for meetings. Computer labs may be utilized in the creation of the website and other digital media needs.

As for equipment, the project may need a few things as the year progresses. See the list below:

- Tables periodically for tabling events at the Student Union.
- The use of computers.
- A wireless and wifi enabled tablet or touch technology device for when voting time comes.

## Personnel

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The personnel will be determined by interested volunteers and faculty. Input will be encouraged from members of all the programs in the College of Arts and Humanities.

Personnel will be determined in the fall.

The personnel will be set up as follows:

Initial Startup Contact.....**Megen Nelson**

Faculty Sponsor.....**To Be Determined**

### Committee

President.....**To Be Determined**

Members from each participating program.....**To Be Determined**

Volunteer students (from any college).....**To Be Determined**

## Budget

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The table below will illustrate possible costs incurred directly through the committee.

Item or Service	Quantity for 1 Year (2 Semesters)	Estimated Cost
Water Bottles for Tabling Events.	5 - 6 cases of 8 oz. 24 bottles.	\$35
Candy and baked good ingredients for use in fundraising or vote incentives.	5 – 6 units	\$20
Promotional Material Printing.	100 Count Fliers And 1 – 2 promotional banners for tabling events.	Free if using College Wide Printing Methods

**Figure 3**

### Printing Costs

While the book can be made available through online distribution such as e-books and downloadable PDF's for free, it is also wonderful to have a physical book to distribute to potential employers and students. The tradition of it and the ability for printed books to linger due to the respect people afford them means that they are more permanent than e-books.

Printing prices vary from place to place, and it is recommended that the run start out at a lower number in the beginning so that the college can get a feel for how the reception of the book will play out.

The committee must decide if they will sacrifice quality for quantity, or visa versa. Below is a chart detailing some quotes gathered through various online services. These are basic prices with no added flare, but it will give the reader an idea of the prices and the allotted budget needed.

Find the quoted material in Figure 4 below.

Printing Service	Book Specifications	Price Quote Per Copy at 100 Pages.	Price Quote for 120 books.
<b>Create Space</b> (Amazon Print on Demand)	Full Color with Bleed Paperback Perfect Bound US Trade Size 6"x9"	\$7.85	\$942.00
<b>Lulu</b> (Print on Demand)	Full Color on White Paperback Perfect Bound US Trade Size 6"x9"	\$12.19	\$1,462.00
<b>Ka-Blam Printing</b>	Full Color with Bleed Paperback Perfect Bound 6.75" x 10.25"	\$12.50	\$1,250.00

**Figure 4**

## Conclusion

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Creating a collective showcase of the Work of the College of Arts and Humanities is one of the greatest ways that a college can benefit its students. By showcasing student work in the form of a book, students in the highly competitive fields of art, history, philosophy and creative writing, as well as the other arts and humanities within the college, will be able to get a leg up on their competition. It will also help boost morale and dismiss the apathy students may have about their work—something inherent in many artistic and creative minds.

It will serve multiple purposes, from inviting employers to enquire after students to marketing the College of Arts and Humanities to potential high-school students. It will create opportunities for students to practice professional skills in the creation of a book, and to learn to work together as a team, especially with the diverse and differing ideas and minds that are found within the college. This showcase is also a stamp of approval given by UCF, telling its students that the work they produce is valued highly.

## **Appendices**

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Appendix A: Possible Meeting Suggestions.....	Page 16
Appendix B: Price Quote From CreateSpace.....	Page 19
Appendix C: Price Quote From Lulu.....	Page 20
Appendix D: Price Quote From KaBlam Printing.....	Page 21



# **Appendix A – Possible Meeting Suggestions**

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## **Meetings for the Fall Semester – Preparing for the Book**

### *Meeting 1:*

**Introduction** – Meet everyone, discuss ideas about the project, appoint members.

### *Meeting 2:*

**Budget, Website, and Section Discussion** – Discuss and work around the budget and decide what sections will be included in the book, how many submissions will be accepted for each section, and the page count limit. Appoint those who will be working on the website and set a deadline for work to be completed. Plan fundraising events.

### *Meeting 3*

**Begin Accepting Submissions and Build Advertising and Fundraising** – Make sure the website is functional and begin to build advertising flyers and discuss fundraising. Continue to plan a few events in order to help raise funds for the books.

### *Meeting 4*

**General Health Meeting and Vote Preparation** – Address any issues members may have, begin preparing for the voting process, check the status of deadlines. Make a day for votes to be cast and begin advertising and collecting votes after that date until the end of the semester.

### *Meeting 5*

**Final Meeting** – Discuss what was accomplished through the year, and begin preparing for the next semester, in which the book will be printed.

## **Meetings for the Spring Semester – Printing the Book**

### *Meeting 1:*

**Welcome Back** – Ice breakers, greet new members, discuss what was accomplished in the previous semesters. Tally up the votes from the previous semester. Begin discussion about formatting the book.

### *Meeting 2:*

**Reveal Chosen Submissions, Begin Quoting Book Prices** – Reveal the submissions to be included in the book and begin discussion about potential publishers. Check on the progress of the formatting team. Set a due date for the formatting to be finished.

### *Meeting 3*

**Choose a Publisher, Begin Printing and Distribution Discussions** – Decide who will publish the book and begin making lists of who to send books to. Try for businesses actively seeking employees in the arts and humanities and high schools for potential new student. Fix any problems with the format and request a proof copy from the chosen publisher.

### *Meeting 4*

**Proof Received and General Health** – Address any issues members may have with the proof. Set dates for the revisions to be done and for the final book to be ordered.

### *Meeting 5*

**Final Meeting** – Discuss the finished book, prepare books to be sent to the people addressed in Meeting 3, and celebrate!

## Appendix B – Price Quote from Create Space



### Authors are at the heart of what we do.

It's that simple. Our innovative **free** tools and top-notch professional services make publishing and distribution easier than ever. Plus it pays to self-publish with CreateSpace. Our royalty structure provides industry-leading economics, putting more in your pocket.

Just think, manufacturing and shipping is taken care of. Your book remains in-stock, without inventory, made on-demand when customers order. And with an array of options, including our free [Interior Reviewer](#) and [Cover Creator](#), together we can create the book you've always wanted.

#### Need help with your book?

Our knowledgeable publishing consultants can customize our services to meet your needs and budget.

Get [everyday low prices](#) on Professional Services with CreateSpace.

[Talk to a Consultant](#)

[Create a book](#)

[Why self-publish your book with us?](#)  
Self Publishing Video Overview

[Overview](#)

[Cover](#)

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### Buying Copies of Your Own Book

Orders you place for your title are referred to as "Member Orders." When you order copies of your own book, you pay just the fixed and per-page charges plus shipping and handling. Use our calculators to see your per-book, proof order cost, and shipping and handling costs.

#### A few important notes about Member Orders

- You pay for your books at the time of ordering.
- When you purchase your own titles you do not earn royalties.
- Sales tax may apply to your order.
- Member pricing only applies to orders placed through your account for your own title.
- The cost for a proof copy is the same as the cost for a single book, plus shipping and handling. You are asked to pay this amount when you place your order.
- Member Orders are subject to our [Return Policy](#).
- We print the majority of book orders in our facilities. Additional print facilities may be used to ensure we can deliver your order on time.

#### Member Order Calculator

Interior Type	Full Color with	Per Book	Order Subtotal
Trim Size	6" x 9"		
Number of Pages	100		
Quantity	120	<b>\$7.85</b> each	<b>\$942.00</b> 120 copies
<a href="#">Calculate</a>			

\* Figures generated by this tool are for estimation purposes only. Your actual order costs will be calculated when you set up your book. This does not include shipping and handling, which can be calculated below.

#### Order Shipping Calculator

Quantity		Shipping Options
Country	Select One	
<a href="#">Calculate</a>		

\* See the [rate tables](#) used to calculate shipping and handling.

\* Shipping times do not include the printing of your order.

## Appendix C – Price Quote From Lulu



**Product Line:** Standard  
**Binding:** Perfect Bound Paperback  
**Product Size:** US Trade  
**Interior Color:** Full-color  
**Paper Quality:** 80#  
**Cover Finish:** Gloss  
**Shipping Origin:** Global

✓ Eligible for retail distribution ?

Manufacturing cost per  page book: \$14.00  
Min-Max: 32-740

[Download Template](#)

[Make this book](#)

### – Bulk Pricing

Choose quantity:



Cost: \$1462.80

Per Unit: \$12.19

### + Spine Measurements

Binding	Product Size			
Coil Bound Paperback	<b>US Letter</b> 8.5 x 11 in	<b>US Trade</b> 6 x 9 in	<b>Comic Book</b> 6.63 x 10.25 in	<b>Pocketbook</b> 4.25 x 6.88 in
Perfect Bound Paperback	<b>Landscape</b> 9 x 7 in	<b>Small Square</b> 7.5 x 7.5 in	<b>Royal</b> 6.14 x 9.21 in	<b>Crown Quarto</b> 7.44 x 9.68 in
Saddle Stitch Paperback	<b>A4</b> 8.26 x 11.69 in	<b>Square</b> 8.5 x 8.5 in	<b>A5</b> 5.83 x 8.26 in	<b>Digest</b> 5.5 x 8.5 in
Interior Print				
Black & White on Cream				
Black & White on White				
Full-color on White				

## Appendix D – Price Quote From KaBlam Printing



First Time Here?

register

You Again?

login

Tech SpecsF.A.QContactStaff PicksNewslineResourcesCommentaryAppearancesSpotlightHome

### Square Bound Paperbacks

Also called Perfect Binding

- Covers printed on 80# Cardstock
- Glossy cover lamination
- Interiors printed on high bright 60# Paper
- Interior page counts from 20-760

**Item Name**

name of trade

**Choose your Size**

Please NOTE: These dimensions are the final TRIMMED size and NOT the size at which your files should be sent. For more info please see our [Technical Specifications](#).

Standard 6.75 X 10.25 ▼

**Cover Options**

Covers are laminated.

Full Color Covers ▼

**Interior Pages**

Full Color ▼

**Interior Page Count**

2 page increments, minimum of 55 pages, maximum of 760 pages. Do NOT count the cover!

100 Less than 54 pages is considered a standard comics. Click here to go to that order form.

**Spine Width**

Wraparound covers are OK, but your book must contain a minimum of 80 pages for anything to be printed on the spine. All text, copy, images, etc. to be printed on the spine MUST be included in a separate file from the cover file(s).

0.22 Inches

**Ka-Blam Ad**

You can lower your printing costs by adding a full page ad for Ka-blam.com to the inside back cover of your book.

Please note: This is an *advertising* buy on our part and in some rare cases (at our discretion) we may elect NOT to advertise. If so, we'll send you an email letting know of our decision. It's nothing personal and it's not a rejection of your order. We'll still print the order so long as it's in compliance with our [Technical Specifications](#), and our [stated printing guidelines](#), though your price will change since we're not purchasing advertising space.

[Click here to see a low rez version of the Ka-Blam Print Ad.](#)

YES- Interior Back Cover ▼

**Quantity**

We now offer quantity-based pricing on paperbacks. There is a price break at 25 copies and again at 100 copies.

If you would like to have a proof copy printed first, then simply reduce your order quantity to ONE.

Ka-Blam no longer provides a low resolution digital proof.

100

**Cost Per Copy**

\$10.88

**Total**

\$1088.00

You must be [logged in](#) to place an order.

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