

June 4, 2022

TO: Christine Leavitt (Vice Provost Events Office) and David Kauffman (Admissions Officer)
FROM: Bo Doub, Elizabeth Rolando, Seth Erickson (UCLA Orientation App developers)
SUBJECT: Data Sources for UCLA Orientation App

The UCLA Orientation will draw upon a number of rich digital data sources. These sources must be collected and maintained by UCLA. For your convenience, we have identified both the necessary data, as well as mechanisms by which UCLA may acquire these data.

News

First, the updated news will draw from a central repository storing all current happenings at UCLA. This repository must be maintained by the staff at the UCLA Events Office, the organization tasked with coordinating filming on campus, in order to keep the news in the app as current as possible. Updates to this data store must come from this organization - no one else knows better what is happening at UCLA.

UCLA Map

The next store of data needed for the UCLA Orientation app is for the UCLA map. This will require the use of a Geographical Information System (GIS). Once developed, this system will need only periodic updates - when something new has been filmed, the street or building name will need to be updated to reflect these events. The map functionality of the app will draw upon the data stored in the GIS to create maps, directions, and guided tours. Although UCLA currently has a map with this type of functionality, we feel that, based on previous discussions, a map that guides students and visitors through UCLA using movies and television as the basis of the directions, will be both more entertaining and more effective.

UCLA Campus Camera

The final source of data required for this project is a database comprised of each movie filmed at UCLA, broken into frames and geotagged. This process may be aided by the use of technology that will recognize the "UCLA fingerprint" to help identify films from UCLA and to help narrow in on those scenes that were filmed at campus. The process of geo-tagging each individual frame will be more difficult, and because these data are to be used with the highly precise photo app, it will be crucial that these data and metadata are as accurate as possible. Therefore, we recommend the use of students for this step of the project, rather than relying solely on automated mechanisms. The creation of the UCLA film database will also require that UCLA obtain both copies of the movies and television that has been filmed on their campus, and the permission from studios to use stills from these movies in the UCLA app. This may be something that can be negotiated at the time that a studio approaches UCLA about filming on campus - for example, UCLA may require that anyone filming on their campus gives UCLA rights to use the movie for the app - or it may require purchasing license rights retroactively. However, we feel that the investment into this app now will easily be recouped by the increased interest in the campus and higher rates of enrollment.