

MEDIA PRODUCTION ACADEMY

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Abstract

In this work, the development of Media Production Academy in Jeddah, Saudi Arabia is presented. This work has analysed three case studies related to media field and the architectural design requirement were analysed. Thus, based on the examined case studies, for the proposed Media Production Academy, the estimated gross floor area for its building is 10990 m². In addition, the academy is comprised of three zone, which are administration, educational and theatre zone. Likewise, for the development of the Media Production Academy, two potential sites were proposed. Site evaluation analysis was performed in order to determine the most appropriate site. The evaluation analysis was done based on few criteria's, which are site area, accessibility, surroundings, views, and visibility. The results of the site evaluation analysis showed that site 1 had demonstrated the highest score of 45. Thus, site 1 which is located KingAbdulazizroad and with site area of 37800 m² was selected as the proposed development site. The Media Production Academy was designed on the basis of the integration of nature and modern architectural design. This academy is expected to contribute to the nation of Saudi Arabia in terms of producing a generation who are well verse in the digital media field.

Keywords-- media, academy, center, digital media, Saudi Arabia

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INTRODUCTION

Media is a powerful tool for countries to raise public opinion in general and bring community outcomes in all aspects and areas of concern [1]. Today's media are the most valuable weapon, and every individual should benefit positively from it. In general, media is described as a medium or networks of general communication and information that is conveyed to society [2]. This information is transmitted to the social community through a number of media outlets, including newspapers, radio stations, TV channels and online blogs [3]. As time went by, improvement in the communication and media technologies facilitated the introduction of digital media and multimedia entertainment systems, which has benefited many individual across the globe [4].

In Saudi Arabia, during the early years, its people and community have feared and rejected any new media diversity [5]. Journalism was the beginning of the Kingdom's media. The administrative bodies and organizations worked on the development of journalism [6]. This resulted in the development of other media mediums, such as radio station and television station [7]. Following a series of media achievements that have exhibited necessary implications in Saudi media history, the community and its people have accepted the development of media technology [7].

Currently, the younger generation of Saudi Arabia have indulged themselves in digital media technology and entertainment [8]. Moreover, the youths of Saudi Arabia are visiting neighbouring countries to use technology-related facilities for media entertainment production, such as virtual films and videos [9]. As a result, the government has recognized this potential among its younger generation and is aiming to develop the involvement in media related fields through its 2030 vision [10]. Hence, the government intends to develop a media-related academy through its 2030 vision to engage its community in the field of digital media. Therefore, this work aims to meet the requirement of vision 2030 and presents the development of Media Production Academy in Jeddah, Saudi Arabia.

CASE STUDIES

In this work, three case studies related to media field were analysed. The information of each case studies is presented as follow:

- Columbia Collage Chicago Media Production Center
- KNN Media Center
- Busan Cinema Center

Columbia Collage Chicago Media Production Center

Columbia Collage Chicago Media Production Center is located at Chicago, United States of America (Figure 1). This building was designed by Studio Gang Architect. This building has an area of 36000 sf. The Media Production Center is a professional quality educational institution, which houses its programs in film, television and related fields, such as video game design. The building is constructed as one story with 3 parallel strips. It includes sound stages, classrooms, a group production shop and a motion-capture studio. The main studios, where the occupants required full sound and lighting management, are located inside the most important strip. Furthermore, the building's street façade was clad in colorful vertical glass bars to resemble a TV check pattern. The main entrance to the building leads to a double-story lounge on the northeast corner of the building. The Lounge has an artifact masonry arch. A ramp leads to the classrooms, then loops around the edge of the State Street building, which ends at the top of the lounge viewing stairs. This route was formed by cinematic integrative devices, with windows framing views across multiple spaces and to the exterior of the building. Further openings have been carefully positioned to create completely different daylight conditions and to accentuate the sense of layering. In addition, each strip of the 3 strips has a completely different height, which is designed in accordance with the functions of each strip. The courtyard next to the set-up shop are used for socializing, filming and night-time outdoor movie viewing. The facilities and the space distribution of this building includes various studios (43%), animation lab (4%), make and dressing room (1%), public areas (8%), classroom (3%), offices (3%), storages (9%), green room (1%), circulation area (22%) and services (6%).



Figure 1. Columbia Collage Chicago Media Production Center

KNN Media Center

KNN Media Center is located at Busan, Korea (Figure 2). This building was designed by DRDS Architecture. This building has an area of 68000 m².The KNN Media Center includes broadcast studios, office space, retail outlets, public facilities and the teddy bear museum. Furthermore, the building's podium includes broadcast studios, retail stores and the museum. While the tower contains the areas of the office.

The project has many green areas and gardens integrated with the planning of each of its podiums and towers. The design of the project expresses the streaming nature of the broadcast facility. The soft surface of the building produces a slight transition between external and internal public spaces.

The facilities and the space distribution of this building includes offices (52.42%), circulation (19.12%), commercial space (1.80%), dressing and make up (0.18%), green area (7.42%), museum (3.60%), network and telecommunication (0.85%), production (4.50%), public area (2.92%), services (6.07%) and storages (1.12%).



Figure 2. KNN Media Center

Busan Cinema Center

Busan Cinema Center is located at Busan, South Korea (Figure 3). This building was designed by architect Coop Himmelb(l)au. This building has an area of 32 100 m². The building accommodates multi-functional theater seats, 2 small cinemas, a medium-size movie theater, a public square and a multicultural international arena. The tower is surrounded by the transparent functional areas of the plaza, which are spanned by 2 wide roofs that are loaded with powered LEDs. Furthermore, a steel-lattice

framework placed on spanned concrete slabs intended to represent the only vertical structure for a large spreading roof. The facilities and the space distribution of this building includes circulation (37%), convention hall (4%), offices (6%), PIFF hall (8%), restaurant (9%), services (16%), theater (13%) and cinemas (7%).



Figure 3. Busan Cinema Center

PROGRAM ASSUMPTION AND SPACE DETAILS

For the Media Production Academy, the estimated gross floor area for its building is 10990 m². Based on Table 1, the academy is comprised of three key zones, which are administration, educational and theatre zone.

Table 1. Space details

Zone	Gross floor area (m ²)
Administration	3570
Educational	3070
Theatre	4350
Total	10990

PROPOSED SITE

Proposed site: Site 1

For site 1 (Figure 4), this site is located at the KingAbdulazizroad, which is one of the most important roads of the city. This site has a total area of 37800 m².

Proposed site: Site 2

For site 2 (Figure 5), this site is located at Sari district, which is near to the Prince Sultan road. This site has a total area of 20000m²



Figure 4. Site 1



Figure 5. Site 2

SITE EVALUATION AND ANALYSIS

Two potential sites were proposed for the development Media Production Academy. Both sites were examined based on few criteria's, which are site area, accessibility, surroundings, views, and visibility. Both sites were analysed using site evaluation test. Table 2 shows the results of the site evaluation test. Based on Table 2, site 1 obtained the highest score of 45, compared to site 2 with score of 15. Therefore, site 2 was selected as the proposed development site.

Table 2. Site evaluation

Criteria	Site 1	Site 2
Site area	10	0
Accessibility	10	5
Surrounding	5	0
Views	10	5
Visibility	10	5
Total	45	15

The site is surrounded by few landmarks, which are the Red Sea, restaurants, cafes, malls, park and entertainment centers .In terms of climate, Jeddah retains its warm temperature in winter, ranging from 15 ° C (59 ° F) at dawn to 28 ° C (82 ° F) in the afternoon. Summer temperatures are extremely hot, often breaking the mark of 43 ° C (109 ° F) in the afternoon and falling to 30 ° C (86 ° F) in the evening. Moreover, over the course of a year, temperatures typically range from 18 ° C to 39 ° C and are rarely below 15 ° C or above 41 ° C. In addition, rain usually occurs in small amount during the month of November and December. Furthermore, dust storms happen in summer and sometimes in winter.

PROJECT DESIGN

The Media Production Academy is designed to support media production and media production in the Kingdom of Saudi Arabia. The project can help to expand the media business in the region and improve its quality and content. The design concept of the Academy is based on the integration of nature and modern architectural design. In this academy, the size of the theater, containing a minimum area of 0.5 m² per spectator were used for sitting spectators. The length of the rows may be a maximum of 16 seats per aisle, with 25 seats per aisle area allowed. For the cinema, the lower edge of the screen was set to be at least 1.20 m above the ground. The center of the projected beam did not deviate more than five degrees horizontally or vertically from the center of the screen. The viewing angle from the primary row of seats to the center of the picture did not exceed 30 degrees. The classroom were designed with adequate spaces that can

accommodate about 200 students per class. Furthermore, the studios were designed with modern equipment and features and it includes sound proof wall. In addition, the usage of natural lighting have been incorporated to the architecture design of the academy. The classrooms were also equipped with black-out shades for classes held during the daylight hours of the use of video media. In addition, the outdoor park was also built for social activities. Figure 6 to Figure 9 shows the architectural design of the Media Production Academy.



Figure 6. Overview of the Media Production Academy



Figure 7. Main elevation of the Media Production Academy



Figure 8. Side elevation of the Media Production Academy



Figure 9. Interior view the Media Production Academy

CONCLUSION

In this work, the development of Media Production Academy at Jeddah, Saudi Arabia has been presented. For the Media Production Academy, the estimated gross floor area for its building is 10990 m². Furthermore, the academy building is comprised of three main zone, which are administration, educational and theatre zone. This academy is expected to contribute to the nation of Saudi Arabia in terms of producing a generation who are well verse in the digital media field. Furthermore, this academy can increase the proportion of national and native production and contribute to the economy of Saudi Arabia.

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