DIGITAL MEDIA

WHAT'S IN THIS PROPOSAL?

NEW C-IDS.

New C-IDs approved in Digital Media will support clearer pathways & curriculum design.

MODEL CURRICULA

7 CTE Model Curricula on the way. 1 ADT in review.

INNOVATION.

A Digital Media multi-disciplinary department will allow for growth, restore FTES & improve student outcomes.

Presentation
for
Division
Curriculum
Consideration.

Stephanie Clark
Associate Professor, Digital Media Arts / Graphic Design

Digital Media Program Proposal

On behalf of the Digital Media & Graphic Design/Digital Media Arts faculty. We ask that College Curriculum Council approve aligning the following programs and courses into the new Digital Media Department:

- Intro. to Digital Media Arts
- Fundamentals of Typography
- Advanced Typography
- Graphic Design
- Graphic Design II: Branding & Identity
- Web Design
- Digital Illustration I
- Digital Illustration II
- Layout Design
- History of Animation
- Motion Graphics w/ After Effects

- AA Graphic Design
- AA Digital Media Arts
- CA Production Artist
- CA UX Design
- CP Graphic Arts

THIS PROPOSAL is a response to the ongoing and rapid changes in the field of media design, production and development. The proposal addresses workforce needs, state curriculum alignment, and community service and supports a student-centered community of practice.

The Santa Ana College faculty within Digital Media (TV/Video Communications) & Graphic Design/ Digital Media Arts, in the spirit of innovation, and with a future-thinking collaborative mindset, have designed a plan that advances these programs into a department that reflects today's media needs. With the recently approved Digital Media model curricula and C-IDs, and the Fall 2020 renaming of the TV/Video Communications Department to Digital Media, there is a sense of urgency in merging these programs into a cross-disciplinary department, one that prepares students for the digital media workforce while also reflecting the state-wide curriculum agenda.

This program alignment will offer students a cross-section of digital experience that prepares them for the future needs of the digitally-minded workforce. The newly developed department will also offer a community of practice for our students that reflects the real state of the industry today.

OUR VISION includes the development of an Agency program to service the college, district and community as well as a motion graphics program to prepare film and television students for the visual needs of media on the web. User experience/user interface (UX/UI) courses will offer technical readiness for the all students as we recognize their future needs within the fields of interactive and AR media design.

The changing fields and overlapping skill sets within our industry make 2020 a moment to embrace these evolving fields and acknowledge revolutionary changes in technology and business needs. Approval of this proposal is an endorsement by the College faculty body of cross-functional, cross-collaborative, and cross-disciplinary program development. This proposal defines a department of forward-thinking and evolving programs of study, nimble enough to respond to the annual changes in these fields, and with the focus of becoming a program of excellence in the region.

OUR PROPOSAL IS SIMPLE, CREATE A SINGLE MULTI-DISCIPLINARY DIGITAL MEDIA DEPARTMENT THAT COVERS THE EXPANDING FIELDS OF CREATIVE DESIGN, DIGITAL VISUAL COMMUNICATIONS & MEDIA PRODUCTION.

Michael Taylor
Michael Dermody
Stephanie Clark

MEDIA TODAY

It used to be that when a client needed a marketing video, a logo, or a website, they could expect to go to three different businesses. Today, all this and more can be designed and delivered on a single laptop.

Have you ever considered how visual graphics will be utilized in the field of augmented reality? Thought about designing way-stations through a GIS-based social media application? Seen video used as a role-playing device? These are just some of the problems that digital media professionals are addressing today. Digital Media today is comprehensive, multi-disciplinary and future-facing. Our proposal supports educating the designer of the future and responding to these massive changes in delivery and audience engagement.

CONTENTS

07

Digital Media Pilot

In Spring 2017, a pilot program was started with the consent of the Dean and VP of Academic Affairs. During this period the Chair of TV/Video Communications managed the Graphic Design and Digital Media Arts programs. This period saw growth of 47% FTES.

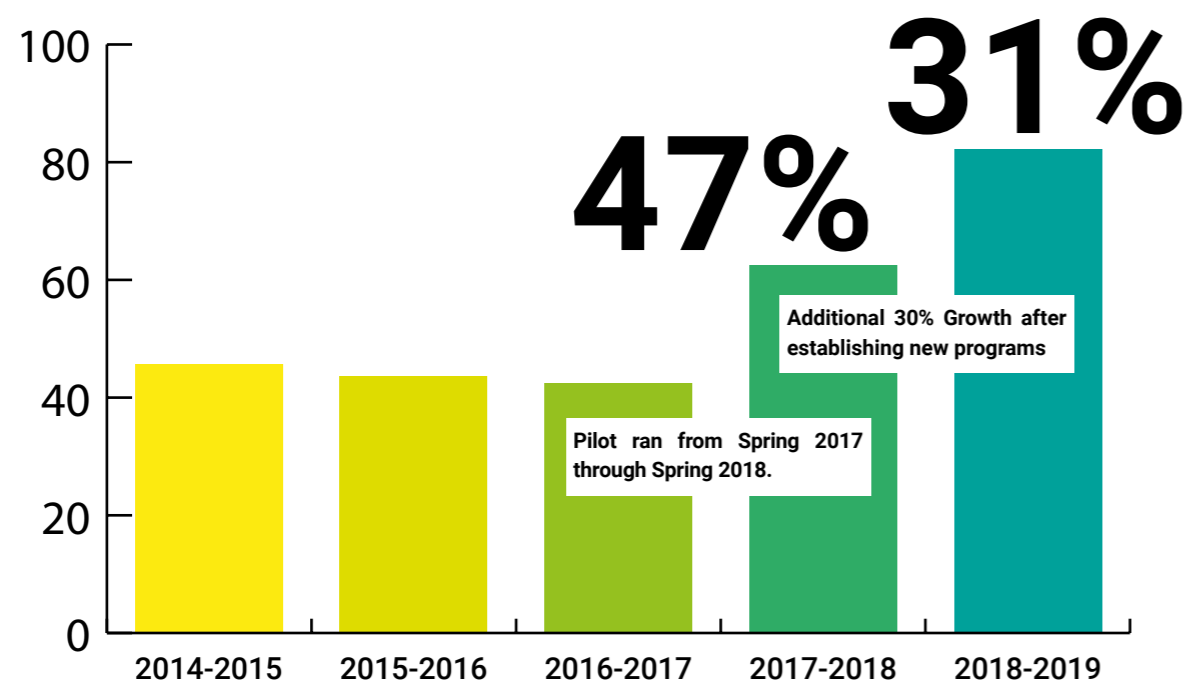- data provided by SAC Research Department

Figure 1. Growth in FTES of Graphic Design + Digital Media Arts sections according to academic year.

Growth in FTES

Dual Enrollment established at end of the pilot is still benefitting the Digital Media Arts / Graphic Design programs as we have seen sections and enrollment double in this area.
(see Figure 2, page 9)

These agreements have been lead and formed by Professor Stephanie Clark and supported by Professor Michael Taylor. Professor Clark has assisted in establishing new Digital Media plans for the upcoming academic year at both OCHSA, Santa Ana High School and Valley High School.

All observations, interviews, planning and agreements have been attended to by Professor Clark in conjunction with the Dual Enrollment Office staff.

08

Proposed in Fall 2016, and formally beginning in Spring 2017 Santa Ana College Fine & Performing Arts Division hosted a digital media pilot program merging the Graphic Design/Digital Media Arts programs with the TV/Video & Communications programs. The pilot program ran until Spring 2018. During this time several productive outcomes occurred.

- **Re-launched Web Design**
- **Shared equipment checkout**
- **Hired faculty & launched** *History of Animation* **GE**
- **Hired 3 new adjuncts qualified across all FSAs in the Digital Media Pilot**
- **Saw FTES growth of 47%**
- **Launched cross-listed motion graphics course** *ART/TELV 193*
- **Merged Advisory Boards**
- **Collaborated on marketing materials**
- **Collaborated on scheduling labs**
- **Collaborated on outreach and dual enrollment opportunities**
- **Interviewed, hired and scheduled Samueli Dual Enrollment agreement**
- **Developed curriculum plans for Agency Production and Motion Graphics**

The pilot offered participating programs and associated faculty an opportunity to collaborate on a daily basis as these programs are all housed at the Digital Media Center, and the offices of the Faculty are centralized at this facility. By having a centralized location for these programs, the faculty had an opportunity to discuss future planning, assist one another with curriculum development, and create

a community of practice for their areas.

Now that the pilot has run with proven success, we are asking that the program be formally adopted to reflect the new state-approved Digital Media discipline. As part of the state curriculum development, Professor Clark participated in the FDRG (Faculty Discipline Review Group) and offered input throughout the CCCMC process. At the state level, the ongoing recommendation from the ICT-DM Sector is that digital media move away from a 'Fine Art' curriculum and focus more on the business and workforce skills within these programs. This recommendation does not exclude focusing on transfer student needs or embedding necessary foundation-level coursework into Digital Media programs.

OTHER AREA OF GROWTH:
Dual Enrollment

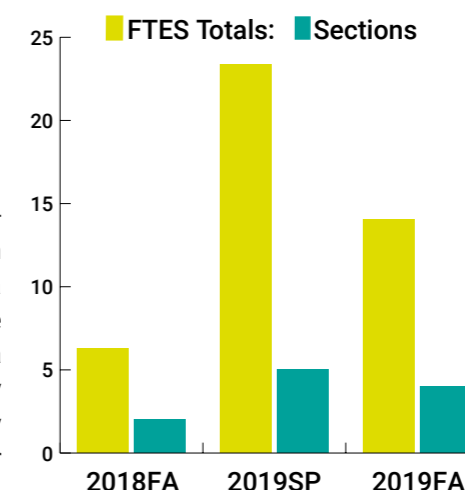3 of the 4 High Schools currently requesting Dual Enrollment pathways want Digital Media & Graphic Arts together.

Figure 2. Dual Enrollment FTES and Section totals according to semester. Data provided by SAC Dual Enrollment Office.

09

ictdmsector.org/digital-media/

* ICT-DM SECTOR DIGITAL MEDIA

The ICT Team will continue to advocate the migration of Digital Media from 'art only' to a more multipurpose business communication skill..

The demand for digital skills continues to grow across the labor market and is infused into new jobs with related skill sets. Many professional and businesses services industries use digital media tools to communicate their messaging through graphic design, advertising, social media campaigns, videography, and more. Reports indicate that 82% of middle-skill jobs are now "digitally intensive." Incumbent workers need to regularly acquire new digital skills in order to stay ahead of job market changes and to advance in their careers.

A Fall 2019 Survey indicated student support for a multi-disciplinary department that houses the pro-posed programs. The survey also offered some guidance on where to go with the Graphic Design & Digital Media Arts programs. Comments included concern about the Animation course offerings. A high-level of interest in open lab space, as well as a space for students to 'hang out' and have lunch at the Digital Media Center.

Curriculum Requests from students included offering a greater variety of courses, with more regularity. Students also want more workforce skills-building courses to assist in developing their portfolios.

Ask us about the barriers to addressing these requests.

What else did we find out?

- 71% of students wanted lab space to complete on-line assignments.*

- 42% said lab space impacted their interest in online courses.

- 79% would utilize an open MAC lab at the DMC that was offered for their major.

- 87% felt the program they are in aligns with their career goals.

- Only 50% of students feel they understand the requirements for transferring to a graphic design or media program.

*The Digital Media faculty already collaborated on supporting DMA student lab needs. We look forward to addressing other needs of our student body as a department and to create comprehensive and sustainable solutions within our programs.

10

11

STUDENT SUPPORT

Students exhibit both support and positive feelings about having a multi-disciplinary media department. Out of 24 students surveyed, 21(87.5%), had a positive response, and only one student submitted a negative response.

QUESTION: What are your feelings regarding offering the Graphic Design & Digital Media Arts programs within a department that houses Film, Video Production and/or Media Studies?

88% POSITIVE

* STUDENT QUOTE

"As someone who is hoping to pursue a certificate in Film/Video studies, I find it beneficial, as most of these arts and studies come together at some point."

OUR VISION

The Digital Media faculty have already developed a plan-of-action to address several needs in our areas. Check out our plans below.

Faculty Objectives
Digital Media Department

The Digital Media faculty members plan on addressing several areas of improvement once the department is solidified.

1 Address the need for **open lab access for our students.** Being a production-driven department, we will collaborate on lab schedules that serve our students in achieving their program goals.

2 Develop **UX/UI curriculum** that meets the workforce needs. This will include interactive design that embeds both graphic and media-based components, offering our students a dynamic portfolio of curriculum that is future-facing.

3 **Build out the Agency program** to include graphics and design components for community and college clients.

4 **Scale online program offerings.** All three full-time faculty members in DMA are online certified and

prepared to scale these offerings to improve student access to coursework and reach a new demographic of student. Professor Clark is in the midst of launching an online CTE pathway this year.

5 **Embed motion graphics** into all Graphic Design and digital media arts curriculum. There is a high demand for this skill set, and students are increasingly required to submit portfolios for transfer. This skill will improve the outlook for salary placement as well as improve transfer opportunities at impacted design & media programs.

6 Actively work towards **scheduling general education courses at the DMC** to assist students in navigating their college days

7 **Share Co-Chair duties,** assigning outreach, curriculum planning, and marketing to Professor Clark and grant writing, facilities management, and hiring to Professor Taylor.

"A greater variety of non-transfer required classes would be nice. Those classes would be geared to skill development and building portfolio quality work."

- student quote from Fall 2019 Survey

Student focus on
CAREER & COMMUNITY

"The DMC is really nice but there is no places for students to relax or eat lunch. I feel like there should be designated hang out place."

- student quote from Fall 2019 Survey

08
Community-building across disciplines using the strategies of Guided Paathways.

09
Identify and address **equity gaps** in completion, and barriers to completion.

10
Strategic scheduling that complements all programs and demographic needs.

11
Develop a mentorship program for faculty addressing equitable practices in the classroom.

Collaboration is in our Nature

Cross-disciplined Case Study

As media disciplines continue to merge, here is yet another example of the convergence.

Santa Ana College has had Theatre and Television programs for many years and both were designed separately and in a conventional fashion. With Theatre's curriculum designed around stage presentations and the Television program around new reporting.

In 2016 discussions between the two departments were initiated and a search for a project that would serve both programs in an updated fashion began. A decision was made that we should attempt a project that would be filmed and edited digitally and delivered in a nontraditional manner - via the Internet.

Curriculum was created to provide opportunities for TV and Theatre students to work together on the project - Theater students getting to work with a professionally trained crew and a crew that would work with professionally trained student actors.

In the fall of 2017 an original pilot script was created and production on the pilot began in spring of 2018. With the pilot underway, a group of student writers began creating the eight episodes that would be cast, filmed and edited over the next two years.

At the close of the fall of 2018 a website has been designed to not only distributed the web series but to also generate a revenue stream by selling product based around the series' narrative. At this time the Pilot, two episodes, and a behind-the-scenes documentary are posting and enjoying vigorous viewing. And, additional episodes will drop mid-semester and the end of a semester though spring 2021.

Intrasegmental Model Curriculum (CCCMC)

Certificates

c-id.net/model-curriculum

Sample Digital Media Courses

Animation Basics
Character Development
Digital Video Production & Editing
Digital Imaging
Digital Effects/Motion Graphics
Digital 3D Modeling
Film Appreciation
Intro BioTech Design
Page Layout
Typography
Vector Graphics
Web Design Fundamentals
Web Development
UX Design

Digital Media C-IDs

DM 100 Intro to Digital Media
DM 110 Intro to Design Principles
DM 120 Intro to Social Media
DM 130 DM Business Basics & Portfolio

Digital Media CCCMC Sample Courses & C-IDs

Introducing
Digital Media Model Curricula

14   **15**

BASIC ANIMATION
Intro to Digital Media
Intro to Design Principles
Intro to Social Media
DM Business Basics & Portfolio
Character Development
Animation Basics

BIOTECH MEDIA
Intro to Digital Media
Intro to Design Principles
Intro to Social Media
DM Business Basics & Portfolio
Digital 3D Modeling
Intro to Biotech Design

UX DESIGN BASICS
Intro to Digital Media
Intro to Design Principles
Intro to Social Media
DM Business Basics & Portfolio
Web Design Fundamentals
UX Design

WEB DEVELOPMENT BASICS
Intro to Digital Media
Intro to Design Principles
Intro to Social Media
DM Business Basics & Portfolio
Web Design Fundamentals
Web Development
Digital Imaging

DIGITAL EFFECTS
Intro to Digital Media
Intro to Design Principles
Intro to Social Media
DM Business Basics & Portfolio
Digital Effects
Typogrpahy

DIGITAL FILM/VIDEO
Intro to Digital Media
Intro to Design Principles
Intro to Social Media
DM Business Basics & Portfolio
Digital Film Production & Editing
Film Appreciation

GRAPHIC DESIGN/ PRINT PRODUCTION
Intro to Digital Media
Intro to Design Principles
Intro to Social Media
DM Business Basics & Portfolio
Vector Graphics
Page Layout
Digital Imaging

* These pages exhibit the new model curricula, sample courses, and C-IDs with proposed SAC courses for C-ID alignment.

Review the next page spread to see a list of DM aligned courses for placement into the new Digital Media Department.

Intrasegmental Model Curriculum (CCCMC)
SAC Course Alignment

Digital Media CCCMC Sample Courses & C-IDs

Sample Digital Media Courses

Animation Basics
Character Development
Digital Video Production & Editing
Digital Imaging
Digital Effects/Motion Graphics
Digital 3D Modeling
Film Appreciation
Intro BioTech Design
Page Layout
Typography
Vector Graphics
Web Design Fundamentals
Web Development
UX Design

Digital Media C-IDs

DM 100 Intro to Digital Media
DM 110 Intro to Design Principles
DM 120 Intro to Social Media
DM 130 DM Business Basics & Portfolio

SAC Aligned Digital Media Courses

Animation Basics
Character Development
Single Camera Film Production
Digital Illustration I
Motion Graphics with After Effects
Digital 3D Modeling
History of Film
Intro BioTech Design
Layout Design
Fundamentals/Advanced Typography
Digital Illustration II
Web Design
Web Development
UX Design

Digital Media C-ID Alignment

Introduction to Digital Media Arts
Graphic Design
ENTR 105*
Graphic Design II: Branding & Identity

16
17

BOLD COURSE TITLES ARE COURSES PROPOSED TO BE IN THE SAC DIGITAL MEDIA DEPARTMENT AND ALIGN WITH THE
CCCMC DIGITAL MEDIA C-IDS OR SAMPLE COURSES.
*[ENTR 105] IS EMBEDDED IN THE CURRENT UX DESIGN CERTIFICATE.

PROPOSED COURSES & PROGRAMS TO BE ASSIGNED TO DIGITAL MEDIA DEPARTMENT

Digital Media

Intro. to Digital Media Arts (DM 100)

Fundamentals of Typography

Advanced Typography

Graphic Design (DM 110)

"GD" II: Branding & Identity (DM130)

Web Design

Digital Illustration I

Digital Illustration II

Layout Design

History of Animation

Motion Graphics with After Effects

AA Graphic Design

AA Digital Media Arts

CA Production Artist

CA UX Design

CP Graphic Arts

These 11 courses and 5 programs align with the new DM curricula. Under this proposal, these will now be identified as Digital Media.

Intro. to Digital Media Arts is the only course required in any remaining Art programs; it is part of the Murals & Animation certificate.

18

19

COMPREHENSIVE LIST OF PROPOSED REMAINING COURSEWORK. AVERAGE OF 80+ SECTIONS OFFERED PER SEMESTER.

PROGRAMS TO REMAIN

1. AA. Program A
2. Studio Art AA-T
3. Art History AA-T
4. Photography AA
5. Commercial Photography Cert
6. Murals CA
7. 3D Modeling – Cert A
8. 3D Modeling – Cert C
9. 3D Modeling – Cert D
10. Jewelry Cert
11. Ceramics Cert

COURSES TO REMAIN

1. Art Lab
2. Intro. to Art Concepts
3. Western Art History I/II
4. History of Modern Art
5. Arts of Africa…
6. Mexican and Chicano Art History
7. Modern Art
8. Asian Art
9. Contemporary Art History
10. 2D Design
11. 3D Design
12. Gallery Production
13. Intro. To Drawing
14. Beginning Life Drawing
15. Beginning Pastel and Painting
16. Intermediate Pastel and Painting
17. Watercolor Painting
18. Beginning Painting
19. Landscape Watercolor
20. Primitive Pottery Techniques
21. Ceramics – Intro.
22. Ceramics – Intermediate Throwing
23. Ceramics – Intermediate Handbuilding
24. Plaster Mold Making
25. Clay Calculation
26. Ceramics – Raku & Firing
27. Ceramic Mural Project
28. Ceramic Color Decoration Low/High
29. 3D Character Animation
30. Creating Realisim with Textures and Lights
31. 3D Commercial Applications
32. Video Game & Interactive Media
33. Intro. to Jewelry
34. Art of Animation
35. Fundamentals of Cartooning
36. Mural Painting & Design
37. 3D Modeling Fundamentals
38. 3D Animation Fundamentals
39. Intermediate Drawing
40. Intermediate Life Drawing
41. Advanced Life Drawing
42. Advanced Drawing
43. Intermediate Watercolor
44. Intermedia Painting
45. Advanced Painting
46. Portrait and Life Painting
47. Advanced Throwing and Hand Building
48. Advanced Study in Ceramics
49. Electric Kiln Ceramics
50. Jewelry II
51. Jewelry III
52. Introduction to Stone Setting
53. Introduction to Enameling
54. Mural Painting II
55. Mural Painting III
56. Professional Art Production
57. Art Practicum
58. Photography Lab
59. History of Photography
60. Beginning Photography
61. Landscape Photography
62. Commercial Studio Practices (Photography)
63. Digital Workflow
64. Commercial Photography
65. Intermediate Commercial Photography
66. Wedding and Quinceanera Photography
67. Portrait Photography
68. Color Photography Expression

From these remaining courses, the Art Department offers 80-90 sections each semester.

Top 5 Colleges for Completion

Top five colleges with the highest number of students who earned a locally-issued certificate, Chancellor's Office approved certificate, associate degree, and/or applied baccalaureate degree.

These programs are recognized as top 5 Digital Media programs for a variety of SCFF categories.

* Note the organization of these programs is around multi-disciplinary media-oriented departments.

Completion

20   **21**

CITY COLLEGE OF SAN FRANCISCO

Visual Media Design

Graphic Design AA
Visual Design Foundation CA
Digital Art Foundation CA
Visual & Interaction Design CA
Visual Media Production CA
Digital Illustration CA
Digital Animation CA
Game Development CA

ANTELOPE VALLEY COLLEGE

Digital Media Department

Graphic Design AA | CA
Computer Animation AA | CA
Digital Photographic Imaging AA | CA
Digital Printing AA
Interactive Media-Web Design AA | CA
Video Design & Production AA | CA

SANTA ROSA JUNIOR COLLEGE

Computer Studies Department

Computer Sciences AS
Digital Media: Digital Filmmaking AA | CA
Graphic Design AA | CA
Game Development AS | CA

Adobe Application Specialist CA
Adobe Illustrator CA
Adobe InDesign CA
Adobe Photoshop CA

Digital Media: 3D Modeling & Animation CA
Digital Media: Digital Audio CA
Production Fundamentals CP
Web & Mobile Front-end Developer CA
3D Modeling & Animation CA
Digital Filmmaking CA
Digital Audio CA
Web & Multimedia CA

IT Support Skills CA
Cisco CA
Microsoft Office Specialist CA

SACRAMENTO CITY COLLEGE

Design & Digital Media

Design & Digital Media AS | CA
Graphic Design CA
User Interface & Web Design CA
3D Animation & Modeling CA
Game Design CA

Read about SCCs new department name here: scc.losrios.edu/ddm/our-new-department-name/

COLLEGE OF SAN MATEO

Digital Media

Broadcast & Electronic Media AA | CP
Graphic Design AA
Web Design/Multimedia AA | CA | CP
Film, Telv. & Electronic Media AS-T
Graphic Production CA
Applied Audio & Video Production CP

Top 5 Colleges for
Living wage

Top five colleges with the highest proportion of students who attained a living wage, from the number of completers and skills-builders who exited.

These programs are recognized as top 5 Digital Media programs for a variety of SCFF categories.

* Note the organization of these programs is around multi-disciplinary media-oriented departments.

LIVING WAGE

22

23

MIRACOSTA COLLEGE

Media Arts & Technologies

Digital Media Foundation CP
Digital & Print Publishing CP
Graphic Communication CA
Graphic Design AA | CA
Video & Animation CP
Video & Media Design CA
Web Design CP
Web Development & Design AA | CA

SANTA ROSA JUNIOR COLLEGE

Computer Studies Department

Computer Sciences AS
Digital Media: Digital Filmmaking AA | CA
Graphic Design AA | CA
Game Development AS | CA

Adobe Application Specialist CA
Adobe Illustrator CA
Adobe InDesign CA
Adobe Photoshop CA

Digital Media: 3D Modeling & Animation CA
Digital Media: Digital Audio CA
Production Fundamentals CP
Web & Mobile Front-end Developer Cert
3D Modeling & Animation CA
Digital Filmmaking CA
Digital Audio CA
Web & Multimedia CA

IT Support Skills CA
Cisco CA
Microsoft Office Specialist Cert

MISSION COLLEGE

Graphic Design

Graphic Design AS | CA
Web Design CA
Digital Illustration CA
Web Developer CA
Graphic Arts AS | CA

Course offerings include Animation, Video Production, Graphic Design, Game Design and Photography.

SAN DIEGO MESA COLLEGE

Multimedia

3D Modeling & Animation CA
Video Grame Design & Development AS | CA
Interactive Media Production CA
Visual Communication AS

Course offerings include video production.

AMERICAN RIVER COLLEGE

Art New Media

Art New Media AA
Technical Communications AA | CA
3D Rigging Technical Director CA
ARTNM: 3D Animation CA
ARTNM: 3D Modeling & Texturing CA
ARTNM: 3D Technical Director CA
ARTNM: Character Design CA
ARTNM: Commercial Illustration CA
ARTNM: Web Design CA
Art New Media: Illustration CA
Graphic Design: Intern Artist CA
Graphic Design: Junior Artist CA
Graphic Design: Production Artist CA
Art New Media: Foundations CP

Top 5 Colleges for TRANSFER

Top five colleges with the highest number of students who took non-introductory courses or completed a CCCCO award who subsequently enrolled for the first time in a four-year institution the following year.

These programs are recognized as top 5 Digital Media programs for a variety of SCFF categories.

* Note the organization of these programs is around multi-disciplinary media-oriented departments.

24

25

Transfer

SAN DIEGO MESA COLLEGE

Multimedia

3D Modeling & Animation CA
Video Grame Design & Development AS | CA
Interactive Media Production CA
Visual Communication AS

Course offerings include video production.

BERKELEY CITY COLLEGE

Multimedia Arts

Multimedia Arts Core CA
Animation & Game Design AA
Animation Level I & II CA
Game Design Level I & II CA
Introduction to Animation & Game Design CC
Character Design & 3D Modeling CP
Multimedia Arts Digital Imaging AA
Digital Imaging: Illustraiton CA
Digital Printmaking CA
Digital Imaging CC
Introduction to Motion Graphics CC
Multimedia Arts Mobile & Web AA
Mobile & Web Design Level I & II CA
Multimedia Arts Film, Television & Electronic Media AS-T
Video Arts AA
Video Arts Level I CA
Video Arts Level II: Directing & Producing CA
Video Arts Level II: Editing & Post Production CA

COLLEGE OF SAN MATEO

Digital Media

Broadcast & Electronic Media AA | CP
Graphic Design AA
Web Design/Multimedia AA | CA | CP
Film, Telv. & Electronic Media AS-T
Graphic Production CA
Applied Audio & Video Production CP

FOOTHILL COLLEGE

Graphic & Interactive Design

Graphic & Interactive Design AA | CA
Web Design & Development CP
Graphic Design Skills CP
Gament Printing Skills CP
Illustration Skills CP
Game Design Skills CP

Graphic Communications

Interactive Media Design in 3D Modeling & Animation AS | CA
Interactive Media Design in Multimedia Design AS | CA
Digital Imaging AS | CA
Digital Video AS | CA
Graphic Communications AS | CA
Internet: Emphasis in Graphic Communication CA
Screen Printing AS
DIgital Media CP
Screen Printer CP

PALOMAR COLLEGE

Media Studies

Cinema AA | CA
Communications
Journalism AA-T
Photography CP
Public Relations CP
Digital Broadcast Arts CP
Social Media CA

Media programs at the CSUs

Design and Digital Media courses and majors are organized in a variety of ways across the CSUs. Take a look at these media-based departments along with majors and notes on course offerings.

CAL POLY

Graphic Communication

Design Reproduction Technology (DRT)
Graphics for Packaging (GP)
Web and Digital Media (WDM)
Graphic Communication Management (GCM)

BAKERSFIELD

Communications

Journalism
PR
Digital Media

...course offerings include digital imaging, graphic design, video and audio production, digital animation and interactivity.

CHICO

Media Arts, Design & Technology

Mass Comms
Media Arts
Communication Design

Houses METX a collaboration between MADT, JOUR and CAGD where students create commercial quality media for local Chico companies.

FULLERTON

Communication

Communications
Advertising
Entertainment and Tourism Communications
Journalism
Photo Communications
Public Relations
Human Communication Studies
Cinema and Television Arts

Communication Design

Web Design
Visual Design
Game & Interactive Design
No digitalcoursework in the Art department.

SACRAMENTO

Design Department

Graphic Design
Interior Design
Photography

Communication Studies

Communication Studies
Journalism
Film Studies

MONTEREY BAY

SAN JOSE

Department of Design

Design Studies
Animation/Illustration
Graphic Design
Industrial Design
Interior Design

SAN MARCOS

Art, Media & Design

Art and Visual Culture (AVC)
Digital and Media Art (DAMA)
Art History Minor
Arts and Technology Minor
Video and Film Production Minor
Visual Arts Minor
Visual and Performing Arts Minor

DOMINGUEZ HILLS

Digital Media Arts

Audio Technology
Music Technology
Television Arts

Communication

Advertising
Journalism
PR
Communication Studies

SAN FRANCISCO

Design

Visual Communication Design
Industrial Design

MONTEREY BAY

Communication Design

Web Design
Visual Design
Game & Interactive Design

26

27

CSUs

LOCAL MODELS.

7 of the 14 Region 8 colleges are already designing their departments around new media and technology programs.

MT. SAN ANTONIO COLLEGE

Commercial & Entertainment Arts

Animation and Gaming Program
Film and TV
Graphic Design and Illustration Program
Photography Program
Radio

SANTA MONICA COLLEGE

Design Technology

Interaction Design BA
Animation AS
2D Animation CA
3D Animation CA
3D Production CA
Visual Development CA
Digital Media AS
DIgital Audio Post-production CA
Digital Video Post-production CA
Graphic Design AS | CA
User Experience CP
Web Design CP
Interior Architectural Design AS | CA
Digital Production & Design CP
Set Design & Art Direction for Film & TV CP

GOLDEN WEST

Digital Arts

Digital Arts AA
Biotechnology Media Design CP
Graphic Design and Production CA
Graphic Design Advanced Production CP
Graphic Design Foundation CP
Graphic Design Web Site Design CP

Digital Media

Digital Media AA | CA
Audio Recording CP
Video Editing CP
Video Production CP

COASTLINE COMMUNITY COLLEGE

Digital Graphics & Animation

Animation & Gaming Foundation CA
Biotechnology Media Design CP
Digital Media Design CA

SADDLEBACK COLLEGE

Graphics

Computer Graphics CA | AS
Graphic Communication CA | AS
Graphic Design CA | AS
Illustration/Animation CA | AS

ORANGE COAST COLLEGE

Digital Media Arts & Design

Graphic Design CA | AS
UX Design CA | AS

RIO HONDO COLLEGE

Graphic Design

Graphic Art & Design AA
Graphic Design AS
Publication Design CA
Web Design CA
Packaging Design CA
Advertising Design CA
Branding & Identity Design CA
Graphic Design CA
Entrepreneurial Graphic Design CA

Entertainment Art - Animation

Character Design
Digital Environments

CYPRESS COLLEGE

Media, Arts, & Design

Film, Television and Electronic Media for Transfer Degree AS-T
Graphic Design AA | CA
Advertising and Emerging Technologies CA
Animation 2D CA
Animation 3D Computer Graphics CA
Character and Background Design CA
Digital Illustration CA
Digital Cinema Arts and Industry CA
Digital Cinema Production CA
Digital Cinema Techniques and Technologies CA
Motion Design CA
Post Production Basics for Cinema and Video CA
Storyboarding CA

ACTION ITEM APPROVED

Proposed Digital Media Production Agency.

ACTION ITEM APPROVED

Department name change from TV/ Video Communications Department to Digital Media Department. Agrees that name changes reflects the updated changes within this field.

Alignment with facility name Digital Media Center.

DISCUSSION

Advisory assisted with redesign of Web Design certificate to be renamed UX certificate.

Recommends development of App Design course.

ACTION ITEM APPROVED

Agency Film Production Certificate.

ACTION ITEM APPROVED

 Drones Cinematography Certificate.

DISCUSSION

Digital Media Model Curricula and C-IDs. Focus on developing UX, Motion Graphics certificates.

Advisory Board.

30

31

ACTION ITEM APPROVED

Digital Media Dept / Digital Media Arts and Graphic Design Merger Proposal.

ACTION ITEM APPROVED

Drones Certificate.

DISCUSSION

Advisory assisted with redesign of Graphic Design certificate to be renamed Production Artist certificate.

Recommended electives in video, micro video and ecommerce.

This is a simple map of Digital Media advisory board actions and discussions addressing curriculum improvement and programs development. All Digital Media Advisory recommendations presented to the F&PA Curriculum Committee thus far have been approved by the division.

DISCUSSION ITEM

Advisory recommends expanding courses in web programming, web design/user interface design, web development, fonts, typography, coding, apps, HTML, and Wordpress.

Online options for some of these courses was suggested.

2017   **2018**   **2019**

THANKS.

Associate Professor Stephanie Clark

Head, Digital Media Arts/ Grpahic Design
+714 241 5818
clark_stephanie@sac.edu
sac.edu/dma

Associate Professor Michael Taylor

Chair, TV/Video/Digital Media Department

taylor_michael2@sac.edu

Assistant Professor Michael Dermody

dermody_michael@sac.edu