

Sharla Fell
Art Department
Ventura College
August 2018

As a result of my research which is described at the end of this document, I have updated all our digital classes and deleted the outdated courses. A graphic design program to match the state program C-ID courses has been created. (The state has not yet approved the program.)

I have developed four new AA degree programs and four Certificates of Achievement that are being presented to curriculum for fall 2019. I have included the AA degrees on this report.

Program of Study – A.A Transfer Degree. Media Arts – Graphic Design

Item 1. Program Goals and Objectives

The Ventura College Media Arts program is designed to give students the skills and knowledge needed in digital media arts through state of the art innovative instruction and software. In order to serve our students and the community, four options within media arts are offered; graphic design, responsive web design, entertainment arts and digital media/business communications. The student has the option of completing a transfer degree in digital media and continuing their education at a four year institution, or a certificate in digital media and entering the workforce. These programs prepare the student for careers in web design, graphic design, character design, business communication, social media marketing, and entry into animation and motion graphics.

Item 2. Catalog Description

The Digital Media program integrates art fundamentals with digital technologies to generate designs and imagery for a variety of practical applications across the spectrum of traditional and digital platforms. The program will focus on entertainment arts and visual communications within the business environment. There are four options; Entertainment Arts, Graphic Design, Responsive Web Design and Digital Media for Business Communication. Depending on the area chosen, visual design problems may focus on logo development, branding, posters, book jackets, packaging and phone apps. Other areas may include character design, website construction, industrial packaging, motion graphics, typography and interactive environments. Strong design and presentation skills are required.

The associate In Art in Media Arts with a Graphic Design option is intended for students who plan to complete a bachelor's degree in a similar major at a CSU campus. Students completing the degree are guaranteed admission to the CSU system, but not to a particular campus or major. A student graduating with an Associate in Media Arts – Graphic Design for Transfer Degree may transfer to a CSU Camps to compete a Bachelor's Degree in Media Arts – Graphic Design.

To earn a Media Arts – Graphic Design degree, students must complete:

1. Certified completion of 60 semester units or 90 quarter units that are eligible for transfer to the California State University system, including both of the following:
 - a. The intersegmental General Education Transfer Curriculum (IGETC-CSU) or the California State University General Education-Breadth Requirements.
 - b. A minimum of 18 semester units or 27 quarter units in a major area of emphasis as determined by the community college district.
2. Obtainment of a minimum grade point average of 2.0 on transfer courses.
3. Obtainment a "C" or "P" grade in all courses required for the major area of emphasis. Although a "P" grade is allowed (Title 5, Section 55063), it is recommended that students take the course for a letter (A, B, or C) due to unit limitations on "P/NP" courses.
4. Complete a minimum of 12 units in residency at the college granting the degree.

Program Outcomes:

PSLO-1 Demonstrate basic drawing skills, color manipulation, and design principles in graphic form.

PSLO-2 Critically evaluate digital media and graphic communication design and production techniques and their use in selected areas of emphasis.

PSLO-3 Conceptualizes good to superior designs and compositions. Practices professional standards of execution and presentation of the creative project.

Item 3. Program Requirements

Required Courses: (15 units)	Units	
ART 11A Color and Design: Two-Dimensional Design	3	year 1, fall
ART 12A Drawing and Composition I	3	year 1, spring
ART 71 Graphic Design: Typography	3	year 2, fall
ART 72 Graphic Design: Layout for Print, Internet and Devices	3	year 2, spring
ART 68 Introduction to Digital Art	3	year 1, fall
Select two (2) of the following courses: (6 units)	Units	
ART 11B Color and Design: Color Theory and Practice	3	year 1, spring

ART 70A Adobe Photoshop I	3	year 1, spring
PHOT 02 Beginning Photography with Digital Techniques	3	
ART 81 Introduction to Motion Graphics	3	
Total 21 units		

Item 4. Master Planning

These programs have been discussed by the art department and are aligned with the goals and mission of Ventura College to prepare students for the successful completion of in-demand associate degrees and certificates in the area of digital media arts. We have all the needed faculty, software and computers needed for these programs.

Program of Study – A.A Transfer Degree. Media Arts – Entertainment Arts

Item 1. Program Goals and Objectives

The Ventura College Media Arts program is designed to give students the skills and knowledge needed in digital media arts through state of the art innovative instruction and software. In order to serve our students and the community, four options within media arts are offered; graphic design, responsive web design, entertainment arts and digital media/business communications. The student has the option of completing a transfer degree in digital media and continuing their education at a four year institution, or a certificate in digital media and entering the workforce. These programs prepare the student for careers in web design, graphic design, character design, business communication, social media marketing, and entry into animation and motion graphics.

Item 2. Catalog Description

The Digital Media program integrates art fundamentals with digital technologies to generate designs and imagery for a variety of practical applications across the spectrum of traditional and digital platforms. The program will focus on entertainment arts and visual communications within the business environment. There are four options; Entertainment Arts, Graphic Design, Responsive Web Design and Digital Media for Business Communication. Depending on the area chosen, visual design problems may focus on logo development, branding, posters, book jackets, packaging and phone apps. Other areas may include character design, website construction, industrial packaging, motion graphics, typography and interactive environments. Strong design and presentation skills are required.

The associate In Art in Media Arts with a Graphic Design option is intended for students who plan to complete a bachelor’s degree in a similar major at a CSU campus. Students completing the degree are guaranteed admission to the CSU system, but not to a particular campus or major. A student graduating with an Associate in Media Arts – Graphic Design for Transfer Degree may transfer to a CSU Camps to compete a Bachelor’s Degree in Media Arts – Graphic Design.

To earn a Media Arts – Graphic Design degree, students must complete:

1. Certified completion of 60 semester units of 90 quarter units that are eligible for transfer to the California State University system, including both of the following:
 - a. The intersegmental General Education Transfer Curriculum (IGETC-CSU) or the California State University General Education-Breadth Requirements.
 - b. A minimum of 18 semester units or 27 quarter units in a major area of emphasis as determined by the community college district.
2. Obtainment of a minimum grade point average of 2.0 on transfer courses.
3. Obtainment a “C” or “P” grade in all courses required for the major area of emphasis. Although a “P” grade is allowed (Title 5, Section 55063), it is recommended that students take the course for a letter (A, B, or C) due to unit limitations on “P/NP” courses.
4. Complete a minimum of 12 units in residency at the college granting the degree.

Program Outcomes:

PSLO-1 Demonstrate basic drawing skills, color manipulation, and design principles in graphic form.

PSLO-2 Critically evaluate digital media and graphic communication design and production techniques and their use in selected

areas of emphasis.

PSLO-3 Conceptualizes good to superior designs and compositions. Practices professional standards of execution and presentation of the creative project.

Item 3. Program Requirements

REQUIRED COURSES:	Units
ART 11A Color and Design: Two-Dimensional Design	3
ART 12A Drawing and Composition I	3
ART 13A Life Drawing I	3
ART 13B Life Drawing II	3
ART 29A Illustration I	3
ART 58A Figure Sculpture I	3

REQUIRED ADDITIONAL COURSES:

Select one (1) of the following courses: Units

ART 12B Drawing And Composition II	3
ART 29B Illustration II	3
ART 70A Adobe Photoshop I	3

Total 21 hours

Item 4. Master Planning

These programs have been discussed by the art department and are aligned with the goals and mission of Ventura College to prepare students for the successful completion of in-demand associate degrees and certificates in the area of digital media arts. We have all the needed faculty, software and computers needed for these programs.

Program of Study – A.A Transfer Degree. Media Arts – Responsive Web Design

Item 1. Program Goals and Objectives

The Ventura College Media Arts program is designed to give students the skills and knowledge needed in digital media arts through state of the art innovative instruction and software. In order to serve our students and the community, four options within media arts are offered; graphic design, responsive web design, entertainment arts and digital media/business communications. The student has the option of completing a transfer degree in digital media and continuing their education at a four year institution, or a certificate in digital media and entering the workforce. These programs prepare the student for careers in web design, graphic design, character design, business communication, social media marketing, and entry into animation and motion graphics.

Item 2. Catalog Description

The Digital Media program integrates art fundamentals with digital technologies to generate designs and imagery for a variety of practical applications across the spectrum of traditional and digital platforms. The program will focus on entertainment arts and visual communications within the business environment. There are four options; Entertainment Arts, Graphic Design, Responsive Web Design and Digital Media for Business Communication. Depending on the area chosen, visual design problems may focus on logo development, branding, posters, book jackets, packaging and phone apps. Other areas may include character design, website construction, industrial packaging, motion graphics, typography and interactive environments. Strong design and presentation skills are required.

The associate In Art in Media Arts with a Graphic Design option is intended for students who plan to complete a bachelor’s degree in a similar major at a CSU campus. Students completing the degree are guaranteed admission to the CSU system, but not to a particular campus or major. A student graduating with an Associate in Media Arts – Graphic Design for Transfer Degree may transfer to a CSU Camps to compete a Bachelor’s Degree in Media Arts – Graphic Design.

To earn a Media Arts – Graphic Design degree, students must complete:

1. Certified completion of 60 semester units of 90 quarter units that are eligible for transfer to the California State University system, including both of the following:
 - a. The intersegmental General Education Transfer Curriculum (IGETC-CSU) or the California State University General Education-Breadth Requirements.
 - b. A minimum of 18 semester units or 27 quarter units in a major area of emphasis as determined by the community college district.
2. Obtainment of a minimum grade point average of 2.0 on transfer courses.
3. Obtainment a “C” or “P” grade in all courses required for the major area of emphasis. Although a “P” grade is allowed (Title 5, Section 55063), it is recommended that students take the course for a letter (A, B, or C) due to unit limitations on “P/NP” courses.
4. Complete a minimum of 12 units in residency at the college granting the degree.

Program Outcomes:

PSLO-1 Demonstrate basic drawing skills, color manipulation, and design principles in graphic form.

PSLO-2 Critically evaluate digital media and graphic communication design and production techniques and their use in selected

areas of emphasis.

PSLO-3 Conceptualizes good to superior designs and compositions. Practices professional standards of execution and presentation of the creative project.

Item 3. Program Requirements

REQUIRED COURSES:	Units
ART 11A Color and Design: Two-Dimensional Design	3
ART 12A Drawing and Composition I	3

ART 71 Graphic Design: Typography	3
ART 72 Graphic Design: Layout for Print, Internet and Devices	3
ART 88A Responsive Web design	3

REQUIRED ADDITIONAL COURSES: Select two (2) of the following courses: Units

ART 70A Adobe Photoshop I	3
ART 81 Introduction to Motion Graphics	3
PHOT 02 Beginning Photography with Digital Techniques	3
ART 70A Adobe Photoshop I	3

Total 21 units

Item 4. Master Planning

These programs have been discussed by the art department and are aligned with the goals and mission of Ventura College to prepare students for the successful completion of in-demand associate degrees and certificates in the area of digital media arts. We have all the needed faculty, software and computers needed for these programs.

Program of Study - A.A Transfer Degree Media Arts – Digital Media/Business Communications

Item 1. Program Goals and Objectives

The Ventura College Media Arts program is designed to give students the skills and knowledge needed in digital media arts through state of the art innovative instruction and software. In order to serve our students and the community, four options within media arts are offered; graphic design, responsive web design, entertainment arts and digital media/business communications. The student has the option of completing a transfer degree in digital media and continuing their education at a four year institution, or a certificate in digital media and entering the workforce. These programs prepare the student for careers in web design, graphic design, character design, business communication, social media marketing, and entry into animation and motion graphics.

Item 2. Catalog Description

The Digital Media program integrates art fundamentals with digital technologies to generate designs and imagery for a variety of practical applications across the spectrum of traditional and digital platforms. The program will focus on entertainment arts and visual communications within the business environment. There are four options; Entertainment Arts, Graphic Design, Responsive Web Design and Digital Media for Business Communication. Depending on the area chosen, visual design problems may focus on logo development, branding, posters, book jackets, packaging and phone apps. Other areas may include character design, website construction, industrial packaging, motion graphics, typography and interactive environments. Strong design and presentation skills are required.

The associate In Art in Media Arts with a Graphic Design option is intended for students who plan to complete a bachelor's degree in a similar major at a CSU campus. Students completing the degree are guaranteed admission to the CSU system, but not to a particular campus or major. A student graduating with an Associate in Media Arts – Graphic Design for Transfer Degree may transfer to a CSU Camps to compete a Bachelor's Degree in Media Arts – Graphic Design.

To earn a Media Arts – Graphic Design degree, students must complete:

1. Certified completion of 60 semester units of 90 quarter units that are eligible for transfer to the California State University system, including both of the following:
 - a. The intersegmental General Education Transfer Curriculum (IGETC-CSU) or the California State University General Education-Breadth Requirements.
 - b. A minimum of 18 semester units or 27 quarter units in a major area of emphasis as determined by the community college district.
2. Obtainment of a minimum grade point average of 2.0 on transfer courses.
3. Obtainment a "C" or "P" grade in all courses required for the major area of emphasis. Although a "P" grade is allowed (Title 5, Section 55063), it is recommended that students take the course for a letter (A, B, or C) due to unit limitations on "P/NP" courses.
4. Complete a minimum of 12 units in residency at the college granting the degree.

Program Outcomes:

PSLO-1 Demonstrate basic drawing skills, color manipulation, and design principles in graphic form.

PSLO-2 Critically evaluate digital media and graphic communication design and production techniques and their use in selected areas of emphasis.

PSLO-3 Conceptualizes good to superior designs and compositions. Practices professional standards of execution and presentation of the creative project.

Item 3. Program Requirements

REQUIRED COURSES:	Units
ART 11A Color and Design: Two-Dimensional Design	3
ART 71 Graphic Design: Typography	3
ART 72 Graphic Design: Layout for Print, Internet and Devices	3
BUS 17 Computer Applications	3
BUS 45 Business Communications	3
BUS 49 Introduction to Social Media Marketing	3

REQUIRED ADDITIONAL COURSES:

Select one (1) of the following courses:

ART 70A Adobe Photoshop I	3
PHOT 02 Beginning Photography with Digital Techniques	3

Total 21 units

Item 4. Master Planning

These programs have been discussed by the art department and are aligned with the goals and mission of Ventura College to prepare students for the successful completion of in-demand associate degrees and certificates in the area of digital media arts. We have all the needed faculty, software and computers needed for these programs.

Sabbatical actions:

Research 2-year and 4-year programs in Multimedia, Graphic Design, and Graphic Communications.

Cuesta College, Santa Monica College, Moorpark College, Pasadena City College, College of the Canyons were studied. Our program at VC is smaller than Pasadena, and Sant Monica and Moorpark, but we are on track with the courses we are offering. I have matched our classes with the state C-IDs and with CSUCI art programs and classes.

Gather data on digital class enrollments and trends at Ventura College and Moorpark College. Data on class enrolments in digital classes for MC and VC from 2007 to 2017 was evaluated. Data indicated that it is crucial to have degrees and certificates. Data also showed a trend away from beginning software classes and more interest in classes that include a digital component in traditional art/design content. Courses that have been taught with traditional media such as ART11A, 11B, 29A, 29B were revised to include a digital component. This utilizes digital skills within art content rather than teaching software.

Research 4-year programs: what digital knowledge and skills these programs want from incoming transfer students. Researched local 4 year programs concentrating mostly on CSUCI. Most schools seem to want strong art and design fundamentals.

Gather information from students through a questionnaire – VC and other college students, high school students. I designed and sent out a questionnaire to close to 800 junior college art/multimedia faculty. The results were that many faculty had noticed a drop in enrollments. They also cited the need for more online classes and digital content within their traditional fundamentals. The majority responded that many students are entering college level courses with basic digital knowledge and we therefore need to offer more advanced digital techniques and to include digital component within the traditional art courses which we have implemented (ART 11A, 11B, 12A, 29A, 29B.) A second questionnaire was given to 400+ VC art students.

Connect with local high schools: what digital media are they teaching. High school art teachers were contacted but mostly did not respond.

Reconnect with California Community Colleges Workforce & Economic Development Division (Especially - Information & Communication Technologies (ICT) / Digital Media) - Steve Wright and MEI. Tap into their knowledge and research. Joined MEI, communicated with the CCCWED. Communicated with Steve Wright and Debbie Newcomb (VC). This lead directly to the development of a AA and certificate in the newly developed Media Arts Program called digital media/business communications which combines digital art and business courses. Studied trends in workforce for Ventura, LA, Santa Barbara and San Luis Obispo Counties through publications created by the Chancellor's Office, California Community Colleges, 2017. These studies growth for web design and design combining business software such as Microsoft word and excel. This also led to the AA and Certificates of Achievement in Digital Media/Business Communications and AA and CA in Responsive Web Design.

Synthesize research into a plan of action for VC. Write new courses and programs and certificates.

Re-write courses that are outdated Investigate including a digital component to traditional media classes such as the portfolio class. I have revised or updated all of our digital media/graphic design courses. These include: ART 68, 70A, 70B, 71, 72, 73, 74A, 74B 81, 88A, PHOT73. We have added a digital component to ART11A, 11B, 12A, 29A, 29B. All digital classes now have an approved online component in curricunet. ART 68 and 71 are being offered fall 2018 as hybrids for the first time. Both sections of ART70A are online for fall 2018.