Form 1: Presentation Checklist

Name: _____   **Date**: _____

Department: _____

COCC Contact Information: _____

Use the instructions for this document to complete your presentation checklist; then e-mail your completed presentation checklist (*not* the instructions) to the Academic Affairs chair by his or her specified deadline. **Please note:** If an item listed is not relevant to your specific presentation to Academic Affairs, please mark as **N/A**. Use as many pages as necessary.

PROPOSAL OVERVIEW

TYPE OF AGENDA ITEM

☐ Information Item (requires approval of AA Chair)

☐ Action Item

    ☐ Information and committee feedback

    ☐ Procedure—revision (Attach current procedure with proposed changes illustrated with track changes)

    ☐ Procedure—new

    Identify suggested location in *GPM*: _____

    ☐ Policy—revision (Attach current policy with proposed changes illustrated with track changes)

    ☐ Policy—new

    Identify suggested location in *GPM*:_____

    ☐ New academic program (Complete only items #1 and #2 on this form and attach stage 2 document.)
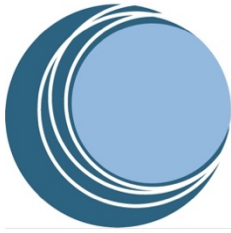
    ☐ Other:_____

Revised AA Presentation Checklist-writable Updated 5/10/2018

BUDGET

INSTRUCTIONAL REQUIREMENTS

OPERATIONAL NEEDS, CURRENT AND FUTURE

ANTICIPATED IMPLEMENTATION TIMELINE

Graphic Design and Illustration New Program Proposal

Table of Contents

Working Program Title(s)

Graphic Design and Illustration

Proposer

Venus Nguyen, Assistant Professor I, Art

Summary and Justification

Currently, the College offers no similar certificates for those seeking an education in the fields of illustration and graphic design that properly prepares for a career using current techniques and requiring specific knowledge, skills and familiarity with tools used.

According to State of Oregon Employment Department in October 2020, "Employment of graphic designers is expected to grow faster than the average growth rate for all occupations in Oregon. Employment of graphic designers is forecast to grow by 11.6 percent between 2019 and 2029. The forecast is for all occupations to grow by 8.6 percent. In addition to the 523 new jobs projected for the 10-year period, 4,763 replacement job openings – primarily due to retirements and individuals leaving the labor force – will provide many more job opportunities for workers."

Many other tertiary educational organizations in Oregon offer coursework in the more contemporary areas of graphic design and illustration, such as Oregon State University, University of Oregon, and Portland Community College. This puts COCC at a disadvantage in attracting students seeking this type of education.

Several students have submitted requests for certificates and additional educational opportunities in the areas of graphic design and illustration.

Award Proposed

One-Year Certificate of Completion

Job Titles for Each Award

Graphic designer, illustrator, digital artist

Program Type

Significant departure from current programs

Catalog Description(s)

The Graphic Design and Illustration One-Year Certificate prepares students with the skills and knowledge to create digital art and designs and enter the field prepared for professional opportunities. Student portfolios will demonstrate the variety of skills and creativity developed. Coursework may be applied to the Associate of Arts Oregon Transfer.

Target Audience

This certificate targets students from all levels of experience and backgrounds, including incoming high school students, individuals looking to change their career path, and continuing education for individuals currently in the industry.

Evidence of Need

Three to Five Points Representing Strongest Evidence of Need

- Currently, the College does not offer a similar certificate that prepares for a career using current techniques and requiring specific knowledge, skills, and familiarity with tools used in illustration and graphic design.
- According to State of Oregon Employment Department in October 2020, "Employment of graphic designers is expected to grow faster than the average growth rate for all occupations in Oregon. Employment of graphic designers is forecast to grow by 11.6 percent between 2019 and 2029. The forecast is for all occupations to grow by 8.6 percent. In addition to the 523 new jobs projected for the 10-year period, 4,763 replacement job openings – primarily due to retirements and individuals leaving the labor force – will provide many more job opportunities for workers."
- Many other tertiary educational organizations in Oregon, such as Oregon State University, University of Oregon, and Portland Community College, offer coursework in the more contemporary areas of graphic design and illustration. This puts COCC at a disadvantage in attracting students seeking this type of education.
- Students have submitted requests for certificates and additional educational opportunities in the areas of graphic design and illustration.

Average Hourly and Annual Wage in Oregon and Central Oregon

- All of Oregon: $27.66/hour, $57,500/annually
- Central Oregon: $22.11/hour, $46,000/annually

Annual Job Openings in Oregon and Central Oregon

- All of Oregon: 528
- Central Oregon: 24

Note: According to estimates from the Bureau of Labor Statistics, there are 259,500 graphic designers in the United States, and **24 percent are self-employed**.

Accreditation

There is no accreditation association for this field.

Advisory Board

- Chuck Moser, freelance graphic designer/illustrator: Moser Graphics
- Chris Hall, creative director: Hound Creative Agency
- Lora Szaraniec: COCC graphic designer

Alignment

College Mission

This certificate is fully aligned with the College's mission.

Student success is achieved through equipping our students with the knowledge, skills, and tools that they need to successfully pursue a career in graphic design and illustration. This can have a positive impact on local businesses and the greater community by introducing new, well-trained professionals in the graphic design field to the area.

The certification is accessible as it is comprised of coursework that introduces myriad tools in a best-practice approach, ensuring that familiarity is achieved through hands-on practice and that those already familiar with the tools will receive insight on best use within the industry.

As this certificate is designed for learners of varying backgrounds and knowledge, it is also suitable for those seeking lifelong educational opportunities.

Strategic

SS-1: This certificate aligns with the development of course and program offerings to help students complete their academic goals. This is evidenced by the numerous students who have requested coursework that is applicable to the pursuit of a career in graphic design and illustration.

SS-2: This certificate is aligned with enhancing and promoting the resources and tools available to help students efficiently complete their academic goals by providing experienced instruction with industry standard technology. Not only will this program introduce new, relevant tools for use within their chosen field, it offers comprehensive training on the use of and best practices of implementing these tools in an open and collaborative environment.

SE-2: This certificate increases access to academic programs and courses on all campuses and online by offering training in the latest techniques, skills, and tools that were not previously available.

CE-2: This certificate is aligned with the advancement of positive regional economic development by assisting with educational and training needs of business, industry, and workforce by preparing students to meet the growing deficit of graphic designers in Oregon as reported by the State of Oregon Employment Department.

Standards

Graphic design and illustration is an ever-evolving industry with design trends and advancements in technology. The program will continue to stay current with these advancements and align to the changing industry standards through regular interactions and partnerships with local industry professionals.

Design

Program Learning Outcomes

Upon successful completion of the program, students will be able to:

1. Create designs and illustrations with industry standard software.
2. Model effective and professional communication when collaborating with industry professionals and clients.
3. Produce a portfolio that demonstrates the variety of skills and creativity developed.

Courses

Required Credits Total: 35-37

- MTH 105 Math in Society (or higher) (4 credits)
- WR 121 Academic Composition (4 credits)
    - **OR** BA 214 Business Communications (3 credits)
- BA 223 Marketing Principles or BA 232 Branding I (4 credits)
- Any 4 credit Psychology or Sociology course (4 credits)
- ART 110 Beginning Graphic Design (3 credits)
- ART 115 Basic Design: 2-D (3 credits)
    - **OR** ART 116 Basic Design: Color (3 credits)
- ART 141 Beginning Illustration (3 credits)
- ART 197 Portfolio Development (1 credit)
- ART 230 Intermediate Graphic Design (3 credits)
- ART 241 Intermediate Illustration (3 credits)
    - **OR** ART 265 Digital Photography (3 credits)
- ART 297 Capstone Project (1 credit)
- Any human relations course (3-4 credits)

Elective Credits Total: 7

- Any ART course; recommended:
    - **(new)** ART 242 Concept Art (3 credits)
    - **OR** CIS 125WA Web Animation (3 credits)
    - **OR** CIS 195 Web Development (3 credits)
- ART 101 Introduction to the Visual Arts (4 Credits)
    - **OR** any ARH course; recommended:
        - ARH 206 Modern and Contemporary Art (4 credits)

Total credits: 42-44

Delivery

Most courses will be available online, and some courses will be offered remotely and/or in person. These options will make many courses more accessible to satellite campuses and students that may have scheduling conflicts.

Effective Year and Term

Fall 2022

Program Entrance

No formal entrance requirement; course prerequisites in program.

Enrollment Options

- Rolling entry (students can begin any term)
- Part-time and full-time attendance options available
- Courses must be sequenced carefully; work closely with an advisor

Internal Impacts

Policy: None

Admissions and Records: None

Advising: Some training on program outcomes and course scheduling

Bookstore: Current supplies lists and textbooks

Campus Services: None

College Now: Additional CTE

Marketing and Public Relations: Creation of program website and marketing materials

Financial Aid: Submission of program to Department of Education for approval

Information Technology Services: New lab (established in Fall term 2021), maintenance and monthly software updates (primarily Adobe Creative Cloud software)

Library: Book acquisitions, journal subscriptions

Risk Management: None

Tutoring and Testing: Potential tutor for Adobe software

Capacity

Enrollment Estimate

First year: 10
Second year: 15
Fully mature program: 20

Development and Maintenance

Content expert responsible for program development: Venus Nguyen

Does this person have the capacity to develop the program? Yes

Lead faculty to maintain program after fully established: Venus Nguyen

Faculty

Full-time faculty have expertise to teach program courses.

Load

Mature program enrollment may need fewer than five new sections.

Facilities

Minor need (new furniture, rearrangement of room, dedicated room, etc.)

The new Art & Music Computer Lab was established in Summer term 2021. It is not currently being used for in-person classes but may need some rearrangement if courses are offered in this space. Additional office space near lab is needed for storage and lighting kit.

Technology

Major need (computer fleet, changes to servers, etc.)

While there isn't an immediate major need, faculty and instructional leadership will work on a capital request to replace existing Macintosh computers and to purchase larger monitors for Windows-based computers. Adobe Creative Cloud licenses are required for this program and have been purchased but must be renewed annually. License for external app integration to Harmonize learning management system is also used and is renewed annually.

Equipment

Moderate need (purchases from $500 to $2,000)

While there isn't an immediate need, large-scale printer and additional color printer for high quality art prints.

Administrative Assistant Support

Current administrative assistant support is sufficient.

Budget

Expenses

There will be no reallocation of funds. Expenses are covered by funds already allocated to the art discipline. A capital funds request will be made for long-term needs outlined above.

Revenue

A student fee will be applied to courses using Adobe Creative Cloud software.

Student Aid

No current special aid, scholarships, or other special student resources.