

Digital Media - Animation & Motion Arts

Submitter's Information

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Title Dean

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Extension n/a

Region Los Angeles/Orange County

College Pasadena City College

CTE Dean Dr. Rocco J. Cifone

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Program Information

Program Name Digital Media - Animation & Motion Arts

Projected Start Date 06/20/2018

Program Type(s) Certificate of Achievement 18+ Semester (27+ Quarter) Units

Certificate Required Units 21-21.5

Units of Major Degree n/a

Total Units for Degree n/a

TOPs Code Digital Media (061400)

Program Goals The Digital Media - Animation & Motion Arts Certificate of Achievement focuses on introducing students to design and animation principles and techniques to produce time-based animation content for a variety of media domains.
With the recent and unprecedented expansion of interactive technology communication, the figure of the animator is being rediscovered in multiple ways. The goal of the 'Digital Media - Animation & Motion Arts' program is to prepare the students for these new professional opportunities.
The renewed interest in professional animation artists is locally driven by the Los Angeles's tech industry expansion— especially that of Silicon Beach, in the city's Westside region, whose economic ramification reverberates into the adjacent geographical areas. Silicon Beach is home to over 500 tech start-ups and also includes major companies such as Google, Yahoo, YouTube, and Snap Inc. As technology communication expands its capacity to deliver rich and diversified media content to its users, the demand for content creation increases.

Using industry-standard technologies, students will develop foundational skills for entry-level design/animation positions in a variety of fields including, but not limited to: web design, app design, game design, webcasting, branding/communication design, advertising, broadcasting, and social media. This is all in addition to the traditional entertainment industries and cinematic arts.

This program will empower students interested in the field of animation to produce a competitive portfolio for admission to 4-years programs in related majors. The Greater Los Angeles Area is the home of some of the most competitive and sought-after public and private institutions both regionally and nationally. These institutions offer baccalaureate in Art and Design. These include UCLA, USC, CalArts, CSULA, CSULB, Otis College of Design, ArtCenter College of Design, Loyola Marymount University, and Woodbury University, among others. All offer BFAs in Animation and related fields. They have admission policies requiring the submission of a portfolio. The sequence in the proposed Digital Media - Animation & Motion Arts program is composed of mostly transferable courses. The culminating capstone course, while non-transferable, is aimed at developing and refining a personal body of work, such as a portfolio, enhancing the successful transfer of students to a Bachelor of Fine Arts (BFA) offering institution.

Moreover, the proposed Digital Media - Animation & Motion Arts program supports the mission of the college to provide 21st-century education. The rapid technological changes in animation require an attitude of constant learning and problem solving. Students in this field must simultaneously strive for professional expertise and artistic excellence.

Employing effective communication strategies using visual and cinematic language, students identify visual storytelling, animation principles, production and post-production processes. By the end of the program, students will be able to identify, pitch, develop and produce an independent, animation project while exploring strategies for teamwork, self-production and project promotion. The program promotes exposure to mentorship and professional feedback through invited guest critics.

Program Description

The Digital Media -- Animation and Motion Arts curriculum prepares students with entry-level skills in animation and motion arts to seek employment in a variety of fields including entertainment, game design, the web, advertising, broadcasting, social media, and mobile apps. Using industry-standard 2-D and 3-D design and animation technologies, students develop a professional process for the creative expression of animation and visual storytelling. Projects employ effective communication strategies using visual and cinematic language. Emphasis on independent practices and creative leadership. Students completing this program will develop an online portfolio and participate in an advanced team project. All courses in this certificate require literacy and proficiency in writing and math. Projects require written, oral, and visual presentations as well as the application of basic math principles and skills. A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

Effective: Academic Year 2018-19

Program Requirements

Course Number	Course Title	Units
ART 056	Introduction to Digital Painting & Drawing	3.0
ART 057	Motion Graphics	3.0
OR		
ART 080	Foundations of Interactive Game Design ^[1]	3.0
ART 070	Principles of Animation	3.0
ART 085A	3D Modeling & Sculpting	3.0
OR		
ART 155A	3D Modeling & Sculpting	3.0
OR		
ART 085B	3D Animation & Simulations	3.0
OR		
ART 155B	3D Animation & Simulations	3.0
ART 081	Game Design with Game Engines	3.0
ART 052A	Introduction to Illustration	3.5
ART 052B	Advanced Illustration	3.0
ART 012A	Beginning Life Drawing	3.0
ART 064 I	Introduction to Interaction Design	3.0
ART 081	Game Design with Game Engines	3.0
ART 060	Creative Coding	3.0
ART 180	Digital Media Incubator	3.0

Program Projections

2018-19: 20
2019-20: 25
2020-21: 40

Labor Market Information

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Status Recommended

Los Angeles/Orange County Region Specific Questions

District Pasadena Area CC District

College Pasadena City College

CRLC Member Dr. Rocky Cifone

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Reason for approval request New Program

Place of program in college's curriculum/similar program Digital Media; Visual Arts and Media Studies

Similar programs at other colleges in the Los Angeles and Orange County Region

- Cerritos College
- Citrus College
- East Los Angeles College
- El Camino College
- Glendale Community College
- Los Angeles Missions College
- Mt. San Antonio College
- Rio Hondo College
- Santa Monica College

Annual Enrollment projects (non-duplicative)

- 2018-19: 30
- 2019-20: 35
- 2020-21: 45

Advisory Minutes [Download PCC Digital Media Arts Industry Advisory Board \(Responses\).xlsx \(/storage/Los Angeles/Orange County/106-134-315-PCC Digital Media Arts Industry Advisory Board \(Responses\).xlsx\)](#)