

PROGRAM APPROVAL APPLICATION
NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED
(This application may not exceed 3 pages)

Fill In Form

Digital Media Arts: Mobile Application and Design

Proposed Program Title

Santiago Canyon College

College

Rancho Santiago Community College District

District

August 2015

Projected Program Start Date

Kari Irwin

Voting Member

Director, Business & CTE

Title

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Phone Number

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E-mail Address

Goal(s) of Program (Check all that apply):

- Career Technical Education (CTE) Transfer Other

Type of Program (Check all that apply):

- A.S. Degree A.A. Degree Certificate of Achievement:
 18+ semester (or 27+ quarter) units
 12-18 semester (or 18-27 quarter) units

Reason for Approval Request: (Check One)

- New Program Substantial Change Locally Approved

Program Information

Recommended Taxonomy of Program (TOP) Code **0614.60**
 Units for Major-Degree **n/a**
 Total Units for Degree **n/a**
 Required Units-Certificate **18**

Written Form

1. Insert the description of the program as it will appear in the catalog.

The Certificate of Achievement in Digital Media Arts: Mobile Application Development and Design reflects the industry standard in the field of advertising/graphic design for mobile devices, the web, and digital imaging. The program is designed with a combination of courses from fine art, digital media, computer science, computer information systems, and marketing to develop technical skills and creativity in digital media. Graduates of this program will find entry into the profession at various levels with employment opportunities in the fields of mobile application design, advertising, graphic design, web design, and digital imaging.

2. Provide a brief rationale for the program.

In response to our partnership with the ICT/Digital Media Regional Advisory Committee led by the ICT/Digital Media Deputy Sector Navigator, we are requesting approval of this substantial change. In conjunction with this committee's efforts to align regional curriculum, Santiago Canyon College is updating its certificate in "Digital Media Arts: Interactive Design" to "Digital Media Arts: Mobile Application Development and Design".

This alignment project also includes the revision of several courses as listed below. In addition, we are requesting a substantial change to correct the TOP code from 1030.00 to 0614.60. These updates reflect the needs described by our comprehensive interactions with the regional advisory board, and a response to the growing demand for upgraded skills of the relevant occupations. Digital Media Artists and Designers have opportunities in the work place with an understanding of user interface (UI) and user experience (UX) design for the web and mobile devices. The certificate is updated directly from the profession that coordinates designers with computer programmers. The job category and baccalaureate majors for program completers remain the same.

3. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (Push Enter after each entry to begin a new line)

Courses	Course No.	Course Title	Units
Major Requirements			
Art	159	Introduction to Mobile Application Develop...	3
CIS	159	Introduction to iOS/iPhone Mobile App Dev...	3
<i>If emphasis is Digital Media Art and Design, select courses from List A.</i>			
<i>If emphasis is Programming, select courses from List B.</i>			
Restricted Electives (List A-select 4)			
Art	122	Graphic Design I	3
Art	129	Graphic Design Concepts for the Web	3
Art	149	Introduction to Digital Photography	3
Art	195	Introduction to Digital Media Arts	3
Art	221	Graphic Design II	3

Art	229	Multimedia Applications for the Web	3
Restricted Electives (List B-select 4)			
Computer Information Systems	130	HTML and JavaScript	3
Computer Information Systems	259	Advanced iOS/iPhone Mobile App Develop...	3
Computer Science	112	Java Programming	3
Computer Science	120	Introduction to Programming	3
Computer Science	213	C# Programming	3
Marketing	112	Principles of Advertising	3

4. Summarize the Labor Market Information and employment outlook (including citation of the source of the data for students exiting the program.

To our knowledge, this will be the first Certificate of Achievement in Orange County addressing the evolving education needs of those entering the workforce for the User Interface (UI) and User Experience (UX) occupations, commonly referred to as UI & UX Designers and Developers. Occupation titles also include Web Developers, Graphic User Interface Designers, Web Content Specialists, and Web Site Designers.

As this area is considered emerging, the traditional labor market information data is still not available for UI and UX Designers through our traditional Employment Development Department (EDD) and Economic Modeling Specialists, Intl (EMSI) resources. For county specific real-time data, such as job postings from TCG© The Creative Group, 45 job openings exist for UI and UX Designers in a 50 mile radius from the college. When narrowing to a 25 mile radius, 31 job openings currently exist.¹

The closest occupational data would be to review Web Developers. In Orange County between 2013-2016, new & replacement job openings are expected to total 209 jobs. In Los Angeles between 2013-2016, new & replacement job openings are expected to total 607 jobs.²

An employed Web Developer in our OC/LA region can expect to earn a median of \$27.60/\$26.85 respectively.³

Additionally, information derived from the regional advisory committee indicates that this occupation is growing and having the right skills is essential to begin on this career path. Advisory committee information has been validated and endorsed by Gustavo Chamorro, the ICT/Digital Media Deputy Sector Navigator.

Sources:

1. TCG© The Creative Group, Interactive, Design & Marketing Talent [Staffing Agency](#), October 7, 2014
- 2-3. Economic Modeling Specialists, Intl (EMSI), Occupations report generated from Centers of Excellence, 2014

5. List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (Push Enter after each entry to begin a new line)

College	Program	Who you Contacted	Outcome of Contact
CITRUS	Digital & Web Design	Jim Lancaster	Response received; no conflict.

COASTLINE	Digital Media Foundations: Motion Graphic Design	Nancy Jones	Sent email & application requesting a response if there was a conflict; no response received.
CYPRESS	Multimedia Art	Steve Donley	Sent email & application requesting a response if there was a conflict; no response received.
FULLERTON	Computer Graphics	Scott McKenzie	Response received; endorsed program.
LONG BEACH	Art: Computer Art	Ken Starkman	Sent email & application requesting a response if there was a conflict; no response received.
MT. SAN ANTONIO	Design for Interactive Visual Media	Jemma Blake-Judd	Sent email & application requesting a response if there was a conflict; no response received.
ORANGE COAST	Digital Graphics Production	Von Lawson	Sent email & application requesting a response if there was a conflict; no response received.
SADDLEBACK	Computer Graphics	Tony Teng	Sent email & application requesting a response if there was a conflict; no response received.

6. Include any other information you would like to share.

Program was previously approved by the State Chancellor's Office Digital Media Arts: Interactive Design (program control number 11922).