CALIFORNIA COMMUNITY COLLEGES

LAOC|RC
los angeles | orange county | regional consortia

www.laocrc.org
714.628.5041
laocrc@sccollege.edu

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

Fill In Form	

Digital Media
Proposed Program Title

Nicole Albo-Lopez
Voting Member

Los Angeles Trade-Technical College
College

Dean, Academic Affairs & Workforce
Title

LACCD
District

213-763-7025
Phone Number

Fall 2015
Projected Program Start Date

albonm@lattc.edu
E-mail Address

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

[X] Career Technical Education (CTE)   [ ] Transfer   [ ] Other

Type of Program (Check all that apply):

Certificate of Achievement:

[X] A.S. Degree   [ ] A.A. Degree   [X] 18+ semester (or 27+ quarter) units

[ ] 12-18 semester (or 18-27 quarter) units

Reason for Approval Request: (Check One)

[X] New Program   [ ] Substantial Change   [ ] Locally Approved

Program Information

Recommended Taxonomy of Program (TOP) Code
 0614.00

Units for Major-Degree
Digital Media 28; Digitial Video & Audio 33; Mobile Applications & Web Design 45

Total Units for Degree
Digital Media 60; Digitial Video & Audio 60; Mobile Applications & Web Design 63

Required Units-Certificate
Digital Media 18; Digitial Video & Audio 33; Mobile Applications & Web Design 45

CALIFORNIA COMMUNITY COLLEGES
LAOC|RC
los angeles | orange county | regional consortia

www.laocrc.org
714.628.5041
laocrc@sccollege.edu

Written Form

1. Insert the description of the program as it will appear in the catalog.
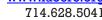
   The Digital Media program in the Design and Media Arts Department provides instruction in the following areas: Mobile Applications, Digital Video and Audio, and Web Design. The program uses industry recognized software and cutting edge digital tools to promote best practices in the innovative design of digital media across a variety of delivery platforms. Students who complete this program will be prepared to enter careers as mobile and interactive application developers, web designers, audio and video producers as well as other technology-driven, creative fields.

2. Provide a brief rationale for the program.
   The Design and Media Arts Department at LATTC is launching a Digital Media program to respond to the demands of a rapidly evolving industry, by expanding upon our current design programs to include technology-mediated forms of new media. LATTC recently invested in professional quality audio, video and computer equipment, as well as new laboratory space to support the program. The program has been developed with input from faculty across multiple disciplines. The program has also been approved by the LATTC Curriculum Committee, the Academic Senate and a Digital Media industry advisory committee that consisted of industry representatives from the editing, animation, and app development fields. The advisory committee voted unanimously to support the launch of the Digital Media program at LATTC. The proposed program will consist of an 18 unit Digital Media Core Certificate and two additional stackable certificates (a 33 unit Dgital Video and Audio Certificate an a 45 unit Mobile Applciations and Web Page Design Certificate). Each Certificate will lead to a related Associate in Science Degree as follows: Digital Media with an Emphasis in: Digital Media, or Digital Video and Audio, or Mobile Applications and Web Design.

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
(CORE) DIGITAL MEDIA CERTIFICATE (18 Units)			
Digital Media	100	Introduction to Digital Media	3
Digital Media	101	Fundamentals of Mass Media	3
Digital Media	103	Fundamentals of Digital Audio	3
Digital Media	104	Digital Media Entrepreneurship	3
Digital Media	105	Visual Design of Digital Media	3
Digital Media	152	Digital Art	3
RESTRICTED ELECTIVES ASSOCIATES (10 Units)			
Visual Communications	103	Basic Computing	2
Visual Communications	118	Adobe Illustrator	2
Visual Communications	129	Digital Photo Manipulation	2

www.laocrc.org
714.628.5041
laocrc@sccollege.edu

Visual Communications	135	Webpage graphics in Macintosh	2
Visual Communications	229	Photoshop II	2
ASSOCIATE IN SCIENCE: 28 Units Major			
DIGITAL VIDEO & AUDIO CERTIFICATE			
(18 Core DM Cert +15 DV&A Cert = 33 Units):			
Digital Media	106	Essentials for Live Audio	3
Digital Media	107	Digital Audio Studio Recording	3
Digital Media	110	Visual Effects and Motion Graphics	3
Digital Media	115	Video Editing	3
Digital Media	120	Digital Video Production-Capstone	3
ASSOCIATE IN SCIENCE: 33 Units Major			
MOBILE APP & WEB DESIGN CERTIFICATE:			
(18 Core DM Cert + 27 MA&WD Cert =45 Units)			
Digital Media	116	Introduction to Web Page Design	3
Digital Media	117	Intermediate Web Page Design	3
Digital Media	118	Image Manipulation for Multimedia	3
Digital Media	150	Introduction to Mobile Applications	3
Digital Media	151	Introduction to Interface Design	3
Digital Media	153	2D Animation	3
Digital Media	155	Mobile Application Production	3
Computer Information Systems	042	Video Game Programming	3
Computer Informations Systems	742	Web Development Using PHP MySQL	3
ASSOCIATE IN SCIENCE: 45 Units Major			

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

The emerging field of Digital Media continues to grow and evolve as new technology driven career opportunities becoming available each year. Below is LMI data for Los Angeles that provides information for occupations that are most closely aligned with the careers that students in the Digital Media program will be prepared to enter.

SOC_Link	Occupation	2013 Jobs	2016 Jobs	Absolute Change	% Change	Replacements (3-year)	Openings (3-year)	Annual Openings	Pct 10 Hourly Earnings	Median Hourly Earnings	Pct 10 Annual Earnings	Median Annual Earnings	Education Level
151131	Computer Programmers	9,943	9,883	(60)	(1%)	786	786	262	$22.18	$38.65	$46,134	$80,392	Bachelor's degree
271014	Multimedia Artists and Animators	8,611	8,586	(25)	0%	782	782	261	$17.38	$30.94	$36,150	$64,355	Bachelor's degree
274011	Audio and Video Equipment Technicians	5,557	5,625	68	1%	383	451	150	$14.53	$23.84	$30,222	$49,587	Postsecondary non-degree award
274014	Sound Engineering Technicians	3,064	2,819	(245)	(8%)	158	158	53	$16.46	$31.58	$34,237	$65,686	Postsecondary non-degree award
274032	Film and Video Editors	6,609	6,540	(69)	(1%)	286	286	95	$19.31	$40.36	$40,165	$83,949	Bachelor's degree

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
Cerritos College	Art and Design	Nick Real - email	No Objection
Golden West College	Digital Media	Sean Glumace - email	No Objection
Irvine Valley College	Digital Media Arts	David Gatewood – email/ph	No Objection

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

Revised Monday, December 08, 2014

www.laocrc.org
714.628.5041
laocrc@sccollege.edu