

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

Fill In Form

Advertising and Graphic Design Certificate

Proposed Program Title

Fullerton College

College

North Orange County Community College District

District

Fall 2015

Projected Program Start Date

Scott McKenzie

Voting Member

Dean, Tech. & Engineering, FC

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 1030

Units for Major-Degree NA

Total Units for Degree NA

Required Units-Certificate 40-41

Written Form

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

The Advertising and Graphic Design Certificate requires a total of 40-41 units of which 34-35 are in required courses. This certificate prepares students for a position in advertising, graphic and packaging design. A minimum grade of "C" is required in each course taken.

2. Provide a brief rationale for the program.

The existence of superior and integrated training in advertising and graphic design at Fullerton College is nothing new. For decades the courses have been effectively taught, with pre-requisite modernizations happening on a frequent basis, such as the transition from mechanical preparation to current digital standards.

Initially an Associate in Arts Degree (Major: Advertising and Graphic Design) was created followed in 2000 by two "Fast Track" Certificates. These were 15 or 16 unit Certificates: Advertising and Graphic Design Level I and Level II. The purpose of the "Fast Track" Certificate was to give students the possibility to choose between a course of study that would give them the bare essentials to obtain an entry level position in the field (Level I) or obtain both Certificates involving a greater dedication of time and resources and be able to focus their job search on a more specific goal. They flourished for a number of years. A few years ago the State of California rejected the two Certificates on the basis that they were sequential. This resulted in the current proposal of one Certificate that to all intents and purposes combines the courses from the original two Certificates into one 40-41 unit traditional format Certificate.

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
Business Practices of Art	ART 123 F	Click here to enter text.	3
Introduction to Advertising and Graphic Design	ART 140 F		3
Publication Design	ART 145 F		3
Advertising Design	ART 146 F		3
Production Techniques for Graphic Designers	ART 147 F		3
Packaging Design	ART 148 F		3
Art Independent Study	ART 299 F		1-2

Introduction to Digital Art	DART 100		3
Vector Graphics	DART 112 F		3
Digital Imaging I	DART 132 F		3
Digital Publishing I	DART 140 F		3
Digital Publishing II	DART 146 F		3
Restricted Electives (6 Units)			
Color Theory	ART 118 F		3
Basic Design	ART 120 F		3
Fundamentals of Cartooning	ART 144 F		2
Basic Drawing	ART 102 F		3
Introduction to Printing	PRINT 101F		3
Digital Photo Editing I	DART 170		3

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

Advertising is essential to companies and organizations as they seek to maintain and grow their share of the market. In the Los Angeles metro area, the outlook for advertising Art Directors suggests an impressive increase of 15.3%.

The field of Graphic Design is considered an emerging major for the 21st century. In addition to traditional avenues for employment, the advent of mobile platforms and social media have greatly expanded opportunities. For Graphic Designers, the job outlook in Orange County is for an 8.4% increase in available positions. In neighboring Los Angeles, the forecast is for a 14% increase in employment opportunities.

The Otis College of Art + Design’s annual report on the creative economy in the Los Angeles metro region paints an upbeat assessment of a growing creative market. According to their latest report (2013), the creative economy supports 1 in 8 jobs and retains its position as the fourth largest industry cluster in the Los Angeles County, following business to business services, health care, and hospitality.

According to Internmatch.com, graphic design entry-level jobs in Orange County are widely available for those with the right training and/or education. In fact, as of 2010, there were about 279,200 positions in graphic design, and opportunities in the field are expected to grow around 13% by the year 2020.

<http://www.labormarketinfo.edd.ca.gov/aspdotnet/SupportPage/AllOccPrj.aspx?soccode=271011>

<http://www.labormarketinfo.edd.ca.gov/aspdotnet/SupportPage/AllOccPrj.aspx?soccode=271024>

<http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>

http://www.bls.gov/oes/current/oes_ca.htm#27-0000

<http://www.otis.edu/otis-report-creative-economy>

<http://www.graphicdesign.com/article/graphic-design-career-choices/#.U5DedBaG71p>

<https://www.internmatch.com/s/graphic-design-entry-level-jobs/orange-county-ca>

- 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
Coastline College	Digital Media – Print Design	Dean Nancy Jones	No Objections
Golden West College	Digital Media – Vis. Comm.	Dean Angela Allison	No Objections
Irvine Valley College	Digital Media – Art	Dean Blanchard/ D. Gatewood	No Objections
Mt. San Antonio College	Design for InteractiveMedia	Dean Blake-Judd/ S. Burgoon	No Objections
Santa Ana College	Dig. Media Arts - Graphic Design	Dean Bart Hoffman/ K. Matthews	No Objections

- Include any other information you would like to share.

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