

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

**Fill In Form**

Digital Content Specialist

Proposed Program Title

Glendale Community College

College

Glendale

District

Spring 2016

Projected Program Start Date

Jan Swinton

Voting Member

Dean CTE/Workplace Development

Title

818-240-1000 x5158

Phone Number

jswinton@glendale.edu

E-mail Address

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

**X Career and Technical  
 Education CTE**

Transfer

Other

**Type of Program (Check all that apply):**

A.S. Degree

A.A. Degree

Certificate of Achievement:

**X 18+ semester units**

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

**X Locally Approved**

**Program Information**

Recommended Taxonomy of Program (TOP) Code 0614

Units for Major-Degree n/a

Total Units for Degree n/a

Required Units-Certificate 25

**Written Form**

1. Insert the description of the program as it will appear in the catalog.  
 The Digital Content Specialist Certificate prepares students to create and manage digital content. Students learn to create visual and audio content, organize and publish content digitally using industry standard server software and systems. This certificate combines the skills of a content producer with the skills required to deploy the content digitally. In the highly competitive market of digital media, this program provides much needed multi disciplinary skill sets that will differentiate completers who have only focused on one field. Students learn to create content, manage digital assets, and deploy the content from a server. The skills learned will serve careers in digital media, digital content management, photography, graphic design and film/video editing.
2. Provide a brief rationale for the program.  
 This program will provide the creative and technical skills to create, edit, optimize, and distribute digital content including web graphics, photographic images, and video. Completers will be able to develop, deploy, and manage web servers and optimize digital content for deployment on client side websites. The program will provide the employment skills required for Digital Content Creators, Digital Content Management while providing skills to support Photographers, Graphic Designers and Video Editors.
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
Graphic Design Foundations	Art 134	Graphic Design Foundations	3
Intro to Motion Graphics	Art 220	Intro to Motion Graphics	3
Web Design with Dream Weaver	Art 251	Web Design with Dream Weaver	3
Intro to Web Development	CSIS 260	Intro to Web Development	3
Interactive Web Development	CSIS 261	Interactive Web Development	3
Intro to Digital Cinematography	Media 103	Intro to Digital Cinematography	3
Mobile Streaming and Mobile Content	Media 205	Mobile Streaming and Mobile Content	3
Digital Photography	Photo 130	Digital Photography	4
Prerequisite Course: Intro to Photography	Photo 101	Intro to Photography	4
Prerequisite Course: Photoshop I	Photo 121	Photoshop I	3

4. Summarize the Labor Market Information and employment outlook (including citation of the source of the data) for students exiting the program.  
 This certificate provides skills in the emerging digital content management and creation fields that are not currently tracked in LMI data, as reflected by COE and the DSN. The skills provided in this certificate are related to multiple disciplines including Web Designers, Graphic Designers, Photographers, and Film/Video Editors. The Los Angeles County, five year projected growth for these fields, based on Economic Modeling Specialist International data, is 8%, 4%, 11%, and 6% respectively. Wages for these fields are estimated to be between \$20/hr to \$45/hr based on Occupational Employment Statistics and the American Community Survey.

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
Chaffey College	Design for Multimedia	LAOCRC Notice	none
East Los Angeles College	Multimedia Level 1/ Level 2	LAOCRC Notice	none

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

The two programs listed in section 6 have similar components but do not include Computer Science sequences within their programs.