

Los Angeles and Orange County Regional Consortia

“Doing What Matters for Jobs and the Economy”

PROPOSED PROGRAM TITLE <u>Digital SLR Photography and Videography Certificate</u> COLLEGE <u>Orange Coast College</u> DISTRICT <u>Coast Community College District</u> PROJECTED PROGRAM START DATE <u>Fall 2014</u>	CONTACT PERSON <u>Blade Gillissen</u> TITLE <u>Department Chair</u> PHONE NUMBER <u>714-432-5844</u> E-MAIL ADDRESS <u>bgillissen@occ.cccd.edu</u>
GOAL(S) OF PROGRAM (CHECK ALL THAT APPLY): <input checked="" type="checkbox"/> CAREER TECHNICAL EDUCATION (CTE) <input type="checkbox"/> TRANSFER <input type="checkbox"/> OTHER	
TYPE OF PROGRAM (CHECK ALL THAT APPLY): <input type="checkbox"/> A.A. DEGREE <input type="checkbox"/> A.S. DEGREE <input checked="" type="checkbox"/> CERTIFICATE OF ACHIEVEMENT: <input checked="" type="checkbox"/> 18+ semester (or 27+ quarter) units <input type="checkbox"/> 12-18 semester (or 18-27 quarter) units	
REASON FOR APPROVAL REQUEST: (CHECK ONE) <input checked="" type="checkbox"/> NEW PROGRAM <input type="checkbox"/> SUBSTANTIAL CHANGE <input type="checkbox"/> LOCALLY APPROVED	

<i>Recommended Taxonomy of Program (TOP) Code</i>	<i>1099.00 Other Fine and Applied Arts</i>
<i>Units for Major-Degree</i>	60
<i>Total Units for Degree</i>	60
<i>Required Units-Certificate</i>	25

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

The Digital SLR Photography and Videography Certificate program is a Career Technical Ed specialty, designed for the student who wants a concentrated course of study in the field of photography coupled with video production. It has been designed to prepare students for entry-level employment as both a photographer and videographer. Students will be educated in the use of DSLR cameras, story telling, event documentation, lighting, sound, postproduction and business practices. The first 19 units give the student a strong foundation, while the 6 elective units allow the student to “customize” the certificate to their unique needs.

2. Provide a brief rationale for the program.

The Digital SLR Photography and Videography Certificate addresses a need to blend two professional skills, fulfilling a growing need in this emerging employment market. The proposed certificate creates the opportunity for students to concentrate their studies in the field of photography while incorporating the changing trends of the industry with the moving image. The imaging industry has evolved, and many employers are looking for employees with abilities in both still photography, as well as, videography. Having a strong understanding of the Digital SLR camera and it’s capability to capture HD Video, the student will be able to use the camera for both still photography as well as videography. Story telling and storyboarding, lighting, sound, editing, composition, business practices, and postproduction are also included in the program and imperative for creating a well-rounded graduate from the program. The graduates of the program will be able to meet the demand of the community employers as well as the demands of the professional photographic and video industry.



LAOCRC is supported by the CA Community College Chancellor’s Office and Carl D. Perkins IV grant #13-150-003.

Steven Glycer, Chair • Dr. Lynn Shaw, Vice Chair

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3. List all courses required for program completion, including core requirements, restricted electives and prerequisites.

COURSES	Course No.	Course Title	Units
Film	A110	Video Workshop	3
Photo	A120	Introduction to Photography	3
Photo	A120H	Introduction to Photography	3
Photo	A125	Imaging with Photoshop I	3
Film	A194	Digital Film and Video Editing I	3
Photo	A180	Introduction to Professional Photography	4
Film	A262	Cinematography	3
Complete an additional 6 elective units in either semester			
Required Core Total: 25 Total Units: 25 Proposed Sequence Year 1, First Semester, 12 Year 1, Second Semester, 13 Total Units: 25	Music A102	Computers in Music	3
	Film A102	The Business of Film & Television	3
	Photo A188	Commercial Photography	5
	Photo A200	Documentary	3
	Film A215	Social Media Marketing	3
	PhotoA225	Professional Digital Workflow and Color Management	3
	Film A265	Electronic Field Prod	4
	Photo A280	Professional Digital Techniques	3

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

Because the Digital SLR Photography and Videography Certificate is in a newly emerging field, exact labor market data must be gathered across specific fields. California shows a growth of 10.5% in “camera operators, television and motion picture” and Los Angeles shows a 10.4% growth. Photographers in California show a 2.3% growth and Los Angeles County shows a 4.5% growth. EDD Labor Market Information Division <https://www.labormarketinfo.edd.ca.gov/>

To obtain additional employment market information our department conducted a survey of 27 large and small companies within the Los Angeles and Orange County regions. 100% of the respondents replied that they see a strong benefit for having these combined skills and indicated that they would strongly consider hiring these individuals. *Documentation is on file.*

We also conducted a Citizens Advisory Board meeting of 15 industry professionals in both Photography and Film/Video from Los Angeles and Orange County regions in October 2013 and March 2013 respectively. 100% of attendees indicated that the combination of the skills in Photography and Videography were essential for working in the professional industry. *Meeting Minutes on file.*

5. List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (complete the chart):

This certificate is currently not offered at any of the 27 colleges in our region. There are programs in photography and film/ video, but no hybrid programs offered at this time. http://datamart.cccco.edu/Outcomes/Program_Awards.aspx

College	Program	Who you contacted	Outcome of contact
None			

6. Include other information you would like to share.

The Photography and Film/Video Departments at Orange Coast College have been recognized as frontrunners in approach and execution to photographic technical education and pedagogy. Recognizing trends in the photographic industry and working closely with professionals in the field have given the Orange Coast College Photography and Film/Video Departments a unique perspective into understanding the educational needs of a career technical education program. With the introduction of digital photography into the program to the inclusion and acquisition of the latest digital technology with the large format digital backs, the Orange Coast College Photo and Film/Video Departments have been able to maintain a Career Technical Education program that is effective, current, and useful to the students. Graduates of the Photography Certificate Program have a reputation in the community of being in the forefront of technical education.

The Photography Career Technical Education program at Orange Coast College recognizes a need to expand and improve the program by joining with the Film/Video Department to create the Digital SLR Videography Certificate of Achievement to both programs to meet the needs and demand of the community, the professional field of photography, and the professional field of videography. The approach to still photography is different in planning, and execution than Videography. The student, to successfully communicate visually, must acquire the skills of storyboarding, camera movement, sound, and editing. The proposed certificate addresses the skills necessary for the graduating student to be in the forefront of the photography and video industry through completion of the Career Technical Education Certificate in Digital SLR Photography and Videography.

From 2009 through 2012, the Photography and Film/ Video Departments at Orange Coast College awarded a combined 158 Certificates of Achievement. This is the highest number of certificates awarded in the state. For this reason, Orange Coast College is uniquely prepared to offer a combined certificate. No new facilities or expenditures will be necessary.



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