CALIFORNIA COMMUNITY COLLEGES

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

Fill In Form

Digital Media: Interactive Design and Animation
Proposed Program Title

Fall 2017
Projected Program Start Date

Long Beach City College
College

Long Beach Community College District
District

Contact Information

Mollie Smith
Voting Member

Dean, CTE
Title

532-938-3057
Phone Number

msmith@lbcc.edu
Email

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

☒ Career Technical Education (CTE)   ☐ Transfer   ☐ Other

Type of Program (Check all that apply):

☐ Certificate of Achievement 12-17 (or 17-27 quarter) units   ☒ Certificate of Achievement 18+ semester (or 27+ quarter) units

☐ Associate of Science Degree   ☐ Associate of Arts Degree

Reason for Approval Request (Check One):

☒ New Program   ☐ Substantial Change   ☐ Locally Approved

Program Information

0614-00

_____   Recommended Taxonomy of Program (TOP) Code

_____   Units for Major-Degree

_____   Total Units for Degree

22-25   Required Units-Certificate

Written Form

1. **Insert the description of the program as it will appear in the catalog. (See PCAH pp. 142 and 170)**

The Digital Media: Interactive Design and Animation program is an interdisciplinary program that builds on the Fundamentals of Digital Media Arts certificate and is designed to prepare students for entry and mid-level employment in Interactive Media and Animation fields. Interactive Media Design and the Gaming industries play a significant role in the Southern California economy with one out of every 10 California workers being employed in creative economy related industries. An emphasis is placed on creating a balance between creative and technical skills by learning to collaborate in a hands-on environment.

Revised Friday, September 02, 2016

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Outcomes:

- Demonstrate an understanding of concept development, design and creation of interactive media and animation projects.
- Engage creativity and original thinking in the production of an interactive media and animation project

The Digital Media Interactive Media and Animation program prepares students for entry and mid-level jobs within the Digital Media sector. Regionally, this industry is expecting a job growth of 28% over the coming years. Entry-level Interactive Digital Media artists and animators can begin a career the fields of 3/D 2/D entertainment (games, animation and films), info-graphics, motion graphics (TV, web, film, corporate), and interactive media (web, mobile, user experience design). Students completing this certificate will be able to demonstrate the production of digital media projects using creative and technical skills

2. **Provide a brief rationale for the program.**

The Digital Media: Interactive Design and Animation program is a program that builds on the Fundamentals of Digital Media Arts certificate and is designed to prepare students for entry-level employment in Interactive Media Design fields. Interactive Media Design and the Gaming industries play a significant role in the Southern California economy with one out of every 10 California workers being employed in creative economy related industries. LBCC's proximity within the Los Angeles / Orange County regional media and entertainment industries gives our students firsthand access to meaningful employment opportunities. An emphasis is placed on creating a balance between creative and technical skills by learning to collaborate in a hands-on environment.

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3. **Summarize the Labor Market Information (LMI) and employment outlook (including citation for the source of the data) for students exiting the program. (See PCAH pp. 85-88, 136, 147, 148, 165, 168, and 176)**

According to the Otis Creative Economy Report*, 12.5% of jobs in the L.A./O.C. region are directly tied to the Creative Industries. Within these industries the Entertainment sector (in which the digital media: interactive design and animation industry falls) is the largest economic base, employing around 140,000 people in the LA & OC region. Otis projects 3.6% increase in employment in LA County and a 5.6% increase in Orange county by 2019. Our program will train our students to enter this workforce well-trained in the technologies, workflows, and strategies of digital media/interactive design and animation.

The median wage is $28.23 per hour ($4.64 per hour higher than the national average) for workers in the Digital Media sector.

There are 24 programs in the region with 7,694 completions in 2014, however, 310** of these completions are from 8 community colleges in the region, the rest are from 4-year universities, and private schools.

A large portion of the digital media industry is independent contract work or entrepreneurial. According to OTIS, "Revenues and receipts of creative non-employer firms in Los Angeles County were $6.7 billion in 2013 with 40.5% of that total generated by independent artists, writers and performers. Revenues in 2013 were up by 12.7% compared with 2008. In Orange County, revenues grew by 8.8% to $967.5 million" So students who complete this program will not only have opportunities with larger companies within this sector, but also to start their own businesses and boutique firms. The entrepreneurial job counts are not available, but are significant and offer program completers entrepreneurial pathways into small business. According to the Otis Creative Economy report, in Los Angeles County, the number of nonemployer firms grew by 15.3% (18,823 firms) between 2008 and 2013 and in Orange County by 13.2% (2,859 firms)

*http://www.otis.edu/sites/default/files/2015-LA-Region-Creative-Economy-Report-Final_WEB.pdf
**http://datamart.cccco.edu
EMSI Q1 2016

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4. **List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (There is space for 10 listings, if you need more, please contact laocrc@sccollege.edu)**

College	Program	Who You Contacted	Outcome of Contact
Coastline College	Animation/gaming/Motion Graphics	Jones. Nancy	No comment
Cypress College	Digital Media	Donley, Steve	Approved
Fullerton College	Comp Ani/Multi Media	Benoit, Douglas	No comment
Glendale College		Swinton Jan	No comment
Golden West College	Digital Media	Gatewood, David	No comment
Irvine Valley College	Digital Media	Doughty, Corine	No comment
Los Angeles Mission College		Hobbs, Mark	No comment
Mt. San Antonio College		Blake-Judd Jemma	
Rio Hondo College		Noble Bruce	No comment
Saddleback College		Teng Anthony	No comment
Santa Ana College	Digital Media	HoffmanBart	No comment
Santa Monica College	Digital Media	Ramos Patricia	No comment
Santiago Canyon College	DM/Interactive Design	Lawson Von	No comment

5. **List all courses required for program completion, including core requirements, restricted electives and prerequisites. (There is space for 20 listings, if you need more, please contact laocrc.sccollege.edu).**
   (See PCAH pp. 143 and 171)

Courses	Course Number	Course Title	Units
Required Core			
Art	42	Intro/3D & Multimedia Computergraphics	3.0
Art	43	Beginning Website Design	3.0
Art	47	Computer Animation and Multimedia	3.0
Art	56	Introduction to Typography	1.5
Electives			
Art	46	Computer Art & Design in 3D Modeling	3.0
Art	48	Computer Art & Design for TV and Video	3.0
Art	49	Special Studies in Computer Art & Design	3.0
Film	21	Intermediate Digital Film Production	3.0
Film	25	Introduction to Digital Cinematography	3.0
Phot	43	Photoshop and Digital Image Management	3.0
Fundamentals of DMA cert		Core pre-reqs	
Art	41	Introduction to computergraphics	3.0
Phot (only if taking a Phot class)	32	Basic Photography Color	3.0
Film	20	Intermediate Digital Film Cinematography	3.0

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

This certificate is stackable with the Fundamentals of Digital Media Art certificate. Pre-reqs for all classes in the Digital Media Interactive Design and Animation program are contained in the Fundamentals of DMA certificate. This certificate is found on the Art AA curriculum guide.

NOI: May 2016; Packet mailed to similar programs: August 8, 2016

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