

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

**Fill In Form**

Public and Community Art - Mural Painting  
 Proposed Program Title

Fall 2017  
 Projected Program Start Date

Santa Ana College  
 College

Rancho Santiago Community College District  
 District

**Contact Information**

Bart Hoffman  
 Voting Member

Dean, Career Education and Workforce Development  
 Title

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**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**

1009.00      Recommended [Taxonomy of Program \(TOP\) Code](#)

\_\_\_\_\_      Units for Major-Degree

\_\_\_\_\_      Total Units for Degree

23-24      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 certificate program in Public and Community Art – Mural Painting is designed to prepare students for employment in both the designing and painting of large-scale public art murals. These murals are in demand by communities (such as city governments, schools, parks) to enhance and beautify public and private sites and to combat blight and graffiti. Public and private institutions use murals to brand their visual logos and promote specific messages on their public sites. Private businesses also want to brand their locations with large paintings or murals that include visual images and graphic signage. Students in this program will utilize both digital and traditional techniques from visual composition, illustration, sign painting and fine art painting while integrating historical, traditional and contemporary mural painting styles. Students will also gain the specialized training needed (including how to prepare exterior walls for murals, specialized paints

and protective coatings, safety measures and specialized equipment, and composing designs digitally for large application) to confidently seek employment in the above areas.

Career opportunities include being the fine artist who creates, designs and paints murals, and/or using the acquired skills to be hired for mural restoration, as a fine arts painter, illustrator or the creation of hand-painted graphics; set and exhibit designer and creator, and also painter for construction and maintenance purposes.

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

Since the 1970's, Santa Ana College has had a rich history in mural painting. In art history text books, one can read about SAC alum Emigdio Vasquez, who has created famous works for Santa Ana College and Orange County. Through this certificate, we plan to strengthen and continue the 50 year-old legacy of Santa Ana College muralist tradition. The city of Santa Ana also has become a mural destination. The city of Santa Ana's 2016 Community Arts and Cultural Plan includes data on Santa Ana's creative economy which indicates that it is significant and growing. Santa Ana City is committed to growing its creative economy even more through new zoning and tax laws which support Public Art. Mural painting is one of several art specialties within the field of Public and Community Art. In Mural Painting, students can apply their technical painting, drawing, hand-painted sign skills to increase their employment opportunities.

**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)**

Self employment and contract work would most likely account for the majority of employed muralists; however, there are several employment opportunities available for students who complete the Public and Community Art – Mural Painting certificate program based on their acquired skills. Although this program will have a TOP code of 1009.00 Applied Design, it's also possible that students may find jobs that would be found under the following TOP codes: 1013.00 Commercial Art; 1099.00 Other Fine and Applied Arts; 1002.00 Art; and even 0952.70 Painting, Decorating and Flooring. The Labor Market Information of Annual Estimated Employment and Projected Growth for the various types of employment available for graduates from the Public and Community Art – Mural Painting program shows the following: there are 53 projected openings in LA for Set and Exhibit Designers and 4 in OC, 133 projected openings in LA for Fine Artists, including Painters, Sculptors, Illustrators and 8 in OC, there are 10 projected openings in LA for Painting, Coating and Decorating Workers (0 in OC), and there are 409 projected openings in LA for Painters, Construction and Maintenance Workers and 289 in OC. This results in 906 annual openings. While reviewing the Chancellor's Office Data Mart for historical completion rates for the community colleges in Los Angeles and Orange counties, the highest number of completions over the past three years for programs with the following TOP codes of 1009.00 Applied Design; 1013.00 Commercial Art; 1099.00 Other Fine and Applied Arts; 1002.00 Art; and 0952.70 Painting, Decorating and Flooring was 413 (2015-2016). Therefore, 906 minus 413 would still result in a Net Annual Labor Demand of 493 jobs.

**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@rscsd.edu](mailto:laocrc@rscsd.edu))**

College	Program	Who You Contacted	Outcome of Contact
Cypress College Los Angeles Trade- Technical College	Sign Graphics	Steve Donley Marcia Wilson	Emailed--supportive Emailed


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@rscdd.edu](mailto:laocrc@rscdd.edu)).  
(See PCAH pp. 143 and 171)

Courses	Course Number	Course Title	Units
Required	ART 110	Two-Dimensional Design	3
Required	ART 130	Introduction to Drawing	3
<b>OR</b>			
Required	ART 141	Beginning Painting	3
Required	ART 195	Introduction to Digital Media Arts	3
Required	ART 131	Beginning Life Drawing	3
Required	ART 190	Introduction to Mural Painting and Design	3
Required	ART 291	Mural Painting and Design II	3
Required	ART 292	Mural Painting and Design III	3
<b>Select one from the courses below:</b>			
	ART 124	Gallery Production	2
	ART 122	Graphic Design I	3
	ART 158	Ceramic Mural Project	3
	ART 192A	Digital Illustration with Illustrator	3
	ART 232	Advanced Life Drawing	3
	ART 233	Advanced Drawing	3
	ART 242	Advanced Painting	3
	ART 168	Digital Media: Portfolio and Business Strategies	3
<b>Total</b>			<b>23-24</b>

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

This program anticipates graduating 5 students during its first year and hopes to increase this number as the program grows and develops.