

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

**Fill In Form**

<b>Graphic Arts Communication</b>	<b>Fall 2017</b>
Proposed Program Title	Projected Program Start Date
<b>Los Angeles City College</b>	Los Angeles Community College District
College:	District:

<b>Contact Information</b>	
<b>Adriene "Alex" Davis, Ed.D.</b>	<b>Dean, Academic Affairs/EWD/CTE</b>
Voting Member	Title
<b>323-377-8549</b>	<b>davisaa@lacitycollege.edu</b>
Phone Number	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**

1030.00	Recommended <a href="#">Taxonomy of Program (TOP) Code</a>
	Units for Major-Degree
	Total Units for Degree
27	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)

**This Certificate of Achievement prepares students for a career in the advertising and graphic design industry, entry-level production designers, or as a junior commercial illustrator. The creative and practical aspects of visual communication are stressed, with a special emphasis on contemporary trends. Digital work is grounded in fundamental art skills and methods. Students can expect to develop a rigorous, entry-level portfolio.**

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

- 1. We already offer an AA degree in Graphic Design. Given our student demographics: older students, returning students, and students looking for Career technical education, a Certificate of Achievement in Graphic Arts Communication makes sense: This is allows students to complete their training faster in order to enter the job market.**
- 2. Los Angeles is a creative town, and we are at the heart of Hollywood. We attract creative students, and students who work or want to work in the creative industries. For a long time students have belabored the fact that they had to travel far to be able to receive this certificate elsewhere.**
- 3. Our Design Department is CTE. And for CTE programs especially a Certificate of Achievement is important to have.**
- 4. This certificate of achievement could be applied towards an AA degree, if students fulfill general education requirements. This is important for our students, since many have jobs and families, and may have to ease their way into a degree.**
- 5. Los Angeles City College is pushing departments to developing Certificates of Achievement, primarily in CTE and career technical fields. Besides preparing people for the job market efficiently, it helps structure, align and speed up the time spent in school.**

**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)**

Occupations (SOC)	2016 Jobs	2021 Jobs	2016-2021 Change	Annual Openings	Annual Average CC Associate Degrees	Annual Average CC Certificates	Gap (Over/Under Supply)
Graphic Designers (27-1024)	15,519	15,706	187	410	53	5	703
Multimedia Artists and Animators (27-1014)	8,197	8,705	508	261			
Art Directors (27-1011)	5,376	5,572	196	143			
	29,092	29,983	891	813			

**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
East Los Angeles College	Animation and Graphic Arts	Linda Kallan	Full Support
Glendale Community College	Graphic Design ND	Peter Green	Full Support
Pasadena City College	Graphic Communications Technology – Graphic Production	Joseph Futtner	In Favor
Santa Monica College	Graphic Design	Chris Fria	Full support and ready to give advice

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
Beginning 2D Design	Art 501		3
Digital Tools	Art 250		3
Intro to Computer Graph and Introduction to Digital Imaging	Art 250		3
Graphic design I	Art 604		3
Graphic Design II	Art 605		3
Graphic Design III	Art 606		3
Web Design I	Art 645		3
<u>Choose 1:</u> Business 1 Journalism Communication Studies	Bus 001, Journalism 101 or 105 Communication 0601		3
<u>Choose from the below:</u> Survey Renaissance to Contemporary Contemporary Art Art Appreciation Survey of Asian Survey of Latin America Art	<u>Choose One:</u> AH 120 AH 171 AH 103 AH 130 AH 151		3
			27