

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

Fill In Form

Cinema-TV-Radio Low Unit (12 units) Certificate
 Proposed Program Title

August, 2017
 Projected Program Start Date

Saddleback College
 College

South Orange County Community College District
 District

Contact Information

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Voting Member

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

0604.00 Recommended [Taxonomy of Program \(TOP\) Code](#)

_____ Units for Major-Degree

_____ Total Units for Degree

12 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 program is designed for seasoned professionals who wish to hone their skills and/or cross-over to another area of media production. It provides opportunities to gain the fundamental proficiencies and understanding to work in the media industry through six specialty options: Cinema, Television, Radio, Post Production, Screen Acting or Critical Studies. The courses focus on specialized technical skills that mirror real-world tasks as well as specific media analysis. Additionally, they build the technical, aesthetic, and project management skills needed for employment and advancement in a career in this field. Students who complete this certificate can work in a variety of jobs including camera operator, video journalist, TV show researcher, film editor, voice-over talent and/or film/TV show talent.

2. Provide a brief rationale for the program.

The low unit certificate is being created to replace six separate local awards (OSAs). The low unit certificate will have a common required core course and then a core and elective option for each of the specialty options. A certificate instead of an OSA will benefit the students in that they will be able to show completion of the award on their transcript to potential employers. It is designed for seasoned professionals who wish to hone their skills and/or cross-over to another area of media production. This population requires fewer classes since they already have basic skills and generally need and can afford to have a shorter turn-around. It provides students with hands-on experience and a strong foundation upon which students will build their artistic talent and improve the practical skills to make their creative talent marketable and employable.

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)

Even though the 2016 Labor Market Index shows negative labor market demand in Orange County, our students successfully find employment. Particularly, students today get employed in non-traditional markets by adjusting themselves to new demands. Many companies have video production units or even a studio, and students from our program get employed. Our advisory board clearly pointed out this trend in our most recent meeting as seen in the meeting minutes: students find jobs in the non cinema-television-radio fields including graphics, multi-media, online content, journalism, tourism and real estate, where their skills are valuable. On September 30, 2016, 14,634 jobs related to video production are posted on indeed.com by a variety of companies such as U-Haul, Nordstrom, Monterey Bay Aquarium, Pilot Automotive, and Boeing, to name a few, searching for candidates in California.

One of the booming and promising industries is video gaming. Producing a video game requires a variety of skills taught in our program including producing, script writing, filming, editing, sound design, and production design to name a few. With virtual reality becoming the hottest topic of the entire media industry and non media industry, as seen in the 360-degree video for real estate marketing, the market for video production specialist is expanding, not shrinking. According to the 2014 report by the Entertainment Software Association titled "Video Games in the 21st Century," the video game industry alone employs more than 146,000 people with the average salary of \$94,747. The employment for the industry grew at an annual rate more than 13 times the growth of the overall U.S. labor market (9 percent vs 0.72 percent). The top state in the industry by number of employees is California.

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@rscdd.edu)

College	Program	Who You Contacted	Outcome of Contact
Cerritos	Theater and Film Arts	Gary Pritchard	No response
Cypress	Media Arts Design	Katy Realista	No response
El Camino	Film/Video	Berkeley Price	No response
Fullerton	TV/Film/Radio	Marie Perez	Question on Transcript/answered
Glendale	Media Arts	Gerri Ulrey	No response
Golden West	Digital Media	Chris Whiteside	No response
IVC	Film Studies	Jamie Poster	No response
Los Angeles City	Cinema-Television	Joni Varner	No response
Los Angeles Mission	Multimedia	Curtis Stage	No response
Los Angeles Pierce	Media Arts	Jill Connelly	No response
Los Angeles Valley	Media Arts	Eric Swelstad	No response
Long Beach City	Visual and Media Arts	Morgan Marnard	No response
Mt. San Antonio	Film and Television	Sue Long	No response
Orange Coast	Film/Video	Erik Forsell	No response

Pasadena City	Photography and Cinema	Joseph Futtner	No response
Santa Ana	TV and Video Communications	Randy Schultz	No response
Santa Monica	Communication and Media Studies	Maria Munoz	No response
Santiago Canyon	TV/Video Communications	Von Lawson	No response
West Los Angeles	Cinema, Entertainment and Media	Laura Peterson	No response

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). (See PCAH pp. 143 and 171)

Courses	Course Number	Course Title	Units
<u>Required Core for All Specialties (3 units)</u>	CTVR 101	Video Production Basics	3
<u>Cinema Specialty: Required (3 units)</u>	CTVR 31*	Film Production I	3
<u>Cinema Specialty: Electives (6 units)</u>	CTVR 32*	Film Production II	3
	CTVR 40	Television and Film Scriptwriting I	3
	CTVR 42*	Television and Film Directing	3
	CTVR 151	Nonlinear Editing I	3
<u>TV Specialty: Required (3 units)</u>	CTVR 124*	TV Production I	3
<u>TV Specialty: Electives (6 units)</u>	CTVR 125*	TV Production II	3
	CTVR 40*	Television and Film Scriptwriting I	3
	CTVR 42*	Television and Film Directing	3
	CTVR 129*	Documentary Production	3
	CTVR 151	Nonlinear Editing I	3
<u>Radio Specialty: Required (3 units)</u>	CTVR 110	Audio Production	3
<u>Radio Specialty: Electives (6 units)</u>	CTVR 40	Television and Film Scriptwriting I	3
	CTVR 113*	Radio Broadcasting	3
	CTVR 114*	Radio Station Activities	3
	CTVR 115*	Advanced Radio Performance and Studio Operations	3
	CTVR 191	Voice-over and Announcing	3
<u>Post Production: Specialty: Required (3 units)</u>	CTVR 151	Nonlinear Editing I	3
<u>Post Production: Electives (6 Units)</u>	CTVR 40	Television and Film Scriptwriting I	3
	CTVR 111*	Audio and Sound Design	3
	CTVR 251*	Nonlinear Editing II	3
	CTVR 253	Special Digital Effects	3
<u>Screen Acting: Specialty: Required (3 units)</u>	CTVR 290	Acting for the Camera I	3
<u>Screen Acting: Electives (6 Units)</u>	CTVR 40	Television and Film Scriptwriting I	3
	CTVR 42*	Television and Film Directing	3
	CTVR 103	Cold Reading and Interview Techniques	3
	CTVR 191	Voice-over and Announcing	3
	CTVR 291	Acting for the Camera II	3
<u>Critical Studies: Specialty: Required (3 units)</u>	CTVR 3	History and Appreciation of American Cinema	3
<u>Critical Studies: Electives (6 Units)</u>	CTVR 2	History and Appreciation of Television Broadcasting	3
	CTVR 4	Aesthetics of Cinema	3
	CTVR 5	History and Appreciation of International Cinema	3
	CTVR 7	Cross Cultural Cinema	3
	CTVR 9	Women in Cinema and Television	3
*Course with prerequisite			

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

This new certificate program has six specialties as our standard certificate program does. They are:
 1 Cinema, 2 Television, 3 Radio, 4 Post Production, 5 Screen Acting, 6 Critical Studies

