

## Graphic Design: Advertising Design

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### Submitter's Information

**Name** Mike Slavich

**Title** CTE Dean

**Email** [m Slavich@riohondo.edu \(mailto:m Slavich@riohondo.edu\)](mailto:m Slavich@riohondo.edu)

**Phone** (562) 463-7368

**Extension** n/a

**Region** Los Angeles/Orange County

**College** Rio Hondo College

**CTE Dean** Mike Slavich

**CTE Dean Email** [m Slavich@riohondo.edu \(mailto:m Slavich@riohondo.edu\)](mailto:m Slavich@riohondo.edu)

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### Program Information

**Program Name** Graphic Design: Advertising Design

<b>Projected Start Date</b>	2018-08-20
<b>Program Type(s)</b>	Certificate of Achievement 12-17 Semester (or 17-27 Quarter) Units
<b>Certificate Required Units</b>	12
<b>Units of Major Degree</b>	n/a
<b>Total Units for Degree</b>	n/a

**TOPs Code** Graphic Art and Design (103000)

**Program Goals** The Certificate of Achievement in Graphic Design: Advertising Design will help Rio Hondo College’s students to achieve the educational goal of workforce readiness. This certificate will also encourage retention of mainstream and underserved students, finish and complete their Community College education, transfer to four-year academic institutions and pursue jobs in the Graphic Design industry.

**Program Description** This certificate’s purpose is to help students secure an internship, apprenticeship or entry level/junior position as a graphic designer in the advertising industry. The certificate’s goals are to help students build the necessary skills and create a portfolio of high quality Advertising Design work that will make them viable for employment. The certificate’s goals will be achieved by providing students with the ability to produce both print and digital Advertising Design solutions demonstrating their ability to work under industry professionals and by constantly aligning the course offerings with the frequently evolving trends in the print and digital design industry.

**Program Requirements**

Pass the following courses with a grade of C or better:  
Typography GDSN 150 3  
Digital Illustration GDSN 164 3  
Digital Imaging GDSN 178 3  
Advanced Digital Imaging GDSN 179 \*Pre-Req  
GDSN 178 3  
Total 12

**Program Projections** Estimate is for 5-10 students to earn this certificate within an academic year. Program growth continues to develop as more students are aware of our program which officially launched Fall '16. We project 2 cohorts (4 years) will see reliable data for future projections.

**Labor Market Information** [Download LMIcompiledForCOAs.pdf \(/storage/lmi/113-105-LMIcompiledForCOAs.pdf\)](#)

**Created At** 11/27/17 - 11:11 AM

**Status** Under Review

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### Los Angeles/Orange County Region Specific Questions

**District** Rio Hondo College

**College** Rio Hondo College

**CRLC Member** Bruce Noble

**Email** bruce.noble@riohondo.edu

**Phone** 562-463-7354

New Program

**Reason for approval request.**

**Place of program in college's curriculum/similar program.**

Graphic Design

**Similar programs at other colleges in the Los Angeles and Orange County Region**

Cerritos College AA Degree Graphic Design Citrus College AS Degree Digital and Web Design East Los Angeles College AA Degree Art Graphic Comm. Fullerton College AA Degree Advertising/Graphic Design Glendale Community College AA Degree Graphic Art Mt. San Antonio College AA & AS Degree: Graphic Design Orange Coast College AS Degree Graphic Design Pasadena City College AS Degree Digital Media: Graphic Design Saddleback College AS Degree: Computer Graphics Santa Ana College AA Degree: Graphic Design

**Annual Enrollment projects (non-duplicative)**

Estimate is for 5-10 students to earn this certificate within an academic year. Program growth continues to develop as more students are aware of our program which officially launched Fall '16. We project 2 cohorts (4 years) will see reliable data for future projections.

**Advisory Minutes**

[Download GDSNadvMinutes013117.pdf \(/storage/Los Angeles/Orange County/113-105-189-GDSNadvMinutes013117.pdf\)](#)

Gardos: GDSN Strong Workforce Application  
 LMI A: Demand Data: Los Angeles & Orange County

	SOC Code	Occupational Title	Typical Entry Level Education	2014 Jobs	2017 Jobs	2014-17 Change	% Change 2014-17	Openings (New + Replacements)	Annual Openings	10% Hourly Earnings	Median Hourly Earnings
9											
499	43-9031	Desktop Publishers	Associate degree	601	572	(30)	(4.9%)	34	11	\$18.59	\$25.30
679	51-5111	Prepress Technicians and Workers	Postsecondary non-degree award	1,988	1,724	(264)	(13.3%)	141	47	\$11.44	\$20.08
235	27-1024	Graphic Designers	Bachelor's degree	19,437	19,788	352	1.8%	2,087	696	\$15.35	\$23.15
82	15-1134	Web Developers	Associate degree	8,734	9,389	655	7.5%	1,090	363	\$16.10	\$29.27

To View your Supply Side Data Below, make your selections in the boxes on the RIGHT. Refer to the TIP box for help.

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TIP: To filter your choices, click on your selection in the boxes below. To select more than one, hold down the Control Key while making your selections.

For more detail, click on the "+"

TOP6 - Program Title	2011-12	2012-13	2013-14	2014-15	Latest Available 3 Yr Avg*
061460 - Computer Graphics and Digital Imagery	-	26	33	31	30
Grand Total	-	26	33	31	30

Type of Educ. Institute

- Community College
- Other Postsecondary I...

Regions

- Los Angeles/Ora...
- Bay
- Central
- Desert
- North Far North
- San Diego/Imperi...

Economic Subregions

- Central Valley North
- Central Valley South
- East Bay
- Greater Sacramento
- Inland Empire/Desert
- Mid-Peninsula

Counties

- Humboldt
- Imperial
- Kern
- Kings
- Lassen
- Madera

TOP06

- 061430
- 061440
- 061450
- 061460
- 070200

TOP06 or Program Titles

- Paralegal
- Paramedic
- Parenting and Family Education
- Parks and Outdoor Recreation
- Pharmacy Technology

Award Levels

- 1) Associate Degree
- 4b) Certificate 30 to < 60 s...
- 4c) Certificate 18 to < 30 se...
- 4e) Certificate 6 to < 18 se...
- 2) Associate for Transfer D...

To View your Supply Side Data Below, make your selections in the boxes on the RIGHT. Refer to the TIP box for help.

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For more detail, click on the "+"

TOP6 - Program Title	2011-12	2012-13	2013-14	2014-15	Latest Available 3 Yr Avg*
061400 - Digital Media	-	5	9	6	7
Grand Total	-	5	9	6	7

Type of Educ. Institute

- Community College
- Other Postsecondary I...

Regions

- Los Angeles/Ora...
- Bay
- Central
- Desert
- North Far North
- San Diego/imperi...

Economic Subregions

- Central Valley South
- East Bay
- Greater Sacramento
- Inland Empire/Desert
- Los Angeles
- Mid-Peninsula

Counties

- Imperial
- Kern
- Kings
- Lassen
- Los Angeles
- Madera

TOP06

- 061400
- 061410
- 061430
- 061440
- 061450

TOP06 or Program Titles

- Paralegal
- Paramedic
- Parenting and Family Education
- Parks and Outdoor Recreation
- Pharmacy Technology

Award Levels

- 1) Associate Degree
- 4c) Certificate 18 to < 30 se...
- 4e) Certificate 6 to < 18 se...
- 2) Associate for Transfer D...
- 3a) Award 2 < 4 academic yrs

To View your Supply Side Data Below, make your selections in the boxes on the RIGHT. Refer to the TIP box for help.

REFRESH - Clear All Filters

TIP: To filter your choices, click on your selection in the boxes below. To select more than one, hold down the Control Key while making your selections.

For more detail, click on the "+"

TOP6 - Program Title	2011-12	2012-13	2013-14	2014-15	Latest Available 3 Yr Avg*
103000 - Graphic Art and Design	-	28	28	42	33
Grand Total	-	28	28	42	33

Type of Educ. Institute

- Community College
- Other Postsecondary I...

Regions

- Los Angeles/Ora...
- Bay
- Central
- Desert
- North Far North
- San Diego/Imperi...

Economic Subregions

- Los Angeles
- Orange
- Central Valley North
- Central Valley South
- East Bay
- Greater Sacramento

Counties

- Napa
- Placer
- Plumas
- Riverside
- Sacramento
- San Bernard...

TOP06

- 095710
- 095720
- 095730
- 095800
- 095900

TOP06 or Program Titles

- Agricultural Power Equipment Techn...
- Agriculture Business, Sales and Service
- Agriculture Technology and Sciences, ...
- Air Traffic Control
- Aircraft Electronics (Avionics)

Award Levels

- 1) Associate Degree
- 4b) Certificate 30 to < 60 s...
- 4c) Certificate 18 to < 30 se...
- 4e) Certificate 6 to < 18 se...
- 2) Associate for Transfer D...

To View your Supply Side Data Below, make your selections in the boxes on the RIGHT. Refer to the TIP box for help.

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TIP: To filter your choices, click on your selection in the boxes below. To select more than one, hold down the Control Key while making your selections.

For more detail, click on the "+"

TOP6 - Program Title	2011-12	2012-13	2013-14	2014-15	Latest Available 3 Yr Avg*
061410 - Multimedia	-	9	7	15	10
Grand Total	-	9	7	15	10

Type of Educ. Institute

- Community College
- Other Postsecondary I...

Regions

- Los Angeles/Ora...
- South Central
- Bay
- Central
- Desert
- North Far North

Economic Subregions

- Los Angeles
- Orange
- Central Valley North
- Central Valley South
- East Bay
- Greater Sacramento

Counties

- Los Angeles
- Orange
- Alameda
- Butte
- Contra Costa
- El Dorado

TOP06

- 060600
- 061000
- 061220
- 061400
- 061410

TOP06 or Program Titles

- Paralegal
- Paramedic
- Parenting and Family Education
- Parks and Outdoor Recreation
- Pharmacy Technology

Award Levels

- 1) Associate Degree
- 4b) Certificate 30 to < 60 s...
- 4c) Certificate 18 to < 30 se...
- 4e) Certificate 6 to < 18 se...
- 2) Associate for Transfer D...

To View your Supply Side Data Below, make your selections in the boxes on the RIGHT. Refer to the TIP box for help.

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TIP: To filter your choices, click on your selection in the boxes below. To select more than one, hold down the Control Key while making your selections.

For more detail, click on the "+"

TOP6 - Program Title	2011-12	2012-13	2013-14	2014-15	Latest Available 3 Yr Avg*
061430 - Website Design and Development	-	19	7	12	13
<b>Grand Total</b>	-	19	7	12	13

\*3 Year Avg for CCI is 2012-15 and for Other Ed. is 2011-14

Type of Educ. Institute

- Community College
- Other Postsecondary ...

Regions

- Los Angeles/Ora...
- Bay
- Central
- Desert
- North Far North
- San Diego/Imperi...

Economic Subregions

- Central Valley South
- East Bay
- Greater Sacramento
- Inland Empire/Desert
- Los Angeles
- Mid-Peninsula

Counties

- Imperial
- Kern
- Kings
- Lassen
- Los Angeles
- Madera

TOP06

- 061430
- 061440
- 061450
- 061460
- 070200

TOP06 or Program Titles

- Other Public and Protective Services
- Paralegal
- Paramedic
- Parenting and Family Education
- Parks and Outdoor Recreation

Award Levels

- 1) Associate Degree
- 4b) Certificate 30 to < 60 s...
- 4c) Certificate 18 to < 30 se...
- 4d) Certificate 12 to < 18 u...
- 4e) Certificate 6 to < 18 se...

## Occupation Profile

[Printer Friendly Version](#)

### Graphic Designers (SOC Code : 27-1024) in California

Design or create graphics to meet a client's specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.

Employers are usually looking for candidates with a Bachelor's degree .

#### Occupational Wages [Top]

Area	Year	Period	Hourly Mean	Hourly by Percentile		
				25th	Median	75th
California	2015	1st Qtr	\$28.74	\$19.21	\$26.18	\$35.72

[View Wages for All Areas](#) [About Wages](#)

#### Occupational Projections of Employment (also called "Outlook" or "Demand") [Top]

Area	Estimated Year-Projected Year	Employment		Employment Change		Annual Avg Openings
		Estimated	Projected	Number	Percent	
California	2012 - 2022	34,400	38,700	4,300	12.5	1,340

[View Projections for All Areas](#) [About Projections](#)



Advisory Committee Meeting  
 Rio Hondo College Graphic Design Department  
 Friday December 2nd, 2016 3:45pm

**Chair: Carin Castelnovo-Tedesco**

**Attendees:**

**Paul Abrelat:** Director of Digital Solutions, *Sagepath*

**Sarah Alley:** UX Strategist Adobe - *Adobe Systems Inc.*

**Joe Bautista:** Assistant Professor of Art: Graphic Design *Cal State Northridge*

**Carin Castelnovo-Tedesco:** Principal, Creative Director *TED Design Studio*

**Alex Gardos:** Graphic Design Instructor *Rio Hondo College*

**Ed Gomez:** Graphic Design Instructor *Cal State San Bernadino*

**Daniel Gross:** Principal, Lead Editor/Creative Director *Grossmyth Studios*

**Jules Konig:** Art Director, Design Lead *Stimulant Studios*

Carin Castelnovo-Tedesco welcomed participants and brought the meeting to order. Each committee member was introduced and spoke briefly about their position their company and the work they are currently involved in or have recently completed. Roll call was taken. Motion was put forward to approve the minutes from the April 2016 Advisory Board Meeting: **Sarah Alley** motioned to approve. **Jules Konig** seconded the motion. All members voted to approve of the April 2016 Advisory Board Meeting minutes. No objections, no abstentions.

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Motion was put forward to approve **Past Curriculum Items: Daniel Gross** motioned to approve.

**Paul Abrelat** seconded the motion.

(note, these changes were approved at the last meeting but a vote was held to include the newest advisory board member: Ed Gomez)

- 1) Updated all course descriptions and exiting skills to match current practices.
- 2) Changed all course prefixes from **ART** to **GDSN**. This was to take advantage of the transferability and marketability of design as being an applied aspect of art.
- 3) Changed the program title from **Commercial Art** to **Graphic Design**.
- 4) Rewrote and updated the AS Degree from Commercial Art to Graphic Design. Since this degree was local and meant as an achievement to enter the industry and not for transfer, the legacy degree contained more studio art classes. The update submitted in Spring '16 added courses more appropriate to internships and those which would be approved by Fall '16. We expect the change to be approved and the new degree available in Fall '17. See differences below:

- 5) Wrote new courses to fill-out the freshman sophomore course work required at most CSU and US campuses with Graphic Design and 'like' programs and added curriculum common to both the design industry and four-year academic institutions.

**Former Curriculum: (courses now deleted from our catalog)**

- ART 164 Digital Illustration (into to Illustrator)
- ART 165 Advanced Digital Illustration (more Illustrator)
- Art 172 Desktop Publishing (Quark then InDesign)
- Art 175 Computer Graphics (Strata)
- Art 178 Digital Imaging (Photoshop)

**Current Curriculum: (current catalog courses)**

- GDSN 162 Intro to Web Design (Dreamweaver)
- GDSN 163 Intermediate Web Design (project driven)
- GDSN 164 Digital Illustration (Illustrator)
- GDSN 165 Branding & Identity Design (project driven)
- GDSN 172 Publication Design (InDesign)
- GDSN 178 Digital Imaging (Photoshop)

All members voted to approve of the **Past Curriculum Items**. No objections, no abstentions.

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**Motion was put forward to approve the following New Curriculum Items:**

**Daniel Gross** motioned to approve. **Paul Abrelat** seconded the motion.

**Curriculum course additions starting Fall 2017:**

- GDSN 150 Typography (project driven)
- GDSN 151 Typography Design (project driven)
- GDSN 174 Packaging Design (Illustrator)
- GDSN 179 Advanced Digital Imaging (project driven)

- a. **Rewriting and updating current courses to conform to changes in software, academic requirements and industry.**
- b. **Offering the following series of 'stacked' certificates of achievement in order to provide fundamental entering skills to students looking for an internship, apprenticeship or entry level/junior position in the following areas:**

Graphic Design: Web Design		
Prefix & No.	Course Title	Units
GDSN 162	Introduction to Web Design	3
GDSN 163	Web Design: Interactive Design	3
GDSN 178	Digital Imaging	3
GDSN 150	Typography	3
	Total Units:	12

Graphic Design: Branding & Identity Design		
Prefix & No.	Course Title	Units
GDSN 164	Digital Illustration	3
GDSN 165	Branding & Identity Design	3
GDSN 162	Introduction to Web Design	3
GDSN 150	Typography	3
	Total Units:	12

Graphic Design: Publication Design		
Prefix & No.	Course Title	Units
GDSN 164	Digital Illustration	3
GDSN 172	Publication Design	3
GDSN 150	Typography	3
GDSN 151	Typographic Design	3
	Total Units:	12

Graphic Design: Advertising Design		
Prefix & No.	Prefix & No.	Prefix & No.
GDSN 178	Digital Imaging	GDSN 178
GDSN 179	Adv. Digital Imaging	GDSN 179
GDSN 164	Digital Illustration	GDSN 164
GDSN 150	Typography	GDSN 150
	Total Units:	12

- c. **Re-write of the Commercial Art Degree to the Graphic Design Degree and all the courses it requires.** This update to create consistency with current Graphic Design program and courses.
- d. **Course changes needed curriculum-wide to conform to the upcoming AST (Associate Degree in Transfer) in Graphic Design currently in review at the Chancellors office.** This degree will enable students to transfer 60 units of coursework and includes both General Education (GE) courses and elective or major courses. This degree is created by a consortium of educators and administrators who submit it to the Universities for approval. The course descriptions may differ from ours. General adoption practice is to re-write courses written locally to conform to these consortium-created degrees.
- e. **Elimination of ART 175 Computer Graphics from the Graphic Design program curriculum.** It was agreed to move this introduction to 3D software (Strata) out of Graphic Design and into Animation as it differs from our core curriculum and the software currently used is not standard to either industry or academia.
- f. **Establishing course articulation agreements with high schools and universities.**

All members voted to approve of the **New Curriculum Items**. No objections, no abstentions.

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Motion was put forward to approve **Hardware and Software proposals: Jules Konig** motioned to approve. **Ed Gomez** seconded the motion.

- a. **iMac & Adobe CC upgrades.** Some changes were made with the knowledge of the earlier members. We want to make sure all current members are in accord and approve.
- b. **Projector upgrade.** Some changes were made with the knowledge of the earlier members. We want to make sure all current members are in accord and approve.
- c. **Purchase of additional iMacs and Adobe CC software to equip a lab or lab area for students to use and access outside of scheduled class hours**
- d. **Purchase of heat press and printer to re-produce graphic designs on apparel.**
- e. **Replacement of 12year old task chair seating.**
- f. **Upgrade the in-class network switches to increase the internet speed for students.**
- g. **Purchase of screen recording software to facilitate the recording of class demonstration for students.**

All members voted to approve of the **Hardware and Software proposals**. No objections, no abstentions.

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Motion was put forward to approve **Facilities proposals**: **Ed Gomez** motioned to approve. **Joe Bautista** seconded the motion.

- a. **Move of instructor station to front of room to accommodate all student workstations.** Currently, some student workstations are on the side of the room. This makes it difficult for those students to see the screen during demos. We want to move all student stations where they can have a clear unobstructed view during the lectures and demonstrations in class. This also provides space for additional Graphic Design activities such as the operation of additional equipment and providing a space to sketch.
- b. **Purchase and installation of display boards to feature student work and promote the program and mount them adjacent to the Graphic Design room (currently S302) any any available wall space.**
- c. **Hiring of a Mac lab assistant to monitor and run iMac computer lab with Adobe CC software**

All members voted to approve of the **Facilities proposals**. No objections, no abstentions.

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Motion was put forward to approve **Public Outreach & Marketing proposals**: **Paul Abrelat** motioned to approve. **Sarah Alley** seconded the motion.

- a. **Purchase of advertising on Social Media sites to increase student enrollment and retention.**
- b. **Hiring a Social Media manager or firm to manage the marketing and public outreach for the program.**

All members voted to approve of the **Public Outreach & Marketing proposals**. No objections, no abstentions.

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Motion was put forward to approve **Professional Development proposals**: **Daniel Gross** motioned to approve. **Ed Gomez** seconded the motion.

- a. **Funding the membership of faculty in the AIGA, the professional organization for Graphic Design**
- b. **Funding the attendance of conferences, workshops, seminars and other professional development events related to curricular maintenance and improvement.**

All members voted to approve of the **Professional Development proposals**. No objections, no abstentions.

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This concluded all the voting proposals on the agenda. Before concluding the meeting, **Carin Castelnovo-Tedesco** asked participants if anyone had any questions or statements. **Ed Gomez** asked if **Alex Gardos** was getting the support needed from the Arts Division and the Dean to

implement these changes and proposals. **Alex Gardos** explained that it had been a 'challenging' semester. The division Dean who helped to develop and oversee the growth of the Graphic Design program had left at the end of the Summer term. The interim Dean had questioned some of the program directions and changes. The interim Dean proposed alternative changes and directions to the program which were not in line with the four-year plan developed under the previous Dean. This caused confusion and required extra work to maintain the direction of the program planning developed by **Alex Gardos** (the full-time faculty in charge), the advisory board and the previous Dean. The interim Dean made changes to the location of the Publication Design class for the Spring 2017 term creating consistency challenges in hardware and software as it was scheduled in the different program area of Journalism which is not in the Arts Division. The interim Dean moved the second section of the web courses from the afternoon to the evening making it difficult to promote and fill. **Alex Gardos** went on to explain that he had been working closely with the CTE Dean on funding, certificate development and articulation with area high schools. **Alex Gardos** was encouraged by the positive response and approval of the direction of the Graphic Design program by the CTE Dean and was hopeful that a new Arts Division Dean would be hired in the Spring of 2017. **Carin Castelnovo-Tedesco** asked if there was anything the advisory board could do to help professionally with the program in this time between Deans. **Alex Gardos** thanked her and reiterated that the work they were doing as advisors was appreciated and asked them to continue bringing their ideas and points of view to the program.

**Carin Castelnovo-Tedesco** asked if there were any questions from the committee. There were none and she thanked them for attending and their input. The advisory board meeting was adjourned at 4:53pm.