

## Digital Media - Web Design &amp; Development

## Submitter's Information

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<b>Region</b>	Los Angeles/Orange County
<b>College</b>	Pasadena City College
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## Program Information

<b>Program Name</b>	Digital Media - Web Design & Development
<b>Projected Start Date</b>	06/20/2018
<b>Program Type(s)</b>	Certificate of Achievement 18+ Semester (27+ Quarter) Units
<b>Certificate Required Units</b>	18.5
<b>Units of Major Degree</b>	n/a
<b>Total Units for Degree</b>	n/a
<b>TOPs Code</b>	Digital Media (061400)
<b>Program Goals</b>	<p>Web Design &amp; Development is often an entry point for design students into the job market. We would like to create a new, focused certificate that gives students an entry into front-end web design and development. The certificate teaches design skills alongside enough coding for front end developers to be able to create dynamic, rich interactive experiences for the web and mobile.</p> <p>The importance of Web Design &amp; Development goes far beyond the jobs associated with the field. Students who study web design are often introduced to coding concepts that can encourage them to continue to pursue an education in computer programming. This program can serve to scaffold the many departments at Pasadena City College that teach programming, and improve student success.</p>
<b>Program Description</b>	This one-year intermediate to advanced certificate in Digital Media - Web Design and Development prepares the student for entry level positions in web design and development, front-end web and mobile

application design, interaction design or UX (User Experience) design. The program stresses visual design thinking processes as well as the professional and production methods used currently in industry. Projects will encompass content management, user interface, interactive behaviors, information design, web and mobile application tools, programming, and selection of appropriate form factors for user experiences in the Internet.

Students completing this program will develop an online portfolio as well as participate in an advanced team project.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

All courses in this certificate require literacy and proficiency in writing and math. Projects require written, oral, and visual presentations as well as the application of basic math principles and skills.

Effective: Academic Year 2018-19

<b>Program Requirements</b>	Course Number	Course Title	Units
	ART 056	Introduction to Digital Painting & Drawing	3.0
	ART 057	Motion Graphics	3.0
	OR		
	ART 085A	3D Modeling & Sculpting	3.0
	OR		
	ART 155A	3-D Modeling & Sculpting <sup>[1]</sup>	3.0
	ART 098	Web Design & Development	3.0
	ART 064	Introduction to Interaction Design	3.0
	ART 063	User Experience Design (UX)	3.5
	ART 059	Creative Coding for the Internet	3.0

<b>Program Projections</b>	2018-19: 20
	2019-20: 25
	2020-21: 40

<b>Labor Market Information</b>	<a href="#">Download Digital Media - Web Design_PCC_Sept 2017.pdf (/storage/lmi/106-135-Digital Media - Web Design_PCC_Sept 2017.pdf)</a>
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**Status** Recommended

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#### Los Angeles/Orange County Region Specific Questions

**District** Pasadena Area CC District

**College** Pasadena City College

**CRLC Member** Dr. Rocky Cifone

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**Phone** 626-585-7684

**Reason for approval request** New Program

**Place of program in college's curriculum/similar program** Digital Media; Visual Arts and Media Studies

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

NOTE: According to LMI data from the Centers of Excellence, there are currently NO awards being given at any college under the Digital Media - Web Design & Development TOP code (0614.30). We included colleges with courses in this TOP Code as an alternative:

Santa Monica,  
Cerritos,  
Citrus,

El Camino,  
Glendale,  
LA Pierce,  
Mt San Antonio

**Annual Enrollment projects (non-duplicative)** 2018-19: 30  
2019-20: 35  
2020-21: 45

**Advisory Minutes**  [Download PCC Digital Media Arts Industry Advisory Board \(Responses\).xlsx \(/storage/Los Angeles/Orange County/106-135-325-PCC Digital Media Arts Industry Advisory Board \(Responses\).xlsx\)](#)