

## Digital Media - Interactive Art &amp; Design

## Submitter's Information

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<b>Title</b>	Dean
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<b>Extension</b>	n/a
<b>Region</b>	Los Angeles/Orange County
<b>College</b>	Pasadena City College
<b>CTE Dean</b>	Dr. Rocco J. Cifone
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## Program Information

<b>Program Name</b>	Digital Media - Interactive Art & Design
<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>	21-21.5
<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>Interactive Art &amp; Design is a high tech creative field that is growing in importance and offers the opportunity for students to engage with the latest in technology to succeed in a rapidly changing marketplace. This certificate is designed to feed directly into the growing tech sector in the Greater Los Angeles Area. In this certificate we not only acknowledge the rising importance of the STEMs, but we believe in the additional A in the growing STEAM movement that includes arts education with science and tech.</p> <p>These skills are highly employable and interdisciplinary, which opens doors to new opportunities that students may not be aware of as they progress through the certificate.</p> <p>The most unique aspect of the certificate is its emphasis on coding and basic electronics skills for artists and designers. Community college art and design students in the region have not traditionally had access to a program that teaches them the coding and basic electronics skills to be competitive in the latest digital media jobs. These skills are essential for our students to be competitive in the growing high-tech</p>

employment sector (Information & Communications Technology/Digital Media or ICT-DM). This sector is a priority sector for the state and is predicted to grow 5% by 2018 according to LMI data provided by PCC's Office of Institutional Effectiveness. According to the Otis Report 8.4% of all jobs in the Greater Los Angeles Area are creative jobs and the Report predicts growth for the sector:

**Program Description** The Digital Media - Interactive Art and Design curriculum prepares students with entry-level skills in interactive forms of art and design to seek employment in a variety of fields including web design, interaction design, graphic design, game design, creative technology, entertainment, and mobile apps. Students learn industry standard skills and apply them using professional project management workflows. Projects employ effective communication strategies using visual and cinematic language. Emphasis on independent practices and creative leadership. Students completing this program will develop an online portfolio and participate in an advanced team project. Required: Students must select 3 courses (9 units) from any of the emphases to complete the certificate. 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. A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

Effective Academic Year: 2018-2019

**Program Requirements**

Course Number	Course Title	Units
ART 056	Introduction to Digital Painting & Drawing	3.0
ART 057	Motion Graphics	3.0
OR		
ART 085A	3-D Modeling & Sculpting	3.0
OR		
ART 155A	3-D Modeling & Sculpting <sup>SEP</sup>	3.0
ART 070	Principles of Animation	3.0
ART 098	Web Design and Development	3.0
ART 064	Introduction to Interaction Design	3.0
ART 059	Creative Coding for the Internet	3.0
ART 063	User Experience Design (UX)	3.5
ART 064	Introduction to Interaction Design	3.0
ART 061	Creative Coding for Mobile Devices	3.0
ART 085B	3-D Animation & Simulation <sup>SEP</sup>	3.0
OR		
ART 155B	3-D Animation & Simulation	3.0
ART 080	Foundation in Interactive Game Design	3.0
ART 081	Game Design with Game Engines	3.0
ART 060	Creative Coding	3.0
ART 061	Creative Coding for Mobile Devices	3.0
ART 062	Physical Computing for the Arts	3.0
ART 180	Digital Media Incubator	3.0

**Program Projections**

2018-19:	20
2019-20:	25
2020-21:	40

**Labor Market Information** [Download Digital Media - Interactive Art & Design\\_PasadenaCity\\_Sep17.pdf \(/storage/lmi/106-136-Digital Media - Interactive Art & Design\\_PasadenaCity\\_Sep17.pdf\)](#)

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**Status** Recommended

Los Angeles/Orange County Region Specific Questions

**District** Pasadena Area Community College District

**College** Pasadena City College

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**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** Cerritos,  
Citrus College,  
East Los Angeles College,  
Glendale Community College ,  
Los Angeles Missions College,  
Los Angeles Pierce College ,  
Los Angeles Trade-Technical College,  
Los Angeles Valley College,  
Long Beach City College,  
Mt. San Antonio College.

**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/106-136-335-PCC Digital Media Arts Industry Advisory Board \(Responses\).xlsx\)](#)