

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

**Fill In Form**

Fundamentals of Digital Media Art

Proposed Program Title

Long Beach City College

College

Long Beach City College

District

8/22/2014

Projected Program Start Date

Ken Starkman

Voting Member

Dean, CTE

Title

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Phone Number

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E-mail Address

**Goal(s) of Program (Check all that apply):**

Career Technical Education (CTE)

Transfer

Other

**Type of Program (Check all that apply):**

A.S. Degree

A.A. Degree

Certificate of Achievement:

18+ semester (or 27+ quarter) units

12-18 semester (or 18-27 quarter) units

**Reason for Approval Request: (Check One)**

New Program

Substantial Change

Locally Approved

**Program Information**

Recommended Taxonomy of Program (TOP) Code 614.00

Units for Major-Degree [Click here to enter text.](#)

Total Units for Degree [Click here to enter text.](#)

Required Units-Certificate 15-15.5

**Written Form**

1. Insert the description of the program as it will appear in the catalog.

The Digital Media Arts Program is designed to prepare students for a multidisciplinary work environment while focusing on the creative uses of digital technology. Our emphasis is on facilitating collaborative production and the ability to easily move from one industry to another. Drawing from art, music, film, photography, graphic design and broadcasting, the program provides a strong foundation in aesthetics, technology, contemporary theory and practice.

2. Provide a brief rationale for the program.

Employment in today's entertainment and media industry is dependent on the individual having skills in a range of disciplines. While tied together by the digital nature of the media, this interdisciplinary program gives students the training and skills to meet the constantly changing demands from today's digital media marketplace. This basic certificate is suitable for entry-level communication and media positions.

3. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (Push Enter after each entry to begin a new line)

Courses	Course No.	Course Title	Units
Click here to enter text.	DMA 201	Introduction to Digital Media Arts	3
	Art 41	Introduction to Computer Graphics	3
	Photo 32	Color Photography	4
	Film 20 or	Fundamentals of Digital Film Production	3
	RTV 14	Electronic Field Production	2.5
	RTV 216	Non-Linear Video & Film Editing	2.5

4. Summarize the Labor Market Information and employment outlook (including citation of the source of the data) for students exiting the program.

Based on the report from the college by the Economic Modeling Specialist International this certificate will target an occupation group which includes: Web Developers, Art Directors, Multimedia Artists, Graphic Designers, Photographer and Film/Video Editors to name a few. The overall job growth is over 9% over the next 8 years, with close to 10,000 new jobs by 2020 and a median earning of \$35.82/hr.

5. List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (Push Enter after each entry to begin a new line)

College	Program	Who you Contacted	Outcome of Contact
None While the title (Digital Media) seems to be a popular one, none of the other programs have the direction that we have chosen. We believe that digital media needs to be an interdisciplinary mix of art, imaging, motion, graphics and sound. Because of this approach, there are not similar programs at other colleges - so there would be no adverse impaction.	None	Click here to enter text.	Click here to enter text.

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