

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

**Fill In Form**

Graphic Design

Proposed Program Title

Santiago Canyon College

College

Rancho Santiago Community College District

District

Existing program

Projected Program Start Date

Kari Irwin

Voting Member

Director, Business & 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 1030.00

Units for Major-Degree 30

Total Units for Degree 60

Required Units-Certificate n/a

## Written Form

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

The associate degree in graphic design prepares students for entry into the broad field of visual communication, with an emphasis on the development of problem solving in the practical application of graphic design. These applications include design for the print media, advertising, architectural and environmental graphics, packaging, logos, corporate identity, the web and other electronic media, using both digital media tools as well as traditional hand skills. It also enables students to enter a four-year institution leading to a baccalaureate degree or into a professional art school with a graphic design emphasis.

2. Provide a brief rationale for the program.

Santiago Canyon College has offered a degree in Graphic Design since 1985 that leads students on a career path to becoming a Graphic Designer. This substantive change approval request is to correct the program goal from "Transfer" to "CTE and Transfer". When the program was originated, the asterisked/vocational TOPs did not exist, and this update aligns the program with the newest Program and Course Approval Handbook. The job category and baccalaureate majors for program completers remain the same.

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
Major Requirements:			
Art	100/100H	Introduction to Art Concepts	3
Art	110	Two-Dimensional Design	3
Art	111	Three-Dimensional Design	3
Art	122*	Graphic Design I	3
Art	129*	Graphic Design Concepts for the Web	3
Art	130	Introduction to Drawing	3
Art	131*	Beginning Life Drawing	3
Art	195	Introduction to Digital Media Arts	3
Marketing	112	Principles of Advertising	3
Restricted Electives:			
Art	101*	Survey of Western Art History I: Through the...	3
Art	102	Survey of Western Art History II:Renaissance...	3
Art	128*	Introduction to Illustration	3
Art	149	Introduction to Digital Photography	3
Art	159	Introduction to Mobile Application Develop...	3
Art	221*	Graphic Design II	3
Art	228*	Intermediate Illustration	3
Art	229*	Multimedia Applications for the Web	3
Art	230*	Intermediate Drawing	3
Art	231*	Intermediate Life Drawing	3
Art	232*	Advanced Life Drawing	3
Art	233*	Advanced Drawing	3

Art	241*	Intermediate Painting	3
Art	242*	Advanced Painting	3
Art	250	Advanced Studio Concepts	3
Computer Science	105	Visual BASIC Programming	3

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

As the graphic design occupation has evolved over the years with technology and industry trends, the occupation continues to be in demand as a professional service to support other industries.

The graphic design occupation in California is expected to grow by 16.1% from 2010-2020 with a net increase of 6,000 jobs. Overall, all occupations in California are expected to increase at a 16.3% rate. In addition, the entrepreneurial nature of graphic designers lends itself to further self-employment opportunities.

Within our region of [Orange County](#) and [Los Angeles](#), the graphic designer occupation is expected to grow by 8.4% from 2010-2020 with a net increase of 340 jobs in Orange County, and expected to grow by 14% from 2010-2020, with a net increase of 1,840 jobs in Los Angeles.

An employed graphic designer in our OC/LA region can expect to earn a range of \$18.69-\$34.35 per hour, with an hourly mean of \$27.76. For all occupations in the OC/LA region, the hourly mean is \$25.54/\$25.56 respectively.

The top industries employing this occupation include Specialized Design Services, and Advertising and Related Services. In California, the Specialized Design Services industry expects to grow overall employment by 36.1% (6,900 jobs) and the Advertising & Related Services industry expect to grow overall employment by 17.% (9,600 jobs.) This is higher than the expected 16.3% job growth expected for all industries statewide for 2010-2020.

Source: Employment Development Department, Occupational and Industry Profiles, August 2014

- 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
CERRITOS	Art & Design: Graphic Design	Nick Real	Sent email & application requesting a response if there was a conflict; no response received;
CITRUS	Graphic Design	Jim Lancaster	Sent email & application requesting a response if there was a conflict; no response received;
EL CAMINO	Graphic Design	Virginia Rapp	Sent email & application requesting a response if there was a conflict; no response received;
FULLERTON	Advertising & Graphic Design	Scott McKenzie	Sent email & application requesting a response if there was a conflict; no response received;

GLENDALE	Graphic Design	Jan Swinton	Sent email & application requesting a response if there was a conflict; no response received;
GOLDEN WEST	Digital Art-Visual Communication: Graphic Design & Prod.	Angela Allison	Sent email & application requesting a response if there was a conflict; no response received;
L.A. PIERCE	Graphic Design	Jose Luis Fernandez	Sent email & application requesting a response if there was a conflict; no response received;
MT. SAN ANTONIO	Graphic Design	Jemma Blake-Judd	No Conflict
PASADENA CITY	Digital Media: Graphic Design	Saloman Davila	Sent email & application requesting a response if there was a conflict; no response received;
SADDLEBACK	Graphic Design	Anthony Teng	Sent email & application requesting a response if there was a conflict; no response received;
SANTA ANA	Art: Graphic Design	Bart Hoffman	Sent email & application requesting a response if there was a conflict; dialogue exchanged;
SANTA MONICA	Graphic Design	Patricia Ramos	Sent email & application requesting a response if there was a conflict; questions answered, no further dialogue;

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

At the request of the Chancellors Office, this application is being forwarded through the regional consortia to correct the program goal.