View Program Plan

**Department:** Business: Digital Media

**Academic Year:** Academic Year 2014-15

### Vision / Narrative

Digital Media Narrative, 2014-2015:

In its 11th year, the Gavilan College Digital Media Program has produced many graduates in both transfer and career-oriented AA degrees in its 3 options. Students can select from Digital Art and Imaging which includes graphic design, photo manipulation, desktop publishing, and animation; Interactive Media such as web site design and game development; and Digital Audio/Video with specialties in single camera production, video editing, sound design, motion graphics, and visual effects. To allow students to get rewards as on their way to an A.A. degree or to obtain specific skill sets needed for on the job training, major improvement, or enhancing their resumes, a variety of specialized certificates are available.

Currently, about 2/3rds of the program’s courses are cross-listed with CSIS. It was hoped that this would serve the departments better by combining similar classes for enrollment purposes. Due to the constraints of the new Transfer Model Curriculum and Course ID #s, separation of the cross listings with the Art department were made in Spring 2014. To make up for this loss, Digital Media, with help from a Title 5 Hartnell/CSUMB/Gavilan cooperative grant, enabled articulation of principle Digital Media courses with the CSUMB’s courses in their Communication Design program. This has resulted in the development of a smooth transfer curriculum for Gavilan (and Hartnell) students to CSUMB.

### Recent Achievements and Comments

It must be noted that enrollment at Gavilan and other colleges has dropped considerably due to budget changes and the limiting of students under new, very restrictive admission rules from the chancellor’s office. Many of the achievements below were done to help increase students lost because of this unfortunate situation.

To enhance Gavilan’s Digital Media offerings, we reinstated and modified the DM 60 Animation class that was in lost in the last budget crisis. This coordination with the class in Animation at CSUMB, San Jose State University, and nearby career colleges such as Cogswell College, Academy of Art University in San Francisco, and Expressions in Sunnyvale/Emeryville. Courses in animation and game design for a 2-4 year degree were developed in our earlier, 2012-2013 meetings at CSUMB and will establish a basis for re-estimation of DM 61 3D animation and a possible development of a course in game design. Results are very positive with a first DM 60 offering that attracted over 22 students. The DM 60 class was approved by UCSC and CSUMB, plus it should be approved as a GE course by Gavilan and the CSU system.

The yearly field trip last spring to CSUMB by Hartnell and Gavilan students gave a good look at what CSUMB can offer to further enhance student’s career goals in this fast moving field of Digital Media and Communication Design. A novel live, online, 'Otter Design Lounge' was created so that upper division CSUMB students could provide advanced tutorials and critiques for our lower division students. This also gave our students a chance to get an idea of what upper division work is about. This project should enhance the transfer rate to CSUMB and local colleges and universities. Coordination and further articulation with San Jose State University’s Digital Media Degree program is planned for 2014.

The Digital Media lab (aka Studio DM) was designed to be a state of the art facility that would mirror a real-world design and production house. The Digital Media Program and its Student Learning Outcomes were developed with that in mind. It most of its life it has been, but in the last few years it has fallen behind current technology. The 5 to 7 year old computers weren’t upgrade for two reasons: lack of adequate instructional funds and the fact that Apple had not upgraded their Mac Pros to current professional standards. General replacement time specified by the Chancellors office is 3 years. Last year’s program plan resulted in Title 5 grant funds for the purchase of new Apple Mac Pros in summer 2014, bringing the lab to current and future standards.

Title 5 objectives and the work with CSUMB and Hartnell have produced results with more on the way. A major objective of the Title 5 grant was to articulate Digital Media classes from Gavilan and Digital Art and Animation classes from Hartnell with the CSUMB Communication Design Program. This has been accomplished and the classes are now listed in the Assist system. CSUMB has posted on the web site a cross matrix of CSUMB, Hartnell, and Gavilan classes needed to transfer. Posters of this information can be found around campus and on the information LCD displays in the registration area, student center, computer center and recently, business building.

Last Spring 2014, CSUMB again hosted students from Gavilan and Hartnell. This half-day event included a tour of the Media Center and presentations by the faculty and students from the Communication Design program. It was well attended and piqued our students in transferring to CSUMB. This will be repeated again yearly.

Also last spring Pat Watson interviewed some of Gavilan’s DM students and found a number of students really do not know what they should major in. That and my concern that counselors are encouraging students to choose a major with Transfer Major Curriculum approval lead to a CSUMB counselor day in October. Kathleen Milnes, a leading speaker on Digital Media Careers, and two of CSUMB’s recent graduating students, made excellent presentations about the wonderful possibilities of a career in Digital Media/Communication Design. Facts and figures backing these claims were discussed before CSUMB students, high school teachers and counselors from Gavilan, Hartnell, and CSUMB. One of my
students video recorded the excellent presentation which is currently being edited. This will be given to participants and local high schools.

Many meetings with Hartnell and CSUMB hosted by Pat Watson have been very productive for ideas for encouraging both student transfer and for transferring more knowledgeable students. An online tutorial system thought up by Pat Watson, where upper division CSUMB students answer questions and offer critiques from both Hartnell and Gavilan Digital Media students, is planned for Spring 2014 with a prototype test this December. One Hartnell and Gavilan class have been scheduled to meet at the same time in order to facilitate the process.

The Gavilan/Hartnell/CSUMB Title 5 grant provided funds to hire a half-time person to help students, work with MIS to certify software/hardware is working properly, manage checkout and maintenance of DM equipment, see that DM video displays around campus are current with student project content, and help coordinate Gavilan, Hartnell, CSUMB cross campus events. He was hired in May 2013 and is now getting up to speed and working. Many 'put on hold' projects such as updating the information displays around campus are now functional again.

Following Robert Beede's last year's desire to have a seminar series with professionals as speakers, Sabrina Laurence of the ILC produced an excellent 3 DM Stars panel presentation hosted by Pat Watson of CSUMB with Kathleen Filice, the designer of Gavilan's new website; Dusty Nelson, a cinematographer and director noted for his car commercials for major automobile brands; and Spencer Lindsay, an animator/game designer who is currently developing an interactive 40 foot wall of fish and shark animations for the Monterey Bay Aquarium. The lab was filled by Digital Media and Geckos students, plus interested instructors and a counselor from Hartnell College. A total success that is also currently being edited for distribution to the T5 colleges and high schools.

Spring 2014 schedule has included experiments with online labs and a flipped course in Visual Effects/Motion Graphics using Lynda.com videos as a substitute for a textbook.

Digital Media classes continue to use iLearn for syllabi and schedules. This provides students better access to course materials, opens the opportunity for online labs, and gives our instructors more efficient and accurate student evaluation.

Course content revisions to better match both CSUMB and upcoming TMC C-IDs for Graphic Design and Digital Media are under development by the whole digital media team. We are following a PLO/SLO model called Degree Qualifications Profile from the Lumina Foundation and Accrediting Commission for Junior and Community Colleges.

The Adobe CC 2014 suite and the animation program Maya are now running in the Digital Media lab. A number of problems with the Adobe software have plagued the lab and frustrated students. A trip to nearby College labs is planned to help solve our problems.

### Program Objectives from Previous Program Plans

Select **Close** if the objective has been completed or will no longer be pursued. *(This will take you to the previous program plan)*
Select **Copy** to resubmit this objective for this academic year. *(This will close the objective from the previous program plan automatically)*

| AY 11/12 | Research grant opportunities for new lab hardware and purchase new computers |
| AY 12/13 | Enhance Summer Institute for Digital Media Entertainment/Education and increase attendance by 5%/yr. |
| AY 13/14 | Program Objective 1: To enhance by 5%/yr. student learning and retention by providing satisfactory and updated tools to align with Program Learning Outcomes. |
| AY 13/14 | Continue offering Summer Institute for Digital Media Entertainment/Education |

#### Program Objective 1: Course updating, PLO/SLO refinement: 20% of program/year. Increase retention by 5% - [ rank ] 10%

**Primary Strategy and Goal(s):**

IEC Program Review:

SLO Data:

Progress:

Not Applicable: RESUBMITTED: Copied from Academic Year 2012-13

Yes: This Objective is based from the last IEC Program Review.

Yes: This Objective is based on SLO data.

Yes: 2 courses have been revised. The remainder have been listed under a more general objective.

<table>
<thead>
<tr>
<th>Activities</th>
<th>Costs</th>
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<tbody>
<tr>
<td>Revise DM 114 Production course outlines for 3 units to maintain consistency an to coordinate a cooperative class between Hartnell and Gavilan or cancel class eliminating it from program requirements.</td>
<td>View Budget Request</td>
</tr>
<tr>
<td>Review and update PLO/SLOs continuing basis</td>
<td>No Cost</td>
</tr>
</tbody>
</table>

#### Program Objective 2: Increase DM to CSUMB transfers by 20% by offering courses in 3D animation/interactive media/game design program - [ rank ]

**Primary Strategy and Goal(s):**

IEC Program Review:

Yes: This Objective is based from the last IEC Program Review.
Review:

SLO Data: Yes: This Objective is based on SLO data.

Progress: Yes: Department lead has been attending meetings at CSUMB for the development of a 4 yr. degree program in Animation/Interactive/Media/Game Design degree. Title 5 has funded cooperative development in hopes that we increase the number transfer students to CSUMB from both Gavilan and Hartnell colleges.

Gavilan DM principle classes with a CSUMB equivalent have all been articulated. Degree required lower division DM 60 Animation I was modified into Introduction to Animation has been approved by Gavilan and UCSC, but still needs to be articulated with CSUMB. 2015 is target date. Articulation with San Jose State University and the TMC C-ID will be implemented during year 2015. This course is also waiting for GE approval From Gavilan and CSU.

A second 3D Animation course DM 61 needs to be updated and articulated similar to DM 60 above

<table>
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<tr>
<td>Animation/Interactive Media courses need to be adapted or created for transfer to CSUMB and San Jose State University.</td>
<td>View Budget Request</td>
</tr>
<tr>
<td>Continue meeting with CSUMB and local colleges regarding animation/interactive media/game design degree</td>
<td>No Cost</td>
</tr>
</tbody>
</table>

Program Objective 3: Increase display of student works by 40% & design/construct the Cindy Starr student gallery area

Primary Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2013-14

IEC Program Review:

Yes: This Objective is based from the last IEC Program Review.

SLO Data: No: N/A

Progress:

Yes: New equipment for video display in A&R area is functioning. Software for displays is working with the ability of updating over wireless.

A display is operating in the business building. Buy a better display has been found and is awaiting installation.

Research for cost of materials for the Cindy Star gallery near lab area is in process. The current picture display is redone every two months. The gallery is 40% complete.

<table>
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<tr>
<td>Finish construction of the Cindy Starr memorial gallery in hallway adjacent to LI 126/128 lab rooms.</td>
<td>View Budget Request</td>
</tr>
<tr>
<td>Create 2–3 Digital Media PSAs each year to be shown in the LCD displays around campus</td>
<td>No Cost</td>
</tr>
</tbody>
</table>

Program Objective 4: Develop AS-T/AA-T Digital Media degree following C-ID course guidelines to enhance transfer %5/yr.

Primary Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2013-14

IEC Program Review:

Yes: This Objective is based from the last IEC Program Review.

SLO Data: Yes: This Objective is based on SLO data.

Progress:

Yes: Attended meetings with CSUMB, MPC, and Hartnell—a course matrix is currently under development to identify existing and needed transfer courses.

TMC and C-ID course guidelines have been reviewed. Currently, no DM/Multimedia major or courses are listed.

Existing Gavilan courses have been identified for updating. Staff members have been chosen for the task.

Plans are currently being made to attend C-ID guideline development sessions.

<table>
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<th>Activities</th>
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</thead>
<tbody>
<tr>
<td>Continue travel and meet with transfer target colleges to coordinate class articulation.</td>
<td>View Budget Request</td>
</tr>
<tr>
<td>Research and participate in new C-ID transfer major discussions on course development</td>
<td>No Cost</td>
</tr>
<tr>
<td>Rename Digital Media courses to get rid of the software name in the title, 2013–2015</td>
<td>No Cost</td>
</tr>
</tbody>
</table>
Program Objective 5: Use Degree Qualifications Profile Planning (DQPP) to upgrade Digital Media PLO and SLOs.

Primary Strategy and Goal(s):
IEC Program Review:
SLO Data:
Progress:
Activities
Review and modify Digital Media PLOs and SLOs according to DQPP 2013—2014/15

Costs
View Budget Request

Program Objective 6: Encourage Digital Media and CGD students to use professional equipment

Primary Strategy and Goal(s):
IEC Program Review:
SLO Data:
Progress:
Activities
Encourage and/or require students to use professional graphics tablets & pen
Purchase professional graphics tablets & pens to be shared by Digital Media & CGD

Costs
No Cost
View Budget Request

Program Objective 7: Optimize the learning environment in the Digital Media computer lab

Primary Strategy and Goal(s):
IEC Program Review:
SLO Data:
Progress:
Activities
Add small vocal booth/shield for sound isolation
The sound emanating from the heating fans are a major annoyance and hampers productivity.
Develop some sort of sound isolation between rooms 126 and 128.

Costs
View Budget Request
View Budget Request
View Budget Request

Program Objective 8: Continue a Digital Media Seminar series for Spring 15 TTh 1 college hour. Increase attendance to 20+ students and public.

Primary Strategy and Goal(s):
Other Strategy and Goal(s):
IEC Program Review:
SLO Data:
Progress:
Strategy #7: Improve communication, coordination, collaboration, and participation to foster a campus culture of engagement and excellence.
Goal #1: Improve communication processes to increase awareness about planning activities, resource allocations, and significant factors affecting the college.
Strategy #2: Improve student services and enhance curriculum and programs in order to help students meet their educational, career, and personal goals.
Goal #1: Increase the student success, completion, and transfer rates.
No: Idea didn’t exist when IEC review was completed. We need to increase Digital Media enrollment, create excitement, and inform students about the field and employment options.
Yes: This Objective is based on SLO data.
Yes: ‘3 Digital Media Stars’ was produced by Sabrina Laurence with help from Robert Beede. Local web designer, Kathleen Filice, Filmmaker and Director, Dusty Nelson, and game designer/animator participated in a panel presentation hosted by pat

Primary: Not Applicable: RESUBMITTED: Copied from Academic Year 2013-14
Strategy and Goal(s):
IEC Program Review: Yes: This Objective is based from the last IEC Program Review.
SLO Data: Yes: This Objective is based on SLO data.
Progress: Yes: A Digital Media Program Specialist has been hired and funded as part of the Hartnell, CSUMB Gavilan Title 5 grant.

It has been found that trying to produce an accurate timeline for upgrading software is nearly impossible. Not that it be upgraded every week, but each year at minimum to prevent application mismatch.

Program Objective 10: Coordinate DM course articulation with local high schools under constraints of transfer articulation

Primary: Strategy #1: Optimize enrollment, course offerings, and services to reflect community needs and growth.
Strategy and Goal(s):
IEC Program Review: Yes: This Objective is based from the last IEC Program Review.
SLO Data: No: Articulation with 4 year colleges an local high schools has been an ongoing project. Because of a decrease in enrollment, articulation is being encouraged to increase enrollment.
Progress: Yes: In year 2013–2014 an comprehensive articulation agree was made between CSUMB Communication Design program and the Gavilan College Gavilan College Digital Media program.

Under way are possible articulation Digital Media agreements with Gilroy and Monterey High schools

Feedback from Supervisor / Dean

Please send comments or questions to webmaster@gavilan.edu
Address of this page is https://mail1.gavilan.edu/program_plans/view.php
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