



Docket Item:

Community College Approval: Linn-Benton Community College, AAS in Visual Communications, within 50.0401-Design and Visual Communications, General.

Summary:

Linn Benton Community College proposes a new degree program in Visual Communications. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the program as proposed.

Staff Recommendation:

The HECC recommends the adoption of the following resolution:

RESOLVED, that the Higher Education Coordinating Commission approve the following program: AAS in Visual Communications.



Linn Benton Community College seeks the Oregon Higher Education Coordinating Commission's approval to offer an instructional program leading to an AAS in Visual Communications.

Program Summary:

The Visual Communications Department is dedicated to training students for entry-level positions within the visual communications industry. Web/Media Designers are responsible for helping create multimedia based content and company websites. This can include creating web pages and interfacing with data storage applications. Media design includes, but is not limited to, interface design, video production, and marketing assistance. Web Designers must be familiar with a variety of programming languages and technologies, including both open source and closed source environments. Graphic Designers are responsible for much of what we see around us. Graphic design includes packaging, logos, brochures, publications, corporate identities, and more. They are integral in creating the branding of a corporation or product/service. Designers must work to master the Adobe applications and upon completion of the first year courses, students should be able to pass the Adobe Certified Expert certification tests. The curriculum provides learning experiences utilizing the latest industry-standard imaging software applications. Projects and Studio coursework provide opportunities for students to deal with clients and to accept responsibility for deadlines and quality control. Graduates assemble a comprehensive portfolio. Employment opportunities are found in a wide range of settings: print shops, web design studios, as a member of a support team in advertising, graphic design, or in-house design groups. The Career Pathway Certificate of Completion in Digital Imaging/Prepress Technology comprises the first year of studies of the Associate of Applied Science (AAS) degree in Visual Communications program.

1. Describe the need for this program by providing clear evidence.

Web / Media Designers are responsible for helping create multimedia based content and company Web sites. This can include creating Web pages, and interfacing with data storage applications. Media design includes but is not limited to interface design, video production and marketing assistance. Web Designers must be familiar with a variety of programming languages and technologies, including both open source and closed source environments. The need for those trained in this field is growing more rapidly than the local schools can provide trained professionals. Graphic Designers are responsible for much of what we see around us. Graphic design includes, packaging, logos, brochures, publications, corporate identities. They are integral in creating the "branding" of a corporation or product / service. The graphic arts industry is so multifaceted that it can be challenging to label it. Designers who are trained can be found operating presses, or creating textiles for a new clothing line. According to Pacific Printing Industries (PPI), the packaging industry in Oregon is experiencing major growth; packaging design is a graphic design field.

2. Does the community college utilize systemic methods for meaningful and ongoing involvement of the appropriate constituencies?

Community involvement and collaboration gives the students exposure to "live" clients rather than invented school projects. This experience is practical for the students as well as being a great service to

local non-profits that cannot afford normal design costs. Past projects have included but are not limited to, creating coloring books for the Albany Police department, posters for Di Vinci Days, logos have been created for the Art Center in Corvallis, the ABC House and many more local non-profits. Local projects, coupled with our advisory committee and local businesses have kept us relevant in the central valley for over 30 years as a program.

3. *Is the community college program aligned with appropriate education, workforce development, and economic development programs?*

The Visual Communications program participates with American Association of Graphic Arts (AIGA), Graphic Artists Guild (GAG), Pacific Printing Industries (PPI) activities. The President of the PPI trust is a member of the advisory committee and provides feedback on curriculum. We are members of a local association of Graphic Design Educators that meets at least once a year to discuss the industry and education for designers.

4. *Does the community college program lead to student achievement of academic and technical knowledge, skills, and related proficiencies?*

The curriculum provides learning experiences utilizing the latest industry-standard imaging software applications. Projects and Studio coursework provide opportunities for students to deal with clients and to accept responsibility for deadlines and quality control. Graduates assemble a comprehensive portfolio. Employment opportunities are found in a wide range of settings: print shops, web design studios, as a member of a support team in advertising, graphic design or in-house design groups. Students will be trained on Indesign, Illustrator and Photoshop to the level of being able to pass Adobe's Adobe Certified Expert (ACE) exams.

5. *Does the community college identify and have the resources to develop, implement, and sustain the program?*

The Visual Communications facilities include one graphic design and one digital imaging computer laboratory. Equipment similar to what is found in the offices of printers, designers, illustrators and publishers throughout the country are available. The facilities also include graphic design and fine art studios as well as display galleries for presenting student work and the work of other designers and artists. Facilities are handicapped accessible. The capacity of the current real estate is ready for the possible 70 students in the program.

Assurances

Linn Benton Community College has met or will meet the four institutional assurances required for program application.

1. *Access.* The college and program will affirmatively provide access, accommodations, flexibility, and additional/supplemental services for special populations and protected classes of students.
2. *Continuous Improvement.* The college has assessment, evaluation, feedback, and continuous improvement processes or systems in place. For the proposed program, there will be opportunities for input from and concerning the instructor(s), students, employers, and other partners/stakeholders. Program need and labor market information will be periodically re-evaluated and changes will be requested as needed.

3. *Adverse impact and detrimental duplication.* The college will follow all current laws, rules, and procedures and has made good faith efforts to avoid or resolve adverse *intersegmental* and *intra*segmental impact and detrimental duplication problems with other relevant programs or institutions.
4. *Program records maintenance and congruence.* The college acknowledges that the records concerning the program title, curriculum, CIP code, credit hours, etc. maintained by the Office are the official records and it is the college's responsibility to keep their records aligned with those of the Office. The college will not make changes to the program without informing and/or receiving approval from the Office.