



Docket Item:

Community College Approval: Chemeketa Community College, Associate of Applied Science in Multimedia Arts, within 50.0102, Digital Arts

Summary:

Chemeketa Community College proposes a new AAS degree in Multimedia Arts. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the degree as proposed.

Staff Recommendation:

The HECC recommends the adoption of the following resolution:

RESOLVED, that the Higher Education Coordinating Commission approve the following degree: AAS in Multimedia Arts.

Chemeketa Community College seeks the Oregon Higher Education Coordinating Commission's approval to offer an instructional program leading to a degree in Multimedia Arts.

Program Summary

The proposed AAS degree in Multimedia Arts brings together the disciplines of photography, motion graphics/animation, and filmmaking under one two-year career/technical education degree as part of the Visual Communications program at Chemeketa Community College. Students opting for this new degree have a unique path of study that is separate from the other degree tracks within Visual Communications. This includes a separate application and portfolio submission process, and an academic focus on hands-on instruction in photography, motion graphics/animation, and filmmaking. Beginning the degree track along with a cohort of other students, Multimedia Arts students take introductory software class before diverging into photography and time-based media during in their first year. The second year of study includes additional study in motion graphics, filmmaking, and portfolio building courses that culminate in a portfolio or demo reel exhibition that ranges in form and media depending on the student's choice of focus. Along the way, students have a number of opportunities to work on live jobs, collaborate with other students within the other degree tracks, and experience a range of innovative media equipment, facilities, and techniques.

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

Continual recommendations from both a subcommittee on photography, filmmaking and motion graphics, the Visual Communications Advisory Committee (demonstrated in an official vote of approval), current and past students, and employment data all indicated that the Visual Communications program should focus on developing a Multimedia Arts degree.

This need is reinforced by the Visual Communication Advisory Committee minutes. For instance, Jeremy Bolesky from Leopold Ketel noted, “. . . for a small company they were looking for two kinds of people. One, how has a lot of experience in all fields. Second, they are looking for someone who has skill in the film-making track.”

During a fall 2016 advisory meeting, voting member Ron Cox asked the Visual Communications staff to “hurry up and graduate some students already” after we presented our ideas of a new Multimedia Arts degree. Voting member Vin Thomas agreed and asked the faculty “when can we have some (graduates)?” from this new degree. Vin is professional designer and collaborator and works closely with a multimedia collective in downtown Salem.

This multidisciplinary CTE degree would encompass the mediums of photography, filmmaking, and motion-graphics/animation. Combining both theory and hands-on technical training, students with this degree would come away with the ability to work within a range of interrelated mediums in a steadily growing professional industry both regionally and nationally. Students would develop a diverse skillset and demo reel suited to the current and projected job market.

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

The college uses a range of sources to establish ongoing partnerships with its community constituencies. Some of these partnerships include: Northwest Commission on Colleges and Universities, the State Board of Education, Community College Workforce Development, employment advisory boards and student placement connections, professional organizations, and licensing boards for appropriate occupations. The Multimedia Arts program was approved in February 2018 by the Chemeketa Community College's Curriculum Committee and then approved by Chemeketa Community College's Board of Education in May 2018.

Chemeketa Community College has partnerships with local high schools to offer courses in their schools for college credit. These courses will prepare students for entry into the program soon after graduating. Other required and general education courses will be valuable in preparation for entrance into the program and the workforce.

Collaboration with workforce and economic development partners assists the college to build a skilled and trained workforce ready to enter their fields immediately upon completion of programs. The Visual Communications department that will be offering this Multimedia Arts Associate of Applied Science has an advisory committee composed of professionals from across the Willamette Valley:

- Jeremy Bolesky, Production Artist with Leopold Ketel of Portland, Oregon
- Kerry Lorentz, Production Coordinator with the Statesman Journal
- Jessica Lyon, Senior Graphic Designer with Pivot of Portland, Oregon
- Marsha Minten, Senior Graphic Designer with MAPS Federal Credit Union
- Vin Thomas, Graphic/Web Designer and Owner of Fixel or Salem, Oregon
- Kristen MacDonald, Production Artist with Pivot of Portland, Oregon
- Mike Wright, Graphic Designer with Willamette University
- Brian Wytcherley, Multimedia Producer with the State of Oregon
- Jacob Bailey, Videographer and Owner or Sealeggs Media of Salem, Oregon
- Brian Watson, Videographer and Owner or Sealeggs Media of Salem, Oregon

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

The program courses required for this degree are:

- ART115—Basic Design B&W
- ART265—Photography 1
- ART203—New Media Art
- ART120—Digital Media Time Design
- ART202—History of Photography or FA255—Film History
- ART237—Photo Illustration
- ART266—Photography 2
- FLM230— Audio Production & Sound Design
- JNL240—Multimedia Journalism
- FLM265—Documentary Filmmaking
- VC243—Animation & Motion Graphics 1
- VC272D—Multimedia Arts Studio
- ART267—Portrait Photography
- FLM266—Narrative Filmmaking
- VC244—Animation & Motion Graphics 2
- ART268—Documentary Photography
- FLM268—Independent Filmmaking
- ART249—Emerging Multimedia Arts and Technology
- VC286—Multimedia Arts Portfolio

These courses were based on the discussion on employers' needs at the Visual Communications advisory committee, and a vote was taken to move this program forward on March 8, 2017.

Chemeketa's Multimedia Arts Associate of Applied Science program will lead to employable skills at the end of the program. Individuals in the multimedia arts field earn an annual wage of over \$73,000 per year and starting wages at \$39,021 per year (qualityinfo.org), therefore it will allow these students to enter the workforce in a family-wage career.

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

The design of the program is a 94 credit hour approved Associate of Applied Science degree. The primary audience for this program are students who wish to focus on photography, motion graphics/animation, and filmmaking. The learner outcomes for each course provide a range of skills to allow graduates to pursue employment in this industry:

- ART115—Basic Design—Black and White
 - Demonstrates understanding of terminology as used in design projects and critiques.

- Use each stage of the design process to generate design content/ideas and strategies.
- Apply the elements of two-dimensional design and principles of compositional organization to solve two-dimensional design problems and/or meaning (content).
- Analyze and evaluate, in both written and verbal modes, the effectiveness of two-dimensional design and works of art (part/whole analysis/critique process).
- Demonstrate a work ethic and exhibit a sense of craft.
- Research historical and contemporary examples of art/design from culturally diverse sources and present conclusions in written form: analyze, critique, summarize.
- Examine issues of sustainability and explain the effects of medium in artwork and materials.
- ART265—Photography 1
 - Operate the functions of digital SLR and/or mirrorless camera to obtain correct exposures.
 - Apply correct digital asset management and image editing techniques.
 - Edit digital images for optimum aesthetic and technical image quality.
 - Produce technically accurate inkjet images.
 - Apply basic design and compositional concepts.
 - Apply appropriate lighting techniques.
 - Create photographs reflecting the important historical themes of photography.
 - Recognize and evaluate quality images.
 - Participate in the aesthetic and technical critique of images.
 - Explain ethics and legal issues as related to photography and image use.
 - Use industry standard terminology in discussing concepts and techniques.
- ART203—New Media Art
 - Recognize the traditional and nontraditional materials and genres found in new media art.
 - Analyze the innovations, origins, and precedents of new media art as visual communications that reflect and construct a particular cultural time and place.
 - Identify 2D, 3D, and 4D visual elements and principles in new media art.
 - Interpret content and meaning of new media art through the understanding of different factors that affect the production of art (historical, political, religious, sociological, and technological).
 - Compare and contrast various styles of new media art and trace their development from one period to another.
 - Critically analyze, interpret, and describe works of art using relevant vocabulary both verbally and in writing.
 - Synthesize the styles and theories of new media art in the planning or production of an original artwork.
 - Identify and discuss the construction of power, privilege, and difference in new media art and assess the ways in which a work of art is affected by our own vantage point.
- ART120—Digital Media
 - Demonstrate understanding of terminology as used in time-design projects and critiques.
 - Apply the elements of time to visual and temporal problems with the use of a variety of composing and editing software and methods.
 - Use each stage of the design process to generate design ideas and strategies.
 - Synthesize concepts of time design and digital media and their relationship to other foundation level areas of study and exploration.
 - Pursue and develop personally significant works of digital media and time base art, applying basic design concepts and contemporary techniques and processes.
 - Develop creative solutions to time design and digital media problems.
 - Participate in all stages of the group critique process.

- Apply the principles of time design organization (tempo, duration, repetition, scope, intensity) to time design and digital media.
- Identify and supply digital media and time design in various forms which may include photography, stop motion animation, digital animation, time-lapse, video, motion graphics, interactive media, and sound art and design, as well as other digital art.
- ART202—History of Photography
 - Analyze use and application of the visual language of photography.
 - Compare and contrast photography as a visual language with other visual media.
 - Analyze the impact of photography in mass communication.
 - Compare, contrast, and evaluate refinements, trend, and photographic processes through time.
 - Evaluate, compare, and contrast artistic development through a variety of approaches and processes.
 - Define parameters of photographic criticism.
 - Develop a personal approach to discussion.
 - Identify photography's use as a form of mass communication and impact.
 - Analyze basic practices of photography as a business.
- ART237—Photo Illustration
 - Use industry standard file formats and image compression.
 - Create backgrounds and textures from original photographs.
 - Create composite images using masks and channels.
 - Demonstrate a technical and aesthetic proficiency in manipulating digital images.
 - Explore existing digital photo illustrations.
 - Develop a personalized style of photo illustration.
 - Communicate concepts with photo illustration.
 - Interpret ethics and legal issues as related to photography.
- ART266—Photography 2
 - Produce photographs following art direction.
 - Employ various lighting techniques for studio photography.
 - Set up and light product shots.
 - Perform operations on a copy stand.
 - Produce a series of images related to a theme.
 - Evaluate photographs for technical and aesthetic qualities.
 - Explain image ownership, copyright, usage, and licensing.
 - Create and communicate conceptual content.
- FLM230—Audio Production & Sound Design
 - Demonstrate understanding of terminology as used in sound design projects and critiques.
 - Apply the elements of sound design with the use of a variety of composing and editing software and methods.
 - Use each stage of audio production and sound design process to generate sound design concepts and strategies.
 - Synthesize concepts of audio production and sound design and their relationship to other mediums and areas of study and exploration.
 - Create personally significant works of audio production and sound design, applying contemporary techniques and processes.
 - Develop creative solutions to audio production and sound design problems.
 - Participate in all stages of the group critique process.
 - Apply the techniques of recording, editing, and processing for contemporary methods of sound design and various output mediums.
 - Explain ethics, rights, and legal issues as related to sound, recordings, music licensing, and creative commons use.

- JNL240—Multimedia Journalism
 - Read and view works of alphanumeric, visual, audio, and video journalism at a literal level and understand the processes involved in the creation of media for all platforms.
 - Identify and define the stylistic devices and technical elements (e.g., hardware and software) used in the creation of each of these types of works.
 - Identify and compare styles, genres, and themes, and apply critical approaches to each type of work.
 - Engage in written and verbal critique of each type of work.
 - Gain competency in the critique and/or practice of each modality of journalistic writing: text (both print and digital), layout and design, social media and distribution, photojournalism, data visualization, audio and podcasting, and studio broadcast and/or location documentary videography and postproduction.
 - Demonstrate the integration of all modalities on both the critical (media literacy) and practical (production) levels.
- FLM265—Documentary Filmmaking
 - Plan a documentary project using project management skills.
 - Apply production techniques including lighting, composition, pacing, shot selection, and camera movements to a documentary project.
 - Transfer video from a digital video camcorder to a computer.
 - Apply video editing skills using motion images, still images and audio mixing.
 - Add titles, transitions, and special effects to digital audio.
 - Select distribution methods and create required media.
 - Use industry standard terminology in discussing projects.
 - Apply ethics, copyright, and legal issues to video projects.
- VC243—Animation 1
 - Plan and develop animation projects.
 - Apply traditional animation principles.
 - Record sound for use in animation projects.
 - Publish animation projects to digital video.
 - Interpret copyright laws and ethics related to digital media.
 - Use industry standard terminology in discussing concepts and techniques.
- VC272D—Multimedia Arts Studio
 - Work with clients to conceptualize and produce multimedia projects.
 - Participate as a team member in the concept development and publication process.
 - Develop production schedules and participate in client meetings.
- ART267—Portrait Photography
 - Apply lighting setups and light modifying techniques.
 - Apply compositional concepts to portrait making.
 - Apply posing techniques.
 - Correct color and retouch digital portrait photography.
 - Apply ethics and legal issues as related to portrait photography.
 - Use industry standard terminology in discussing concepts and techniques.
 - Use professional work methods and attitudes in portraiture.
- FLM266—Narrative Filmmaking
 - Apply project management skills to planning, storyboarding, and scripting a video project.
 - Apply professional production techniques, including lighting, composition, shot selection and camera movement to a digital film project.
 - Identify and interpret the elements of a script.
 - Direct actors and crew members in the production of a film project.
 - Create titles and motion graphics that serve the message of the film.
 - Compress video for web and DVD delivery.
 - Use industry standard terminology in discussing projects.

- Apply copyright and legal practices related to film projects.
- VC244—Animation 2
 - Design and create characters suitable for animation.
 - Design and develop backgrounds for animation.
 - Develop strategies for story generation.
 - Storyboard a story sequence.
 - Create a short animation.
 - Apply timing principles to animation projects.
 - Record voice and apply lip-syncing to animation projects.
 - Publish the animation to suitable delivery media.
 - Use industry standard terminology in discussing concepts and techniques.
 - Follow professional standards related to copyright and plagiarism.
- VC286—Multimedia Arts Portfolio
 - Evaluate work and determine what will serve them in getting started on a career path.
 - Design and implement a personal brand for entry into the workplace.
 - Articulate own vision of personal goals, including career and creative process objectives.
 - Organize a portfolio/demo reel of work that gives evidence of the knowledge, skills, and abilities required to begin a successful career in multimedia arts.
 - Present, promote, and defend creative and technical work.
 - Demonstrate personal and professional skills and workplace attitude.

These courses lead to the outcomes for this program that students will be prepared to accomplish:

- Work with others in the creation and production of original ideas and graphic design and/or interactive media.
- Research and present design solutions to communication projects.
- Use current and evolving industry standard methods and processes in the production and crafting of graphic design and/or interactive communications.
- Articulate and apply the trade practices, ethics, and copyright laws related to graphic arts.
- Participate in a client-designer relationship in the implementation and evaluation of projects.
- Organize and present a portfolio of work that gives evidence of the skills, knowledge, and abilities to begin a multimedia arts degree or transfer to a four-year school for additional study.

Learning will be ensured through the assessment of these program outcomes with the following methods:

- Portfolio of student work in VC286.

Instruction methods within the program all courses are face-to-face. Students do have general education courses for the degree. Those courses may be provided in a face-to-face, hybrid, or an online environment. Program course lectures provide various hands-on activities.

The college has a unit planning process that includes a program assessment on an annual basis. Student, faculty, advisory committee, and administrative collaboration is incorporated to ensure students are prepared with appropriate skills to enter the workforce and meet the requirements of multimedia arts.

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

- The Northwest Commission on Colleges and Universities (NWCCU) accredits Chemeketa Community College.
- This new program will have minimal startup costs of \$25,000 for additional equipment and software. An additional cost of \$22,000 would be allocated for salaries and fringe benefits for the first year and indexed by 4% for years two and three

Year 1: Revenue: \$4,000, Expenditures \$47,000; Institutional Financial Support \$43,000

Year 2: Revenue: \$4,000, Expenditures \$23,000; Institutional Financial Support \$19,000

Year 3: Revenue: \$4,000, Expenditures \$24,000; Institutional Financial Support \$20,000

The Visual Communication program has three full-time faculty positions and a full-time classified instructional specialist along with numerous adjunct faculty who generally work full-time in the industry. The program has the flexibility to use general fund dollars to expand the adjunct workforce to teach additional courses in the degree and to offset full-time workload that will shift to Multimedia Arts. The program is able to allocate \$4,000 of the existing materials and supplies budget to ongoing needs annually for needs for the program.

- Chemeketa Community College has begun programs over the last fifty plus years and has had the institutional support in hiring qualified and trained faculty to teach in all CTE programs.
- The Multimedia Arts program and courses have been developed and approved by the employer-based advisory committee, as well as approved by the college's Curriculum Committee, and Chemeketa Community College's Board of Education.
- Faculty will regularly participate in professional development activities to stay current and up-to-date with industry changes and requirements, which will translate into the classroom learning environment.
- This program will reside at the Salem campus.
- The college has strong relationships with industry partners/employers and will continue to foster these relationships. The Visual Communications department has an employer-based advisory committee. This program will continue to work with local industry leaders and educational institutions to recruit students for this program.

Assurances

Chemeketa 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.