

1. Assessment Plan - Four Column



PIE - Arts - CEA: Graphic Design & Illustration Unit

Narrative Reporting Year

2017-18

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Program Planning Dialog: The 2017-18 academic year was an exceptional one for the Graphic Design program. The program saw a slight decrease in enrollment but a significant increase in the quality of the courses. Notable achievements to this end include:

- 1.) Expanded functionality, technology, and support of the Design Lab located in the Design Technology Center- Bldg. 13, room 1225. The lab serves Graphic Design, Animation, Gaming, Photography, and Television students and is supported through an equity grant. This expansion has had a positive effect on increasing student success and equity.
- 2.) Redesigned course outline for ARTC 100 - Fundamentals of Graphic Design to better reflect industry trends.
- 3) Renaming courses to make student pathways more clear.
- 4.) Successfully launched Studio 13, the student-staffed media design studio. This studio has already worked on numerous, campus-wide projects and employed over 15 students. Students gain essential, real-life work experience that will significantly benefit them in seeking employment.
- 5) Hired four new adjunct faculty.

External Conditions, Trends, or Impacts:

1. Employment: Graphic Designers need to be broadly skilled in multiple media, including web, mobile and video.
2. Employment: Students need "real-world" project and collaborative experience.
3. Technology: Graphic Design software, hardware, media, and distribution channels are constantly advancing.

Internal Conditions, Trends, or Impacts : 1. Design lab success has resulted in high student usage.

Critical Decisions Made by Unit: 1. Curriculum: Add an online version of ARTC 100 - Fundamentals of Graphic Design.

Notable Achievements for Theme A: To Advance Academic Excellence and Student Achievement: 1. Curriculum: Create a Graphic Design Level 1 Certificate and four Level 2 Certificates emphasizing important skills withing graphic design. The are:

- Graphic Design Level 2 - Generalist
- Graphic Design Level 2 - Web Design
- Graphic Design Level 2 - Motion Graphics
- Graphic Design Level 2 - Marketing

Notable Achievements for Theme B: To Support Student Access and Success: 1. Design Lab: Expanded availability by adding weekend hours.

- Notable Achievements for Theme C: Secure Human, Technological, & Financial Resources:**
1. Strong Work Force Funding: Secured SWF funding for operation of Studio 13, a working, student-staffed, studio providing graphic design services to campus entities.
 2. Equity Grant Funding: Secured Equity funding to provide staffing and resources for the Design Lab and student tutors.
 3. Lottery Funding: Secured lottery funding to provide CEA students access to online training company Lynda.com.
 4. Perkins Funding: Secured Perkins funding to provide in-class and lab, student tutors.
 5. Adjunct Faculty: Hired four new adjunct faculty.

- Notable Achievements for Theme D: To Foster an Atmosphere of Cooperation and Collaboration:**
1. GRID: The Graphic Design & Illustration Club (GRID) grew to approximately forty members.
 2. Studio 13: Students from Photography and Film/TV have been added to the staff.
 3. Studio 13 is collaborating with TV broadcasting (remote truck) in creating motion graphics.

Contributors to the Report: Brian Bouskill CEA/GDI T
 Tina Howland CEA/GDI
 Alan Dennis CEA/GDI
 Corinne Hartman CEA/GDI

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
<p>Accessible Programs - Provide accessible and affordable graphic design & illustration programs and courses.</p> <p>Status: Active</p> <p>Goal Year(s): 2017-18</p> <p>Date Goal Entered (Optional): 09/01/2016</p>	<p>In Progress - Develop distance learning version of ARTC 100 - Fundamentals of Graphic Design</p> <p>Describe Plans & Activities Supported: Complete SPOT training, develop the curriculum.</p> <p>Lead: Steven Burgoon</p> <p>Type of Request: Professional Development</p> <p>Planning Unit Priority: High</p>	<p>Reporting Year: 2017-18</p> <p>% Completed: 25</p> <p>SPOT Classes begun. Classes were online (unavailable) during the summer. Minimal progress made. (03/28/2018)</p> <hr/> <p>Reporting Year: 2016-17</p> <p>% Completed: 25</p> <p>Professors Brian Bouskill and Steven Burgoon are taking the SPOT training course during the summer (on their own time). Upon completion of the training, they will develop</p>

: Not applicable at this time.
(08/02/2017)

Unit Goals	Resources Needed	Where We Make an Impact: Closing the Loop on Goals and Plans	
	<p>What would success look like and how would you measure it?: Enrollment data for course increases.</p> <p>Full Funding Requested - 1 HP 17.3" ZBook 17 G4 Mobile Workstation</p> <p>Describe Plans & Activities Supported: Studio 13 support for Windows applications and clients. Lead: Brian Bouskill</p> <p>One-Time Funding Requested (if applicable): 2025</p> <p>Type of Request: Instructional Equipment</p> <p>Planning Unit Priority: High</p> <p>What would success look like and how would you measure it?: Studio 13 will be able to support Windows.</p> <p>Documentation Attached?: No</p> <hr/> <p>Full Funding Requested - Repair of HP Z3200, 24" large format printer located in the Design Lab (13-1225).</p> <p>Describe Plans & Activities Supported: This is a printer regularly used to print student projects. Lead: Corinne Hartman</p> <p>One-Time Funding Requested (if applicable): 2000</p> <p>Type of Request: IT Support</p> <p>Planning Unit Priority: High</p> <p>What would success look like and how would you measure it?: The printer works and students can print.</p>	<p>and submit the curriculum. (08/02/2017)</p>	
<p>Quality Programs - Provide quality graphic design and illustration programs and courses. Status: Active Goal Year(s): 2017-18 Date Goal Entered (Optional): 09/01/2016</p>	<p>Ongoing funding for the Design Lab. Describe Plans & Activities Supported: Funding for Lab Technicians, tutors, maintenance, updated technology, equipment, software. Lead: Steven Burgoon</p>	<p>Reporting Year: 2017-18 % Completed: 100 Needs assessment completed. Funding for additional computers, printers, and staffing received. (03/28/2018)</p> <hr/> <p>Reporting Year: 2016-17 % Completed: 0 We are doing a needs assessment to determine resource</p>	<p>: Upon determining resource requirements, we will be able to</p>

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>	
	<p>On-Going Funding Requested (if applicable): 10000 Type of Request: Facilities , Staffing, Instructional Equipment, Instructional Supplies, IT Support Planning Unit Priority: Medium Ongoing student access to Lynda.com. Describe Plans & Activities Supported: To support classroom instruction on relevant software technology. Access was funded last year, for all programs in CEA, through lottery funds. Student feedback and performance showed it was accessible and beneficial. 1-year subscription of 950 seats. Lead: Steven Burgoon One-Time Funding Requested (if applicable): 18500 On-Going Funding Requested (if applicable): 18500 Type of Request: Lottery Planning Unit Priority: High</p>	<p>requirements. Upon completing that, we will review funding options. (08/02/2017)</p> <p>Reporting Year: 2017-18 % Completed: 100 Funding received through Lottery funds. Student survey responses overwhelmingly feel that access to Lynda.com tutorials significantly benefits their learning. Lynda.com continues to benefit students by complementing classroom instruction. Students can, on demand, remediate, review skills taught in class, learn new skills. Funding request will be ongoing. (03/28/2018)</p>	<p>determine use of results. (08/02/2017)</p>
	<p>Full Funding Requested - Shutterstock - Annual Stock Photography Subscription Describe Plans & Activities Supported: Stock photography subscription provides students in the graphic design courses quality source images for composition in assigned projects. Lead: Brian Bouskill On-Going Funding Requested (if applicable): 18500 Type of Request: Instructional Supplies Planning Unit Priority: High What would success look like and</p>		

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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how would you measure it?: Utilizing industry standard stock photography does two important things. First, it teaches students the design and production processes industry professionals use. Second, students have access to a broad range of quality, legally used images. This affords them the ability to compose better graphic design projects.

Documentation Attached?: No

Full Funding Requested - 10 -

Wacom Intuos Pro Medium

Describe Plans & Activities

Supported: These are digitizing pens and tablets used for digital designing and illustration.

Lead: Steven Burgoon

One-Time Funding Requested (if applicable): 4000

Type of Request: Instructional Equipment

Planning Unit Priority: Medium

What would success look like and how would you measure it?: Success will be measured proficient use of this industry standard input device.

Documentation Attached?: No

Full Funding Requested - 78 -

Logitech M100 Mouse

Describe Plans & Activities

Supported: Replacement for poor-functioning and non-functioning mouse.

Lead: Steven Burgoon

One-Time Funding Requested (if applicable): 810

Type of Request: Instructional Equipment

Planning Unit Priority: Medium

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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What would success look like and how would you measure it?:
 Students will be able to accurately manipulate text and digital images.

Documentation Attached?: No

Full Funding Requested - 1 Maxon Cinema 4D Studio R19, for use in Studio 13

Describe Plans & Activities
Supported: Studio 13 provides media design services for campus programs and organizations. Many of these programs and organizations are requesting video/motion graphics. This software will allow students to create 3D objects and animations for use in motion graphics.

Lead: Brian Bouskill

One-Time Funding Requested (if applicable): 766

Type of Request: Instructional Supplies

Planning Unit Priority: Medium

What would success look like and how would you measure it?: Studio 13 will produce more professional quality video and motion graphics.

Documentation Attached?: No

Full Funding Requested - (12) Workshop Series 24 x 36 Acrylic Wall Poster Frame, Side Insert, with Bracket - Clear

Describe Plans & Activities
Supported: Frames to promote student artwork in Building 13 hallway

Lead: Steve Burgoon

One-Time Funding Requested (if applicable): 1100

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Type of Request: Marketing
Planning Unit Priority: High
What would success look like and how would you measure it?: Posters displayed in hallway displaying quality student work attracting program interest.

<p>Vocational Programs - Provide graphic design and illustration programs and courses that prepare students to enter the graphic design and illustration industry Status: Active Goal Year(s): 2017-18 Date Goal Entered (Optional): 09/01/2016</p>	<p>In Progress - Secure Adobe Certification for Level 1 Certificate Describe Plans & Activities Supported: \$7,000 for the Adobe Certified Associate Bundle - Full Suite - Supplied and supported by Certiport. Quote attached. Lead: Brian Bouskill On-Going Funding Requested (if applicable): 7000 Type of Request: Technology Software Systems - new Planning Unit Priority: Medium What would success look like and how would you measure it?: At least 5 students per semester receive certification in at least one application. Documentation Attached?: Yes Related Documents: Quote- Mt. San Antonio College- ACA Campus License_V1.pdf Skill-Based Certifications Are The Key to Employment For The Next Generation « Adobe Education.pdf ACA_Infographic_2017.pdf</p> <p>Full Funding Requested - Printed materials to promote the Graphic Design program. Lead: Steven Burgoon One-Time Funding Requested (if applicable): 4000</p>	<p>Reporting Year: 2017-18 % Completed: 25 No additional progress made due to workload and priorities. (03/28/2018)</p> <hr/> <p>Reporting Year: 2016-17 % Completed: 25 Professors Brian Bouskill and Steven Burgoon met with certification company. Currently assessing funding sources and overall program value. (08/02/2017)</p> <hr/> <p>: Use of results not applicable at this time. Concern is the high cost of the certification process \$7000 vs its actual benefit to students when seeking employment. Employment data needs to be reviewed to better determine potential value. (08/02/2017)</p>
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Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Type of Request: Marketing
Planning Unit Priority: High
What would success look like and how would you measure it?: Increase in student registration.
Documentation Attached?: No
Full Funding Requested - Epson SureColor F2100 Direct to Garment Printer plus accessories (large platen, sleeve platen, grooved platen, ink)
Describe Plans & Activities
Supported: Studio 13 production printer for garment printing
Lead: Monico Orozco
One-Time Funding Requested (if applicable): 22340
Type of Request: Instructional Equipment
Planning Unit Priority: High
What would success look like and how would you measure it?: Studio 13 would be able to print on garments for campus clients.
Documentation Attached?: Yes
Related Documents:
[SCF2100+Product+Preview+v1.0.pdf](#)

Full Funding Requested - HP 17.3" Book 17 G4 Mobile Workstation
Describe Plans & Activities
Supported: Studio 13 support for Windows clients
Lead: Monico Orozco
One-Time Funding Requested (if applicable): 2175
Type of Request: Instructional Equipment
Planning Unit Priority: Medium
Documentation Attached?: Yes
Related Documents:

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

[BH-Quote-HP-ZBook.pdf](#)

Full Funding Requested - (10) Apple iPads and Apple Pencils

Describe Plans & Activities

Supported: Studio 13 usage to create illustrations and custom typography for clients.

Lead: Monico Orozco

One-Time Funding Requested (if applicable): 5080

Type of Request: Instructional Equipment

Planning Unit Priority: Medium

What would success look like and how would you measure it?: Studio 13 students would produce illustrations, designs, and custom lettering for clients

Documentation Attached?: Yes

Related Documents:

[BH-Quote-Apple-iPads.pdf](#)

Full Funding Requested - Shutterstock Image Subscription for Studio 13 (50 images per month)

Describe Plans & Activities

Supported: Stock photography for Studio 13 projects.

Lead: Monico Orozco

On-Going Funding Requested (if applicable): 1500

Type of Request: Instructional Supplies

Planning Unit Priority: High

Full Funding Requested - Shutterstock Stock Video Subscription (25) for Studio 13

Describe Plans & Activities

Supported: Stock video for Studio 13 projects.

Lead: Monico Orozco

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>	
	<p>On-Going Funding Requested (if applicable): 1600 Type of Request: Instructional Supplies Planning Unit Priority: High</p>		
<p>Transfer Programs - Provide graphic design and illustration programs and courses that transfer to Cal Poly Pomona and other California colleges and universities. Status: Active Goal Year(s): 2017-18 Date Goal Entered (Optional): 09/01/2016</p>	<p>Partial Funding Requested - Develop a transfer degree in partnership with Cal Poly Pomona and/or Cal State Fullerton. Lead: Brian Bouskill One-Time Funding Requested (if applicable): 2000 Planning Unit Priority: High</p>	<p>Reporting Year: 2017-18 % Completed: 25 No additional progress made due to workload and priorities. (04/23/2018)</p> <hr/> <p>Reporting Year: 2016-17 % Completed: 25 Funding through Perkins Grant was secured but was only partially used. Work to develop transfer degree with Cal Poly still ongoing. Progress will be slow due to two conditions. Faculty workload and accessibility to Cal Poly Pomona. GDI faculty are discussing developing a transfer degree with Cal State Fullerton. (07/18/2017)</p>	<p>: After meeting with Cal Poly Pomona Graphic Design faculty, there is a concern that our program does not map well into theirs. Cal Poly has taken an untraditional approach to graphic design education. Therefore, we are exploring Cal State Fullerton's program to see if there is a better fit or to determine if our program should be revised. (08/02/2017)</p>
<p>Collaboration - Develop collaborative relationships with other departments, Mt. SAC organizations, and industry that will benefit student success Status: Active Goal Year(s): 2017-18 Date Goal Entered (Optional): 09/01/2016</p>	<p>Full Funding Requested - Stock Video for Studio 13 Describe Plans & Activities Supported: Studio 13 provides media design services for campus programs and organizations. Many of these programs and organizations are requesting video/motion graphics. The studio has the ability to shoot video however, stock special effects, backgrounds, etc. provide for a higher quality product. Lead: Brian Bouskill On-Going Funding Requested (if applicable): 1579 Planning Unit Priority: Medium What would success look like and how would you measure it?: Studio</p>		

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13 will produce more professional quality video and motion graphics.
Documentation Attached?: No
Full Funding Requested - 10 - Apple iPads with Apple Pencil
Describe Plans & Activities
Supported: Studio 13 designers will use these to create design, illustrations and typography.
Lead: Brian Bouskill
One-Time Funding Requested (if applicable): 6000
Planning Unit Priority: Medium
What would success look like and how would you measure it?:
Proficiency with this industry standard design/illustration tool.
Documentation Attached?: No