

Bakersfield College  
**Graphic Design Certificate Proposal**

**Mission**

*Statement of Program Goals and Objectives*

Program goals:

1. Prepare students for careers in graphic design, illustration, advertising, web design, interactive design, and motion graphics;
2. Connect with local industry professionals for advice and guidance;
3. Maintain a facility that meets industry standards
4. Provide courses that also fit into the local AA-T degree for students who plan to transfer.

Objectives

1. To provide a local program to prepare students for entry-level positions in graphic design related fields.
2. To introduce students to industry standard software, hardware, and techniques, principles and methods.
3. To provide a course sequence that develops student skills

*Catalog Description*

The program is designed to prepare students for entry level positions in graphic design related fields such as advertising, graphic design, illustration, and digital imaging. The core learned disciplines are the principles of design, an understanding of the visual elements, exposure to art and design history, conceptual visual problem solving, and the production of a portfolio using industry-standard software and processes.

Upon completion of the following courses with at least a “C” grade in each course, a student will be awarded a Certificate of Achievement in Graphic Design.

*Program Requirements*

Completion of the following courses with at least a “C” grade in each course, a student will be awarded a Certificate of Achievement in Graphic Design.

ART B20 Digital Art I - Vector Art	3 units
ART B24 Digital Art II - Raster Art (or ART B16 Digital Photography)	3 units
ART B25 Typography	3 units
ART B40 Digital Illustration	3 units
ART B41 Advertising Design	3 units
ART B42 Graphic Design	3 units
Total	18 units

*Background and Rationale*

The Department has offered a 27 unit certificate in “Digital Arts” since 1996. This certificate is outdated, contains too many units, and is not completed by many students.

This 18 unit certificate was written in consultation with the Digital Arts Advisory Committee, and will provide a clear career pathway for students seeking entry level design positions. The program allows students to complete it in 4 semesters, and the courses in the sequence are up to date.

## Need

### *Enrollment and Completer Projections*

In Spring 2013 semester, there were 156 students enrolled in a digital arts/graphic design course (Art B20, 24, 25, 40, 41, or 42).

### *Projected Annual Completers*

15

### *Place of Program in Curriculum/Similar Programs*

The Department is proposing a similar program in Photography in the Art Department.

### *Similar Programs at Other Colleges in Service Area*

There are no similar programs in the greater Bakersfield area.

## Labor Market Information (“LMI” Data)

### *Job Market Analysis*

Statistics from Bureau of Labor

Graphic designers, Kern County, 2010 - 2020

Estimated employment: 210

Projected: 250

Employment change: #40, % 19.0

Average annual openings: 10

### *Employer Survey*

The Department has shared the plans for this certificate with the Digital Arts Advisory Committee, who are representatives of local employment sites. They have expressed approval for this certificate.

## QUALITY

### *Display of Proposed Sequence*

Semester 1: Art B20 and Art B24 (or B16)

Semester 2: Art B25

Semester 3: Art B40 and Art B41

Semester 4: Art B42

### *Required Courses*

ART B20 Digital Art I - Vector Art 3 units

ART B24 Digital Art II - Raster Art (or ART B16 Digital Photography) 3 units

ART B25 Typography 3 units

ART B40 Digital Illustration 3 units

ART B41 Advertising Design 3 units

ART B42 Graphic Design 3 units

Total 18 units

## COMPLIANCE

### *Licensing or Accreditation Standards*

Not applicable

### **1. Courses offered**

A discussion was held regarding current course offerings for the past year.

### **2. Software and hardware upgrades**

Using VTEA (Carl Perkins grant) funds and campus general funds, hardware and software will be upgraded in both labs this summer. We discussed the pros and cons of upgrading and the costs involved.

### **3. Career Pathways Open House**

The Art Department participated in the Career Pathways Open House again this year. Over 300 high school students heard a presentation about the department and learned about our programs.

### **4. Website change**<http://bcartdepartment.blogspot.com/>

### **5. Internships**

Faculty discussed the BC internship program. The VTEA program has created a way to allow internships with local businesses. We have a number of students placed with local businesses. The feedback from both the students and the employers has been positive. If you know of a business that would be interested in hosting an internship, please contact one of us, and we'll get the process started.

### **6. Degrees and Certificates**

2010/2011 was the Art Department's year for curriculum review. Every 6 years courses must be reviewed, re-written as needed, updated, etc... at all community colleges. Some changes have been made to the digital arts courses, including descriptions, numbering, and naming. Course sequences were created to help students succeed. Letters in support of the changes would be appreciated from the Advisory Board. The advisory group unanimously approved the change to the certificates, and several members promised to write letters of support.

### **7. Panorama 8 - The Critique Process**

The Art Department met with area high school art and digital arts teachers on May 5 to discuss the critique process. This annual event is one of our outreach efforts to the high schools.

### **8. Videos**

The program has participated in a video project initiated by two high school graphic arts teachers. Dan Binsfeld and advisory board member and alumni Alan Urquart filmed two students and a faculty member this past week. The Bakersfield College VTEA program is also working on a brief video project, and the digital arts area will also be involved in that production.