

Bakersfield College
Media Arts Certificate Proposal

Mission

Statement of Program Goals and Objectives

Program goals:

1. Prepare students for careers as a videographer, photographer, motion graphics designer, animator, video editor, film editor, and filmmaker.
2. Connect with local industry professionals for advice and guidance;
3. Maintain a facility that meets industry standards
4. Provide courses that also may 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 media arts 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

This program will provide opportunities for students to attain skills in media arts. The program will challenge students to think critically, communicate, and demonstrate competencies and skills in animation, motion graphics, and video production.

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 Media Arts.

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 B16	Digital Photography	3 Units
or		
ART B24	Digital Art – Raster	
ART B20	Digital Art – Vector	3 Units
ART B26	Multimedia	3 Units
ART B43	Video Production	3 Units
ART B44	Motion Graphics	3 Units
ART B45	Animation	3 Units
	Total	18 units

Background and Rationale

The Department has two 18-unit certificates, one in graphic design and one in photography. This program is a logical extension of the photography and graphic design courses currently offered in the Art Department. Visual communicators increasingly need Media arts skills, and this program will provide entry-level competencies for a number of career paths.

This 18-unit certificate was written in consultation with the Digital Arts Advisory Committee, and will provide a clear and quick career pathway for students seeking entry-level media arts 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 AY 2014/2015 there were 490 students who completed either a graphic design or photography course at Bakersfield College. 22 to 25 students finish the capstone course of ART B42 for the graphic design certificate. The faculty feels that this program has the potential to have a similar completion rate.

Projected Annual Completers
15 - 20

Place of Program in Curriculum/Similar Programs

The Department is proposes that this course fits with the graphic design and photography areas 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 (TOP code 0614.10 and SOC Code 271014)

Multi-media artists and animators, Kern County, 2012 - 2022

Estimated employment: 50

Average annual openings: 2

Industry survey

Industries employing this occupation

Motion picture and video industry

Independent Artists/Writers/Performers

Other information services

Advertising and Related Services

Computer Systems and Design Related Services

Radio and Television Broadcasting

Specialized Design Services

Employers in Kern County: 37

Employers in Kern County: 50

Employers in Kern County: 42

Employers in Kern County: 88

Employers in Kern County: 58

Employers in Kern County: 64

Employers in Kern County: 76

Quality

Display of Proposed Sequence

Year 1 Fall semester: Art B20 and Art B24 (or B16)
 Spring semester: Art B26

Year 2 Fall semester: Art B43 and Art B44
 Spring semester: Art B45

Required Courses

ART B16	Digital Photography	3 Units
or		
ART B24	Digital Art – Raster	
ART B20	Digital Art – Vector	3 Units
ART B26	Multimedia	3 Units
ART B43	Video Production	3 Units
ART B44	Motion Graphics	3 Units
ART B45	Animation	3 Units
	Total	18 units

Advisory Committee

Roger Perez [rperez@norrecreation.org]

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Recommendation of Advisory Committee

The Advisory Committee is in support of this certificate. (See attached letter of support.)

**Library and Learning Resources Plan
Facilities and Equipment Plan
Financial Support Plan**

The Bakersfield College President, Sonya Christian, advised the department to create this program and gave the department the authority to begin the search for a faculty position. The facilities remodel, the new equipment needed, and the faculty line are all fully supported by the administration. In the past, the digital arts program has had the full support of the administration, and we continue to maintain industry standards in technology.

Faculty Qualifications and Availability

A Master's degree is required

Based on model curriculum (if applicable)

N/A

Licensing or Accreditation Standards

N/A

Student Selection and Fees

Students will be required to successfully pass the prerequisites Art B20 and Art B24 (or B16) with a "C" or better in order to start the first course in media arts, B26.

No supplemental fees are planned for this certificate beyond the normal college fees.

Alan Urquhart
Graphic and Web Design

I think the offering of a Media Arts certificate is much needed and a great idea. Being a Bakersfield College Digital Arts certificate holder and working professionally as a web and graphic designer for the past 15 years in Bakersfield, I've seen small business needs grow over the last few years for multimedia and video production.

I myself have incorporated it into the services I offer my clients. With social media and websites being used heavily for business marketing in today's tech driven world, businesses are looking for ways to create engaging and educational content and advertising for their prospective and current clients. Multimedia is a great way to engage those customers.

With more and more businesses incorporating media into their everyday marketing, it has opened up the need for more in-house media professionals and freelancers.

Establishing a media arts certificate to coincide with the current graphic and photography programs is a logical extension and natural progression in the growth of the digital art programs at Bakersfield College. I truly hope to see the certificate offered there in the near future.

Alan Urquhart
Graphic and Web Design
Brand Development
Illustration
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Art Department
Bakersfield College
Digital Arts program

Meeting notes, Advisory Committee
October 22, 2015

Members in attendance: Jimmy Bunting, Beth Pandol, Alan Urquhart, Dan Binsfeld, Kristopher Stallworth, Adel Shafik, David Koeth

There was only one agenda item for this meeting, and it was approval of the Media Arts certificate.

The digital arts faculty described the certificate and discussed the justification for it. The courses were listed, and the process to write the courses was discussed.

A discussion was held regarding the need for this program in the community.

The committee was unanimous in its approval of the certificate.

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