

PROGRAM REVIEW Fall 2018

Program: Graphic Design & Digital Media (Previously Visual Communications)

Division: Arts & Humanities

Date: 10/1/2018

Writer(s): Peter Kuo

SLO/SAO Point-Person: Peter Kuo

Audience: Deans, Vice Presidents of Student Services and Academic Services, All Planning and Allocation Committees. This document will be available to the public.

Uses: This Program Review will be used to inform the campus and community about your program. It will also be used in the processes of creating Division Summaries, determining College Planning Priorities and allocating resources. A final use is to document fulfillment of accreditation requirements.

Time Frame: This Program Review should reflect on program status during the 2017-18 academic year. It should describe plans starting now and continuing through 2018-19. This document also provides the opportunity to describe more long-term plans (optional).

Sections: The first section of this Program Review focuses on general program reflection and planning. The second section has specific questions to be filled out by all programs this year. The third section is an SLO/SAO update. The fourth section is a review of curriculum. Only programs with curriculum need to complete Section 4.

Topics: A list of topics of particular interest to Program Review readers can be found here:

<https://goo.gl/23jrxT>

Help: Contact Karin Spirm: kspirm@laspositascollege.edu

Instructions:

- 1) Please respond to each question as completely as possible.
- 2) If the requested information does not apply to your program, write "Not Applicable."
- 3) Optional: Meet with your dean to review this document before October 22.
- 4) Send an electronic copy of this form to Karin Spirm and your Dean by October 22.

Links:

Program Review Home Page: <https://goo.gl/XATqjJ>

Fall 2017 Program Review Updates : <https://goo.gl/pkv76m>

Frequently Asked Questions: <https://goo.gl/ilhRtt>

Section One: Program Snapshot

No Significant Changes Option

Contact person: _____

By marking an X in the box above, the writers of this Program Review indicate that there have been no significant changes to their program or their program's needs in the past year. In this case, programs may opt not to complete Program Review Section One: Program Snapshot.

Programs must still complete all other sections (as applicable).

Please note: Choosing this option means that your program's information may not be included in the yearly Division Summary.

The No Significant Changes Option may only be used for two years in a row; after two years, programs must complete a full Program Review including the Program Snapshot. Our program's most recent Program Review was submitted in the following semester: Fall 20_____.

A. Program Description: Briefly describe your program, including any information or special features of your program that will provide helpful context for readers of this Program Review.

Graphic Design & Digital Media (GDDM) prepares students to become graphic designers, web designers, and interaction designers. Courses are typically designed to develop design thinking or familiarity with digital tools. Previously Visual Communications (VCOM).

B. Changes to Program and Needs: Describe any significant changes to your program or your program's needs since the previous Program Review Update (Fall 2017).

Program Needs from Fall 2017 – Curriculum updates have all been completed since Fall 2017. New course are all entered and approved, as well as the new certificates and AA degree.

Program needs. – Program needs remain basically the same. GDDM would like to have addition FTEF in order to provide classes (especially the introductory level ones) on a regular basis instead of rotating them with other courses.

- During course updates, four courses from 2 units to 3 units to be consistent with other courses and to help with articulation. The change effectively reduced the number of courses the department is able to offer.
- The new curriculum added a number of courses to reflect industry standards, such as the new UI/UX course and Content Management course. The department would like to be able to offer these courses on a regular basis.
- The new Digital Illustration certificate has been approved and we would like to be able to offer these courses on a regular basis.
- The portfolio course ideally would be offered once a year to accommodate students graduating the program, at the

current load, we can probably offer it once every 2 years, which would mean many students would have to wait a long time to complete their course work or would not finish the degree.

Facilities, Supplies, and Equipment: With the new building coming on line, the department is able to schedule classes in room 714, which eases the burden of having to schedule all of our classes (and some of Photo's) in the same room. The new room is also larger and should be able to have more capacity (estimate 35). We are working with IT and Photo to plan the room updated and have new computers put in over winter and be ready for Spring 2019. We are requesting additional Wacom tablets and printers for the room through instructional equipment request.

Mark an X before each area that is addressed in your response.			Definitions of terms: https://goo.gl/23jrxt		
	Community Partnerships/Outreach	X	Facilities, Supplies and Equipment, Software	LPC Planning Priorities	Services to Students
	Curriculum committee items		Financial/Budgetary	LPC Collaborations	SLO/SAO Process
X	Enrollment Management		Human Resources	Pedagogy	Technology Use
	External Factors		Learning Support	Professional Development	

C. Reflection: What plans from the [2017 Program Review](#) or any [previous Program Reviews/Updates](#) have been achieved and how? You may also describe achievements that were not planned in earlier Program Reviews.

The department put in a request a couple of years ago to change the name from Visual Communications (VCOM) to Graphic Design and Digital Media (GDDM) to better reflect the terms used in industry and to make classes easier to find. This has gone through and the name is official! In addition to the name request becoming effective, all of the new courses and certificates that were going through curriculum also became effective for Fall 2018 at the same time. The new curriculum includes a number of new course (Wordpress, UI/UX, InDesign 2, History of Design, Digital Painting I/II), as well as a number of courses that are renamed and updated (Design Shop, Intro to graphic design, Graphic Design/Digital Media fundamentals, branding and identity design).

Certificates are also updated and approved, instead of one AA degree and one certificate (with two additional areas of emphasis), we now made the areas of emphasis separate certificates. In addition to the AA in graphic design, we also have certificates in Graphic Design, Print Design, Web and Interaction Design, and Digital Illustration.

Also, with the new building coming online, we get to use 714 as a additional classroom, which will make scheduling classes easier.

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D. IR Data Review: Describe any significant trends in your program's data from the office of Institutional Research and Planning. (Note: Not all Programs have IR data packets available; if your program does not have a data packet, you may note that in the response box). You may also discuss any other data generated for your program by the Office of Institutional Research and Planning.

IR Data packets are available here: <http://www.laspositascollege.edu/research/progrev.php>

Course Success Rates Dashboard can be found at the bottom of this page:

<http://www.laspositascollege.edu/research/outcomes.php>

Headcount and Enrollment. Fall enrollment is lower than spring enrollment, but Fall 17 is atypically low, with only 50 student headcount and total of 72 total enrollment. Total enrolment for 17-18 is lower than 16-17 (196 vs 228), Fall 17 also had a course that was cancelled which lowered the number further. While Fall 17 saw a drop in both headcount as well as total enrollments, Spring 18 saw an increase in total headcount but fewer total course enrollments. Cumulatively, however, total headcount is still down in 17-18 when compared to 16-17. So far Fall 18 enrollment looks strong.

Student Enrollment Status. Compared to previous years, both Fall 17 and Spring 18 is seeing a drop in “first time any college” enrollment. The largest croup of students remain the continuing students, who make up approximately 80% of students.

Student Performance: Grade distribution. Course success rates are lower for both fall 17 and spring 18 compared to previous years. In Fall 17, this is largely due to higher percentage of students that withdrew. Spring 18, this is due to larger number of students that received a F/NP/I grade. A closer look at the data shows that the majority of students that did not pass the course did not attend class regularly and did not complete assignments. Those students who completed assignments generally receive a satisfactory performance.

Student Educational Goals: Student educational goals remain largely the same with the majority (around 50%) interested in transfer and occupational certificate/job training (about 30%). Only a small percentage are interested in the Associated Degree only.

Enrollment Management: Productivity, FTES and FTEF is close to previous year but slightly lower, but significantly higher than the data from 2 years ago. Fill Rate is also lower for both spring and fall semesters. For the 17-18 total enrollments is 195 compared to 230 from 16-17.

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X	Enrollment Management		Human Resources		Pedagogy		Technology Use
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E. Other Data Review (Optional): Describe any significant findings based on other data regarding your program. Possible sources of relevant information might include, but are not limited to, the following:

- Data generated by your program
- CEMC Data
- Labor Market Data

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	External Factors		Learning Support		Professional Development		

F. Impacts to Students (Optional): Discuss at least one example of how students have been impacted by the work of your program since the last Program Review Update (only if you did not already answer this in Questions B-E).

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G. Obstacles: What obstacles has your program faced in achieving plans and goals?

<p>In the past, we've had difficulty scheduling classes since both Photo and Graphic Design share one computer lab. This issue is being addressed as the new building comes on line and we've been able to use 714 as an additional classroom.</p> <p>We also have some computer equipment needs such as replacing our aging printers, and getting black and white and color printers with extended capabilities (duplex, larger sheet size) to be equipped in the classrooms. We are working with IT and also asking for equipment through instructional equipment request.</p> <p>The persistent challenge for the program is having enough FTEs. Despite needing more FTEs, the programs FTE was actually reduced and we can't even offer a basic introductory to illustrator course in Spring 19. Ideally we would be able to offer introductory courses every semester and encourage enrollment of courses at the lower level so that there will be more students that enroll in the higher level courses. Currently, we are having to alternate courses between semesters and cross-list multiple courses just to make sure a class doesn't go too long without being offered. Even with the current setup, some capstone classes like Portfolio Development, can only be offered every 3 semesters. Teaching two classes simultaneously is also not ideal for neither the instructor nor the student. For spring 2019 PHOTO/GDDM has one of the Proposed additions from the discipline plan approved and we will be able to teach PHTO/GDDM 70: Photoshop and Lightroom for photographers, a new course that was written a while ago but we've not had the capacity to offer.</p>							
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H. Short Term Planning: What are your most important plans (either new or continuing) for next year? Describe plans starting now and continuing through AY 2018-19.

Enrollment Management: Continue to request additional approvals to offer more courses and to try to be able to offer summer courses. Would be great to have FTEF increased so we can offer introductory courses during summer, and to be able to plan out a full schedule ahead of time.

Facilities: We are working with IT to outfit the new classroom with computers, printers, and work area.

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I. Long Term Planning (Optional): Please detail any long-term plans for the next 3-5 years. (Only if you have significant plans, such as implementation of a grant project, creation of long-term initiatives including those using restricted funds such as Equity or SSSP, construction and outfitting of a new building).

Probably longer than 3-5 years, but eventual plans for the STEAM building. Very initial discussions about how much space has begun.

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Section Two: Current Topics (Required for All Programs)

- A. Educational Master Plan: A list of goals and strategies appears on page ii of the Educational Master Plan, which can be accessed here:**

http://www.laspositacollege.edu/about/assets/docs/LasPositas_Ed_Master_Plan.pdf

If applicable, describe how your program's upcoming plans reflect the goals described in the college's Educational Master Plan (your plans are described in Section 1, Questions H-I, or on a previous program review if you did not complete this year's Program Snapshot).

The Graphic Design & Digital Media program meets the goals and strategies of the Educational master Plan.

A1. Address the educational needs of a diverse student population and global workforce. – GDDM works with a diverse student population.

A6. Focus on workforce readiness. – As part of CTE, GDDM prepares students to become graphic designers and web designers.

A8. Expand tutoring services. – GDDM has been able to have a student tutor for the last 3 semesters. Student tutors have been a tremendous help to the students both in class and with one-on-one

B2. Update programs to serve workforce needs. – GDDM has recently finished updating courses and certificates to serve workforce needs

C4. Meet current and future technology needs. – GDDM has been working with the IT team to update computer hardware and software to ensure students are learning on the latest software. And also to install additional educational versions of software that's available.

- B. Program-Set Standard (Instructional Programs Only): Did your program meet its program-set standard for successful course completion? ___yes ___XXX___no**

Program-set standard data can be found on this page:

<http://www.laspositacollege.edu/research/outcomes.php>

If your program did not meet your program-set standard, discuss possible reasons and how this may affect program planning or resource requests.

VCOM/GDDM did not meet program-set standard this year. The set standard is set at 74.5% and the success rate is 64.6%. Reviewed the Ds and Fs for the academic year. The data shows that there is an overall increase in the number of students that withdrew as well as students who did not pass courses. Combined with an overall lower enrollment, the success rate dropped significantly from the previous year. Breaking down the student success rates by GPA, success rates for those who have a GPA of 2.5 or higher shows comparable success rates to previous years (91% to 95%). Students that are not performing well overall however (gpa from 1.0-2.49) showed a decrease in success rates, from 51% to 31%, and both with draws and non-success increased. We already have a student tutor that's available for students who need additional help but additional hours would always be helpful. Additionally, instructors could emphasis the resource more to encourage students who need help to sign up for tutoring. A closer examination of the individual course data shows that many of the students who did not complete the course successfully did not attend class regularly and very often did not turn in any assignments.

C. Facilities: Do you have any facilities needs that are currently unmet? If yes, please describe.

With the availability of the additional classroom, facilities needs are looking pretty good. We are working to outfit the room with computers and set it up to be able to teach more classes in there. In the future, when the Arts building is coming online we will have additional facilities needs.

D. Professional Development

Section 87153 of California Education Code specifies the type of Professional Development activities that may be funded by the Community College Professional Development Program. You can review these activities here: <https://qoo.gl/w8sqBM>

D1. Summarize the aspects of professional development that have been working well for your program. This might include the process of obtaining funds, the types of training your program members have been attending, etc.

GDDM instructors have been able to attend a couple of conferences this year, including ISAM at Stanford during summer 18, and Adobe MAX in Fall 2018. Conferences are a great way to talk with other professionals to see the latest industry standards and trends. Vicki Shipman was really helpful with information on conferences and makes the process relatively painless.

D2. Summarize any needs, desires and visions your program has regarding professional development, as well as any challenges.

It would be good if conference approvals can be made further in advance so we can have more time planning. For instance, Adobe MAX is an incredibly popular conference and many of the workshops (as well as the preconference events) did not have space available once we were trying to sign up.

E. Program Review Suggestions (optional): What questions or suggestions do you have regarding the Program Review forms or process?

I love program review and the program review committee.

Section Three: SLOs/SAOs (Required for All Programs)

A. In the box below, copy and paste your “Plans for Analysis of SLO/SAO Data” from last year’s Program Review. This plan can be found in the [2017 Program Review](#) Section 1 Question L.

(If discussing multiple PSLO/SAOs copy the box below as needed.)

Circle One: (CSLO) PSLO — SAO
Course, Program Name, or Student Service Area: Illustrator I, Visual Communications
Text of CSLO/PSLO/SAO: Upon completion of VCOM 54, students should be able to create new Illustrator Documents efficiently and open existing Illustrator Documents for editing and modification: set-up/launch, retrieve, save for print and screen. • Upon completion of VCOM 54, students should be able to demonstrate understanding of the Pen Tool, individual anchor points, and Bezier handles, and be able to manipulate artwork on a point-by-point level. • Upon completion of VCOM 54, students should be able to use Illustrator at the most basic level to create illustrations and simple graphic designs. • Upon completion of VCOM 54, students will be able to work in the Illustrator interface with facility.
If you plan to analyze a PSLO, identify the courses that are mapped to the PSLO.

B. Below, report on your program’s progress on the plan described in Question (A) above.

Text of CSLO/PSLO/SAO: • Upon completion of VCOM 54, students should be able to use Illustrator at the most basic level to create illustrations and simple graphic designs.
SLOs: Assessment data collected from _____3_____ sections over ____7____ semesters. SAOs: Assessment data collected from _____ students over _____ semesters.
Describe the quantitative or qualitative results: Unfortunately the course isn’t offered as often as we would like and data is limited. Overall, the students met the student learning outcomes. SLO has also been updated and changed since the first semesters of assessment so the SLOs aren’t comparable across semesters. .
Discuss and reflect upon student achievement for this CSLO/PSLO/SAO. Discuss any actions taken so far (and results, if known) and your action plan for the future: Students who attend class regularly, participate in class and do the work tend to do well. Those who do not and fall behind tend to fall further behind. Students are already encouraged to come to class during lab days even if they have the software at home, but can plan to emphasis the importance of collaborative feedback and teamwork with fellow students.
What changes in student achievement are evident across the semesters you analyzed? What are some possible explanations for these changes?

DO you plan to continue tracking this SLO in the next year? Explain.

No. I think I'll switch to looking at data for the Photoshop class, since that's a class that we've been able to offer with more regularity and will have more data.

C. Planning: What are your future plans (either new or continuing) for SLO/SAO analysis for next year? Identify the PSLOs, CSLOs, or SAOs that your program plans to focus on the upcoming year with subsequent analysis (next year's program review). (Copy the box below as needed.)

Circle One:

(CSLO) PSLO SAO

Course, Program Name, or Student Service Area:

Photoshop I, Graphic Design & Digital Media

Text of CSLO/PSLO/SAO:

A student who successfully completes GDDM 53 will be able to use various tools for creating Selections, Mask, and Alpha Channels to isolate and manipulate images.

If you plan to analyze a PSLO, identify the courses that are mapped to the PSLO.

GDDM 53 Photoshop I

D. SLO/SAO Suggestions (optional): What questions or suggestions do you have regarding SLO/SAO planning, assessment and reporting?

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**Section Four: Curriculum Review
(Programs with Courses Only)**

The following questions ask you to review your program's curriculum. To see the last outline revision date and revision due date:

1. Log in to CurricUNET
2. Select "Course Outline Report" under "Reports/Interfaces"
3. Select the report as an Excel file or as HTML

Curriculum Updates

A. Title V Updates: Are any of your courses requiring an update to stay within the 5 year cycle? List courses needing updates below.

No

B. Degree/Certificate Updates: Are any degrees/certificates requiring an update to do changes to courses (title, units) or addition/deactivation of courses? List needed changes below.

No

C. DE Courses/Degrees/Certificates: Detail your department's plans, if any, for adding DE courses, degrees, and/or certificates. For new DE degrees and/or certificates (those offered completely online), please include a brief rationale as to why the degree/certificate will be offered online.

NO