

Program Review: Multimedia/Graphic Arts

Program Description and Scope:

- *Program Review Title:* MultiMedia / Graphic Arts
- *Academic year:* 2016/2017
- *Review Type:* Instructional Disciplines
- *Program/Departments:* Multimedia (06160)
- *Authority Code:* 45-Dean, Arts and Social Sciences
- *External Regulations:* Yes_ No_X
- *Provide a brief narrative that describes the instructional program/discipline:*
Our curriculum prepares students for working in the field of Multimedia and Graphic Design and for transfer at the postsecondary level. Students learn how to employ industry-standard software applications in projects such as web sites, animations, graphic design, logo design and branding, digital videos and game design. In addition, students learn the fundamentals of conceptualizing and prototyping ideas, visual communication techniques, digital literacy and design skills.
The Multimedia and Graphic Arts Department offers a total of nine (9) different degrees:
 - 1) AA degree in Multimedia (60 units)
 - 2) AA in Graphic Arts/Computer Graphics (60 units)
 - 3) Certificate of Achievement in Multimedia (32 units)
 - 4) Certificate of Accomplishment in Design (12 units)
 - 5) Certificate of Accomplishment in Digital Art (12 units)
 - 6) Fast Track Certificate in Multimedia (14-16 units)
 - 7) Fast Track Certificate in 3D Modeling and Animation (13 units)
 - 8) Fast Track Certificate in Website Design (15 units)
 - 9) Fast Track Certificate in Video Game Development (17 units)

College Mission:

- *Mission Statement:*
Ohlone College responds to the educational needs of our diverse community and economy by offering high quality instruction supporting basic skills, career development, university transfer, and personal enrichment and by awarding associate degrees and certificates to eligible students in an innovative, multicultural environment where successful learning and achievement are highly valued, supported, and continually assessed.
- *Program Relation to College Mission:*
 - Career Entry (CTE)
 - University Transfer
 - Economic Development
 - Personal Enrichment

- *State Your Program Mission/Purpose:*
The Multimedia and Graphic Arts department offers a curriculum preparing students for working in the industry and providing transferable and articulated classes to four-year colleges and universities. Students leave with a wide range of skills, a multitude of options for transfer and a competitive edge in the Multimedia/Graphic Arts employment marketplace.
- *Briefly Describe Program Accomplishments:*
The Multimedia and Graphic Arts department provides students with academic, technical, and employability skills to pursue higher education and to enter the career field as ongoing learners. In the last couple of years, we increased our offerings of articulated classes to include more courses in the CSU system and regional private colleges. An articulation agreement is now in place between Ohlone College, Cogswell and CCA.
Having impressive credentials and career experience in the subjects they teach, faculty members in the Multimedia and Graphic Arts department bring their vast experience and real-world insight to the classroom to serve our students and to inform the department's academic model. In addition to a top-notch curriculum, our student's work is featured in local and national science fairs.
With the help of leaders from the CSU and UC system and our partnerships with leading companies in Silicon Valley (Google, Sony and Nook), we are able to create a cutting edge, conceptually rich and innovative curriculum that supports individual creative exploration and collaborative learning.

Achievement and Resource Data Analysis:

Research Questions:

1. There has been a 28.95% drop in FTES in two years. What can be done to analyze the cause and formulate plans to recapture students?

Resource Assessment Summary:

1. *Academic Year:* 2015-16
2. *Activity Center Fund 10 Budget Allocation:* \$154926.00
3. *FTES:* Fall: 38 Spring: 41 Summer: 0
4. *WSCH/FTEF:* Fall: 356 Spring: 370 Summer: 0
5. *Course Sections Offered:* Fall: 22 Spring: 22 Summer: 0
6. *Sections Taught FT Faculty:* Fall: 0 Spring: 0 Summer: 0
7. *Sections Taught PT Faculty:* Fall: 0 Spring: 0 Summer: 0

Human Resources:

1. *# of FT Faculty:* 0
2. *# of PT Faculty:* 0
3. *# of Classified Staff:*
4. *# of Administrators:*
5. *% Faculty release/reassigned time:*

6. *Technology:*

- Specialized Software
- Simulation
- Technology Enhanced Instructional Equipment
- Laptops
- Tablet
- Desktops

7. *Physical Resources:*

- General Classrooms
- Specialized Labs

Program Analysis PSLOs - Student Learning:

(Key: I-Introduced, P-Practiced with Feedback, M-Demonstrated at the Mastery Level)

1. *PSLO Matrix:*

Course	PSLO-1	PSLO-2	PSLO-3	PSLO-4	PSLO-5
GA 109A	I	I	I	I	I
GA 109B	P	P	P	P	P
GA 110A	P	P	P	P	P
GA 110B	M	M	M	M	P
GA 112	I	I	I	I	I
GA 160A	P	I	I	I	I
GA 160B	P	P	P	P	P
GA 161A	P	I	I	I	I
GA 161B	P	P	P	P	P
MM 100	I	I	I	I	P
MM 102A	I	I	I	I	I
MM 105	I	I	I	I	I
MM 106	P	M	M	M	P
MM 107	P	I	I	P	
MM 109	P	P	P	P	P
MM 110	I	I	I	I	P
MM 111	P	P	P	P	P
MM 113	M	M	P	P	P
MM 114	P	P	P	P	I
MM 118	I		I	I	I
MM 119	P	P	P	P	I
MM 121A	P	P	P	P	I
MM 121B	P	P	P	P	I
MM 121C	P	P	P	P	I

Course PSLO-1 PSLO-2 PSLO-3 PSLO-4 PSLO-5

MM 160 M M M M M

2. *Please Indicate the PSLO(s) which you are reporting on:*
 - Exhibit professional behavior and work ethics.
 - Use conceptual skills by innovating, brainstorming, sketching, problem-solving, building prototypes and scenarios and by constructing narratives.
 - Use technical skills and professional workmanship by demonstrating proficiency using multimedia and graphic arts software.
 - Demonstrate the ability to design projects that illustrate concepts and visually communicate specific ideas.
3. *Analyze and summarize your assessment findings. What in the data jumped out?*

See attached PSLO Assessment analysis.
4. *Give examples of assessments used for your PSLO analysis:*

See attached PSLO Assessment analysis.
5. *Describe input from Program Advisory Committee (if applicable):*

The program advisory committee presents us with feedback on the newest technology trends and academic programs created in the CSU/UC system. The advice is integrated into our curriculum in the form of program updates, course updates and new course outlines.
6. *Comments:*

See attached PSLO Assessment analysis.

Program Improvement Objectives

1. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*
 1. Strengthen Ohlone's MM&GA Department by continuing to update the curriculum to stay aligned with industry standards and by adding new courses expanding students' skill-sets in a dynamic and evolving industry.
 2. Maintain active relationships with high schools and industries to build pathways and career opportunities for our students.

Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

This PIO is ongoing. We continue to build a Graphic Arts and Multimedia curriculum that is constantly updated to reflect the newest technology trends, current industry standards, transfer opportunities and skills in demand. Consequently, we need help with marketing the program to local high schools.

Program PIO will address the following:

- Career Technical Education (CTE) Related
- Institutional Effectiveness
- Student Learning & Achievement

- Course Retention
- Course Completion
- Persistence
- Success Rates
- Increase Program Enrollments
- Increase Degrees/Certifications
- Use human, fiscal, technological, and physical resources responsibly,

How will you assess the effectiveness of your PIO:

Enrollment data; Retention data; Quality of assignments; SLO assessments; Feedback from the community; Job/Internship opportunities;

PIO Action Plan:

How will you accomplish this?

1. Hire a student or part-time professional to help with marketing and outreach.
2. Develop new courses in new and emerging technologies.
3. Work collaboratively with other community colleges and the North/Far North Regional Consortium to share employment statistics and industry trends.
4. Work collaboratively with other departments on campus to enhance learning.

What is your timeline?

Ongoing

Who is going to do this?

Isabel Reichert

PIO Status:

- New

Closing the loop - Describe the results of your PIO implementation or completion:

This PIO is ongoing. The following is an account of the activities in regards to this PIO: 1) We continue to present student work at the annual Multimedia Festival to the larger community. 2) We participated in the 2016 Maker Faire, the Hayward STEAM Vault festival, Hayward's Science in the Park Festival and Ohlone Night of Science to showcase a VR game that our students created. 3) We created several new courses based on extensive research that introduce students to the newest, cutting edge technologies (VR, AR, 3D printing, Special Effects). 4) We continue cross-discipline collaboration among departments to introduce students to new concepts, technologies and processes. 5) We continue to meet regularly with our advisory board, consisting of high powered executives from leading Silicon Valley companies and representatives from CSU and UC. 6) We are strengthening the relationships with local businesses and creating more internship opportunities for our students by participating in chamber of commerce events and local technology fairs.

Conclusion: Complete if PIO has been completed

Fiscal Resources Status:

PIO Resources:

- Resource: People Time
Description: Faculty time coordinating outreach activities and working with the advisory committee members as well as other industry contacts.
- Resource: People Time
Description: Outreach/Marketing Coordinator -- could be part of the load for a grant-funded full-time CTE outreach coordinator

2. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*
Ensure our MM/GA students have the latest computer and software instructional equipment to to provide them with the necessary skills sets to meet industry standards.

Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

As a program providing career technical education, the Multimedia and Graphic Arts department carries many additional requirements not shared by traditional academic programs. These requirements include frequent upgrading of instructional equipment and technology to meet the needs of an evolving industry. Some of our equipment is out of date and/or broken and requires replacement. Please see attached spreadsheet. The equipment includes new graphic tablets for Graphic Arts and equipment related to our game program.

Program PIO will address the following:

- Career Technical Education (CTE) Related
- Institutional Effectiveness
- Student Learning & Achievement
- Course Retention
- Course Completion
- Persistence
- Success Rates
- Increase Program Enrollments
- Increase Degrees/Certifications
- Access to high quality courses - community needs
- Use human, fiscal, technological, and physical resources responsibly,

How will you assess the effectiveness of your PIO:

Enrollment data; Retention data; Quality of assignments; SLO assessment;

PIO Action Plan:

How will you accomplish this?

Research equipment to ensure cross-platform compatibility, longevity, industry relevance through reviewing trade publications, user reviews, and consulting with our advisory board and other industry partners. Participate in technology and design conferences to learn about emerging technologies. Network with industry professionals concerning software and hardware trends. Purchase equipment based on findings.

What is your timeline?

Ongoing

Who is going to do this?

Isabel Reichert

PIO Status:

- New

Closing the loop - Describe the results of your PIO implementation or completion:

This PIO is ongoing. We created a detailed spreadsheet with our current equipment needs (attached).

Conclusion: Complete if PIO has been completed

Fiscal Resources Status:

PIO Resources:

- Resource: Instructional Equipment
Description: To be handled through the replacement equipment process.

3. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*
Hire support staff to assist program faculty with direct computer support and outreach activities to assist with efforts to increase student success, completion and FTES.

Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

The Multimedia and Graphic Arts department has varied and often complex IT support needs. This is partly due to the rapid change that takes place in the industry and our desire to stay on the cutting edge. In addition to continued dedicated IT support, we require a tech support person dedicated to our two computer labs and capable to assist with outreach. Please see attached document

for the job description, scope of work, number of hours per week and position justification. File name: StaffPosition.pdf.

Program PIO will address the following:

- Career Technical Education (CTE) Related
- Institutional Effectiveness
- Student Learning & Achievement
- Course Retention
- Course Completion
- Persistence
- Success Rates
- Increase Program Enrollments
- Increase Degrees/Certifications
- Use human, fiscal, technological, and physical resources responsibly,

How will you assess the effectiveness of your PIO:

Enrollment data; Retention data; Student surveys;

PIO Action Plan:

How will you accomplish this?

We need a part-time dedicated tech support professional to address the following ongoing needs: Software audit for acquisition due diligence; Install of software and system updates; De-install of software; File management; Server maintenance; Network troubleshooting and support; Hardware maintenance (printers, scanners); Outreach;

What is your timeline?

Ongoing

Who is going to do this?

Isabel Reichert

PIO Status:

- New

Closing the loop - Describe the results of your PIO implementation or completion:

This PIO is ongoing.

Conclusion: Complete if PIO has been completed

Fiscal Resources Status:

PIO Resources:

- Resource: People Time
Description: Grant-funded dedicated tech aide for MM/GA

Attached Files:

- [Replacement Equipment MM:GA PIO.xlsx](#)
- [StaffPosition.pdf](#)
- [PSLO Assessment analysis.pdf](#)