



Department Name Change

Presentation by Monica Cappiello

FACULTY
Senate- SP21

- Multimedia and Graphic Arts were formerly separate departments.
- When the only full-time faculty member for Graphic Arts retired in 2015, the college merged the two departments because of the overlap between areas of study.
- While officially one department, Multimedia and Graphic Arts are still separate on WebAdvisor/Curricunet.
- A name change would result in a department with **one nomenclature** that highlights the academic and career pathways available to students in digital arts/interactive design and create interconnectedness between classes and programs.



History

At Ohlone College



History

Industry Advisory Board

- Our Multimedia and Graphic Arts advisory board pointed out at the last meeting that the term "Multimedia" is outdated and does not reflect/is not used in the industry.
- The term "Graphic Arts" is also outdated as it is often associated with print design and desktop publishing, an industry in decline for at least a decade.
- The industry terms that reflect our areas of study are Digital Arts and Interactive Design.

Department Name Change



Before

- Multimedia and Graphic Arts (MM)



Proposed

- Digital Arts and Interactive Design (DAID)

The prefix for Multimedia is currently MM and for Graphic Arts, the prefix is GA.
The prefix for the new area will be DAID, which stands for Digital Arts & Interactive Design.

Approval Process So Far

- Faculty input was received and integrated - SP20 and SU20
- Reviewed and approved by Industry Advisory Board – FA20
- Approved by the Curriculum Committee - FA20

Pending

- Faculty Senate Approval - SP21



Process

So Far



Q&A

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