

1. Assessment Plan - Four Column



PIE - Arts - CEA: Graphic Design & Illustration Unit

Narrative Reporting Year

2018-19

Contact Person: Steven Burgoon / Brian Bouskill

Email/Extension: sburgoon@mtsac.edu - x5332 / bbouskill@mtsac.edu - x6827

Program Planning Dialog: The 2017-18 academic year was an exceptional one for the Graphic Design program. The program saw a slight decrease in enrollment but a significant increase in the quality of the courses. Notable achievements to this end include:

- 1.) Expanded functionality, technology, and support of the Design Lab located in the Design Technology Center- Bldg. 13, room 1225. The lab serves Graphic Design, Animation, Gaming, Photography, and Television students and is supported through an equity grant. This expansion has had a positive effect on increasing student success and equity.
- 2.) Redesigned course outline for ARTC 100 - Fundamentals of Graphic Design to better reflect industry trends.
- 3) Renaming courses to make student pathways more clear.
- 4.) Successfully launched Studio 13, the student-staffed media design studio. This studio has already worked on numerous, campus-wide projects and employed over 15 students. Students gain essential, real-life work experience that will significantly benefit them in seeking employment.
- 5) Hired four new adjunct faculty.

- External Conditions, Trends, or Impacts:**
1. Employment: Graphic Designers need to be broadly skilled in multiple media, including web, mobile and video.
 2. Employment: Students need "real-world" project and collaborative experience.
 3. Technology: Graphic Design software, hardware, media, and distribution channels are constantly advancing.

Internal Conditions, Trends, or Impacts : 1. Design lab success has resulted in high student usage.

Critical Decisions Made by Unit: 1. Curriculum: Add an online version of ARTC 100 - Fundamentals of Graphic Design.

Notable Achievements for Theme A: To Advance Academic Excellence and Student Achievement: 1. Curriculum: Create a Graphic Design Level 1 Certificate and four Level 2 Certificates emphasizing important skills withing graphic design. The are:

- Graphic Design Level 2 - Generalist
- Graphic Design Level 2 - Web Design
- Graphic Design Level 2 - Motion Graphics
- Graphic Design Level 2 - Marketing

Notable Achievements for Theme B: To Support Student Access and Success: 1. Design Lab: Expanded availability by adding weekend hours.

- Notable Achievements for Theme C: Secure Human, Technological, & Financial Resources:**
1. Strong Work Force Funding: Secured SWF funding for operation of Studio 13, a working, student-staffed, studio providing graphic design services to campus entities.
 2. Equity Grant Funding: Secured Equity funding to provide staffing and resources for the Design Lab and student tutors.
 3. Lottery Funding: Secured lottery funding to provide CEA students access to online training company Lynda.com.
 4. Perkins Funding: Secured Perkins funding to provide in-class and lab, student tutors.
 5. Adjunct Faculty: Hired four new adjunct faculty.

- Notable Achievements for Theme D: To Foster an Atmosphere of Cooperation and Collaboration:**
1. GRID: The Graphic Design & Illustration Club (GRID) grew to approximately forty members.
 2. Studio 13: Students from Photography and Film/TV have been added to the staff.
 3. Studio 13 is collaborating with TV broadcasting (remote truck) in creating motion graphics.

Contributors to the Report: Brian Bouskill CEA/GDI T
 Tina Howland CEA/GDI
 Alan Dennis CEA/GDI
 Corinne Hartman CEA/GDI

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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<p>Studio 13 - Resources needed specifically for Studio 13, an on-campus media design studio. Status: Active Goal Year(s): 2017-18, 2018-19, 2019-20 Date Goal Entered (Optional): 09/01/2016</p>	<p>Request - Full Funding Requested - Stock Video for Studio 13 Describe Plans & Activities Supported (Justification of Need): Studio 13 provides media design services for campus programs and organizations. Many of these programs and organizations are requesting video/motion graphics. The studio has the ability to shoot</p>	<p>Reporting Year: 2018-19 % Completed: 0 Funding not received. :(Request again. (05/24/2019)</p>
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video however, stock special effects, backgrounds, etc. provide for a higher quality product.

Lead: Brian Bouskill

What would success look like and how would you measure it?: Studio 13 will produce more professional quality video and motion graphics.

Type of Request: LOTTERY: Instructional materials that are designed for use by pupils and their teachers as a learning resource and help pupils acquire facts, skills, or opinions or to develop cognitive processes.

Planning Unit Priority: High
Documentation Attached?: No
On-Going Funding Requested (if applicable): 1579

Request - Full Funding Requested - 10 - Apple iPads with Apple Pencil Describe Plans & Activities Supported (Justification of Need): Studio 13 designers will use these to create design, illustrations and typography.

Lead: Brian Bouskill
What would success look like and how would you measure it?: Proficiency with this industry standard design/illustration tool.

Planning Unit Priority: Medium
Documentation Attached?: No
One-Time Funding Requested (if applicable): 6000

Reporting Year: 2018-19
% Completed: 25
 Received 3 iPads with pencils. Requesting 7 additional. (05/24/2019)

Request - Full Funding Requested - 2 licenses of Maxon Cinema 4D Studio R20 Describe Plans & Activities Supported (Justification of Need):

Reporting Year: 2018-19
% Completed: 0
 Funding not received, software not purchased. (05/24/2019)

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Studio 13 provides media design services for campus programs and organizations. Many of these programs and organizations are requesting video/motion graphics. This software will allow students to create 3D objects and animations for use in motion graphics.

Lead: Brian Bouskill

What would success look like and how would you measure it?: Studio 13 will produce more professional quality video and motion graphics.

Type of Request: INSTRUCTIONAL SUPPORT PROGRAM FUNDING (INSTRUCTIONAL EQUIPMENT): Equipment, library material, or technology for classroom instruction, student instruction or demonstration, or in preparation of learning materials in an instructional program, equal or over \$500.

Planning Unit Priority: High

Documentation Attached?: No

One-Time Funding Requested (if applicable): 600

Request - Full Funding Requested - Shutterstock Image Subscription for Studio 13 (50 images per month)

Describe Plans & Activities

Supported (Justification of Need): Stock photography for Studio 13 projects.

Lead: Monico Orozco

Type of Request: LOTTERY:

Instructional materials that are designed for use by pupils and their teachers as a learning resource and help pupils acquire facts, skills, or opinions or to develop cognitive

Reporting Year: 2018-19

% Completed: 100

Not purchased. Request cancelled. Can use main license. (05/24/2019)

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

processes.

Planning Unit Priority: High

On-Going Funding Requested (if applicable): 1500

Request - Full Funding Requested -

ClickUp project management software

Describe Plans & Activities

Supported (Justification of Need):

Project management for Studio 13 projects.

Lead: Monico Orozco

What would success look like and

how would you measure it?: Studio 13 efficient management of projects

Type of Request: NON

INSTRUCTIONAL EQUIPMENT:

Tangible property with useful life of more than one year, other than land or buildings improvements, equal and over \$500 per individual item. Used for administrative or non-instructional purposes.

Planning Unit Priority: High

Documentation Attached?: Yes

On-Going Funding Requested (if applicable): 1500

Related Documents:

[ProjectManagementSoftware.pdf](#)

Request - Full Funding Requested -

Paid student interns

Describe Plans & Activities

Supported (Justification of Need): 2

positions per semester at 150 hours per semester. Student interns will work on media projects assigned by Studio 13 Art Director.

Lead: Monico Orozco

What would success look like and

how would you measure it?: 2

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

students working in Studio 13

Type of Request: OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/ maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.

Planning Unit Priority: Medium

Documentation Attached?: No

On-Going Funding Requested (if applicable): 8100

Request - Full Funding Requested -

MakerBot Replicator+ 3D Printer

Describe Plans & Activities

Supported (Justification of Need):

Create packaging, 3D items and elements for photography and other commercial art applications.

Lead: Monico Orozco

Type of Request: INSTRUCTIONAL SUPPORT PROGRAM FUNDING (INSTRUCTIONAL EQUIPMENT):

Equipment, library material, or technology for classroom instruction, student instruction or demonstration, or in preparation of learning materials in an instructional program, equal or over \$500.

Planning Unit Priority: Medium

Documentation Attached?: Yes

One-Time Funding Requested (if applicable): 2900

Related Documents:

[3D Printer.pdf](#)

Request - Full Funding Requested -

Glowforge Plus Laser printer/cutter/engraver.

Describe Plans & Activities

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Supported (Justification of Need):

Glowforge will be used to create advertising and promotional signs and products using variety of materials including, wood, leather, acrylic, cardboard, paper, mylar, fabric, plexiglas, glass and stone.

Lead: Monico Orozco

What would success look like and how would you measure it?:

Studio 13 students would produce advertising and promotional products for Mt. SAC programs and organizations.

Type of Request: INSTRUCTIONAL SUPPORT PROGRAM FUNDING (INSTRUCTIONAL EQUIPMENT):

Equipment, library material, or technology for classroom instruction, student instruction or demonstration, or in preparation of learning materials in an instructional program, equal or over \$500.

Planning Unit Priority: Medium

Documentation Attached?: Yes

One-Time Funding Requested (if applicable): 4200

Related Documents:

[GlowforgeLaserCutter.pdf](#)

Request - Full Funding Requested - 4

-HP Laserjet M750 Ink Cartridges

Describe Plans & Activities

Supported (Justification of Need):

Printing in Studio 13. Note: each cartridge is under \$500.

Lead: Monico Orozco

What would success look like and how would you measure it?:

Student usage.

Type of Request: SUPPLIES AND

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

MATERIALS: Instructional supplies and materials are items to be used by students, faculty and other personnel in connection with an instructional program, less than \$500.

Planning Unit Priority: High

Documentation Attached?: Yes

One-Time Funding Requested (if applicable): 1600

Related Documents:

[HPLaserjetM750Inks.pdf](#)

Request - Full Funding Requested -

Royal Sovereign 55" Cold Laminator

Describe Plans & Activities

Supported (Justification of Need):

Laminates, protects and finishes posters and signs.

Lead: Monico Orozco

What would success look like and how would you measure it?: Studio

13 will product laminated signs and posters.

Type of Request: INSTRUCTIONAL SUPPORT PROGRAM FUNDING (INSTRUCTIONAL EQUIPMENT):

Equipment, library material, or technology for classroom instruction, student instruction or demonstration, or in preparation of learning materials in an instructional program, equal or over \$500.

Planning Unit Priority: High

Documentation Attached?: Yes

One-Time Funding Requested (if applicable): 5000

Related Documents:

[Laminator.pdf](#)

Request - Full Funding Requested -

Wacom Cintiq Pro 13"

Describe Plans & Activities

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Supported (Justification of Need):

Studio 13 students will use this tablet for illustration and design.

Lead: Monico Orozco

What would success look like and how would you measure it?:

Studio 13 student workers would use this to create digital illustrations and designs.

Type of Request: INSTRUCTIONAL SUPPORT PROGRAM FUNDING (INSTRUCTIONAL EQUIPMENT): Equipment, library material, or technology for classroom instruction, student instruction or demonstration, or in preparation of learning materials in an instructional program, equal or over \$500.

Planning Unit Priority: Medium

Documentation Attached?: Yes

One-Time Funding Requested (if applicable): 900

Related Documents:

[WacomCintiquePro.pdf](#)

Request - Full Funding Requested -

Supplies for Studio 13 for use in supporting campus clients including departments and divisions.

Describe Plans & Activities

Supported (Justification of Need):

Studio 13 currently produces projects for organizations across the college campus. The projects include posters, bus ads, brochures, flyers, web pages, motion graphics and more. These elements support both instructional and non-instructional units that have limited or no funding for their projects.

Lead: Monico Orozco

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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What would success look like and how would you measure it?: Studio 13 will be able to start and complete projects that include campus communications and marketing.

Type of Request: LOTTERY: Instructional materials that are designed for use by pupils and their teachers as a learning resource and help pupils acquire facts, skills, or opinions or to develop cognitive processes.

Planning Unit Priority: High

Documentation Attached?: No

One-Time Funding Requested (if applicable): 1000

Staffing - Increase or maintain faculty, lab technician, and staff positions to support student success.

Status: Active

Goal Year(s): 2018-19

Date Goal Entered (Optional): 04/30/2019

<p>Promotion & Outreach - Funding and resources needed to promote the Graphic Design & Illustration program.</p> <p>Status: Active</p> <p>Goal Year(s): 2018-19</p>	<p>Request - Full Funding Requested - (12) Workshop Series 24 x 36 Acrylic Wall Poster Frame, Side Insert, with Bracket - Clear</p> <p>Describe Plans & Activities Supported (Justification of Need): Frames to promote student artwork in Building 13 hallway</p> <p>Lead: Steve Burgoon</p> <p>What would success look like and how would you measure it?: Posters displayed in hallway displaying quality student work attracting program interest.</p> <p>Type of Request: SUPPLIES AND</p>	<p>Reporting Year: 2018-19</p> <p>% Completed: 0</p> <p>Not purchased. (05/24/2019)</p>
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MATERIALS: Instructional supplies and materials are items to be used by students, faculty and other personnel in connection with an instructional program, less than \$500.
Planning Unit Priority: Medium
One-Time Funding Requested (if applicable): 1100

Facilities - Maintain or improved facilities and infrastructure to support student success.
Status: Active
Goal Year(s): 2018-19

Software, Apps & Subscriptions - Acquire or maintain software, apps, and subscriptions to support student success.
Status: Active
Goal Year(s): 2018-19

Request - Full Funding Requested - ONGOING FUNDING: Shutterstock stock photography subscription.
Describe Plans & Activities Supported (Justification of Need): Stock photography subscription provides students in the graphic design courses quality source images for composition in assigned projects.
Lead: Brian Bouskill
What would success look like and how would you measure it?: Utilizing industry standard stock photography does two important things. First, it teaches students the design and production processes industry professionals use. Second, students have access to a broad range of quality, legally used images. This affords them the ability to compose better graphic design projects.
Type of Request: INSTRUCTIONAL SUPPORT PROGRAM FUNDING (INSTRUCTIONAL EQUIPMENT): Equipment, library material, or

Reporting Year: 2018-19
% Completed: 50
 Shutterstock stock photography license purchased for 2018-2019 academic year. License term ends July 1, 2019.
 NEW FUNDING FOR 2019-2020 ACADEMIC YEAR REQUESTED. (05/07/2019)

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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technology for classroom instruction, student instruction or demonstration, or in preparation of learning materials in an instructional program, equal or over \$500.

Planning Unit Priority: High
Documentation Attached?: No
On-Going Funding Requested (if applicable): 2400
Request - Full Funding Requested - 3

~Camtasia Software Upgrade
Describe Plans & Activities Supported (Justification of Need):

Faculty use Camtasia to create software demonstrations and distance learning content.

Lead: Steve Burgoon
What would success look like and how would you measure it?:

Continued development of demos and distance learning content.

Type of Request: INSTRUCTIONAL SUPPORT PROGRAM FUNDING (INSTRUCTIONAL EQUIPMENT):

Equipment, library material, or technology for classroom instruction, student instruction or demonstration, or in preparation of learning materials in an instructional program, equal or over \$500.

Planning Unit Priority: High
Documentation Attached?: No
One-Time Funding Requested (if applicable): 169