

CAREER EDUCATION PROGRAM – Two-Year Review

Date: July 27, 2009

College: Citrus College

Program: Digital and Web Design Program

1. Purpose of this Program

Significantly Changed Purpose
In the Last Two Years

Minor Changes in Purpose
in the Last Two Years

No Changes in Purpose
in the Last Two Years



The Digital and Web Design Program encompasses the study of visual layout and graphic design and computer graphics fundamentals. Adobe Photoshop, Adobe Illustrator, Dreamweaver, Flash, Indesign and QuarkXpress are the core of computer applications utilized within the program to establish an understanding of the tools currently utilized in a professional environment. The Digital an Web Design Program within Citrus College Fine and Performing Arts Department conducts the program with outstanding faculty to prepare the student for transferring to university, professional careers, workforce re-entry and personal enrichment.

2. Demand for this Program

High Demand

Adequate Demand
for our students

Low Demand



Student demand for computer art classes and for commercial graphic design courses remains strong. Nine computer art sections were offered in the Spring 2008 semester at ~82% enrollment. Enrollment for those classes in Fall 2008 and Spring 2009 were pushing the capacity of the classroom. Current information from the Employment Development Department shows that between the years 2006-2016, an additional 1540 animator/multi-media jobs and 439 graphic design jobs will need to be filled. This amounts to a 31.9% increase in the demand for animators/multi-media jobs and 6.3% for graphic designers in Los Angeles County. In the Los Angeles/Long Beach/Glendale area, animator/multi-media salaries range from \$25.48 per hour at the lower end to \$47.21 per hour or more for those in the upper quarter of the pay range. Median income for animator/multi-media jobs in this area is approximately \$38.13. Graphic design salaries range from \$18.59 per hour at the lower end to \$34.50 per hour or more for those in the upper quarter of the pay range. Median income for graphic design jobs in this area is approximately \$24.70.

3. Quality of this Program

Highest Quality

Meets Student Needs

Needs Significant
Improvement



The quality of the Digital and Web Design Program is high. Matt Jackson, full-time faculty member, leads the program and teaches a majority of the computer graphics courses. Maryann Rachford, full-time faculty member teaches commercial graphic design. The program has produced award winning designs and logos that are currently in use by Citrus College Academic Senate, CCFA, Wngspan, and Citrus College Automotive. Professor Jackson possesses an MA and MFA and Professor Rachford is currently finishing her doctorate at APU. Both bring extensive real-world graphic design and computer graphics experience. Two outstanding adjunct computer graphic professors who also possess outstanding credentials are integral to the success of the program. The Digital and Web Design faculty members consult regularly with members of their Advisory Committee in order to stay current on local business and industry needs.

4. External Issues

Benefits From and
Contributes to External Issues

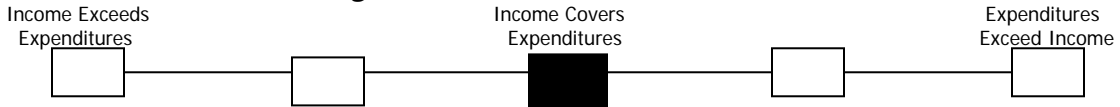
Complies with
External Issues

Not Consistent with
External Issues



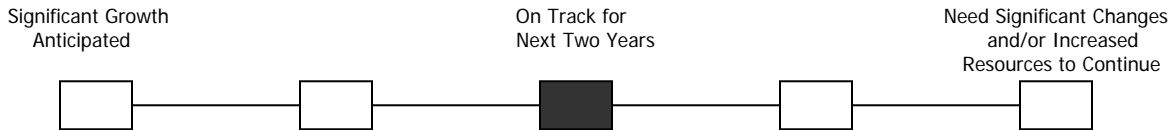
There are no external issues affecting the program at this time.

5. Cost of this Program



The Digital and Web Design Program is under the umbrella of Fine Arts FTE's in the Fine and Performing Arts Department. One full-time, one full-time (partial load), and two alternating adjunct faculty teach the courses necessary to complete the degree or certificates of the program.

6. Two-Year Plan



The program is currently on-track for the coming 2-year period. The degree and certificates offered within the program will be updated, maintained and approved through all appropriate channels. The Digital and Web Design Program will expand outreach and recruitment activities to area High Schools and increase interaction with area High school faculty. Our advisory panel will actively help to monitor current industry trends and increase job placement contacts for student placement.

Signatures:

ROBERT SLACK, Dean of Fine and Performing Arts

Date

MATT JACKSON, ART Professor

Date

IRENE MALMGREN, Vice President of Instruction

Date

To Board of Trustees on _____
Date



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Multi-Media Artists and Animators
 (SOC Code : 27-1014)
 in California

Create special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in products or creations, such as computer games, movies, music videos, and commercials.

Employers are usually looking for candidates with a Bachelor's degree .

Occupational Wages [\[Top\]](#)

Area	Year	Period	Hourly Mean	Hourly by Percentile		
				25th	Median	75th
California	2009	1st Qtr	\$38.13	\$25.48	\$34.85	\$47.21

[View Wages for All Areas](#) [About Wages](#)

Occupational Projections of Employment (also called "Outlook" or "Demand") [\[Top\]](#)

Area	Estimated Year-Projected Year	Employment		Employment Change		Annual Avg Openings
		Estimated	Projected	Number	Percent	
California	2006 - 2016	27,900	36,800	8,900	31.9	1,540

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Industries Employing This Occupation (click on Industry Title to View Employers List) [\[Top\]](#)

Industry Title	Number of Employers in State of California	Percent of Total Employment for Occupation in State
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Graphic Designers
(SOC Code : 27-1024)
in Los Angeles County

Design or create graphics to meet a client's specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.

Employers are usually looking for candidates with a Bachelor's degree .

Los Angeles County is the same as Los Angeles-Long Beach-Glendale Metro Div.

Occupational Wages [\[Top\]](#)

Area	Year	Period	Hourly Mean	Hourly by Percentile		
				25th	Median	75th
Los Angeles-Long Beach-Glendale Metro Div	2009	1st Qtr	\$27.69	\$18.59	\$24.70	\$34.50

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Occupational Projections of Employment (also called "Outlook" or "Demand") [\[Top\]](#)

Area	Estimated Year-Projected Year	Employment		Employment Change		Annual Avg Openings
		Estimated	Projected	Number	Percent	
Los Angeles County	2006 - 2016	13,350	14,190	840	6.3	439

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Within miles of Zip Code.