

## **Arts 2008-09 Initiative: Redesign CT Program: Graphic Design Component**

### **Summary:**

Enhance student learning and transition to work force and/or 4 year institution by integrating Graphic Design program offerings with new journalism and new publications programs in Media Arts. The overlap of skills in graphic design, journalism and publications disciplines is estimated to be around 50% and professionals in these areas work together in a seamless coordination of creative and production efforts. By coordinating technological and pedagogical sources of instruction and production in a contiguous area with coordinated technology we expect to enhance student enrollment along with student learning, success and transitional opportunities.

### **Description:**

The purpose of this initiative is to provide the technology and curriculum development funds to fully integrate the existing Graphic Design program into Media Arts and to provide funding to develop a technology lab that will bring the Graphic Design program in line with other Media Arts facilities and provide industry standard equipment and technology for the students . As we develop a publications program around the Torch, and a journalism program to articulate with UO, this is an opportune time to move graphic design into an integrated communication offering that will eliminate overlap of courses and sections, provide an integrated approach to communication studies that reflects real world best practices, develop state of the art facilities and significantly enhance enrollment and fte.

Additionally, integrating the major branches of media arts, design, journalism, publications and new media in a way that supports independence while providing integrated opportunities in a state of the art facility, better prepares our students for either the job market or articulation with a four year university.

Research from IRAP (Mary Brau) indicates a significant opportunity to develop the existing Journalism and Photojournalism components of our Media Arts program into a certificate program within the Media Arts Family. Likewise, jobs are available in a variety of related work areas including graphic design, advertising, writing, photography and media arts, all of which are integral to the practice of Communication and Media Arts. Additionally, the high level of success of the School of Journalism and Communication at the University of Oregon provides a secondary opportunity of importance for students who plan to articulate with a four year institution.

This initiative, combined with the first initiative to provide new studio space for graphic design that is contiguous with publications, journalism and new media, will facilitate the development of this program in a timely manner. Should the new space not be available or if we receive funding for the technology before new space is available, the current

graphic design and media arts facilities will provide the space for the new Graphic Design lab.

---

### **Strategic Direction**

- Achieve and sustain fiscal stability.
- Build organizational capacity and systems to support student success and effective operations.
- Commit to a culture of assessment of programs, services and learning.
- Create a diverse and inclusive learning college: develop institutional capacity to respond effectively and respectfully to students, staff, and community members of all cultures, languages, classes, races, genders, ethnic backgrounds, religions, sexual orientations, and abilities.
- Create, enhance, and maintain inviting and welcoming facilities that are safe, accessible, functional, well-equipped, aesthetically appealing and environmentally sound.
- Foster the personal, professional, and intellectual growth of learners by providing exemplary and innovative teaching and learning experiences and student support services.
- Position Lane as a vital community partner by empowering a learning workforce in a changing economy.
- Promote professional growth and provide increased development opportunities for staff both within and outside the College.

### **Learning Plan Goals**

- Create innovative, flexible and collaborative programs that are responsive to current and emerging needs of students and employers.
- Enhance student success and retention
- Organize coordinated support for Instructional technology.

### **Student Affairs Plan Goals**

- Create innovative, flexible, and collaborative programs that are responsive to the needs of students and employers and facilitate a smooth transition from college to the workplace.
- Enhance Recruitment Efforts.
- Strengthen relationships with high schools, transfer institutions, community partners, and employers to enhance the student's preparation for and success in college, career, civic engagement, and community involvement.

### **College Council Priorities**

- 1.b. Enrollment Management: Recruitment and Retention

- 1.c. Enrollment Management: Workforce Development
  - 1.e. Enrollment Management: Increase Credit Enrollment Level
  - 1.f. Enrollment Management: Partnerships with 4-year Colleges and Universities
  - 3. Efficiencies
  - 4.1 Responding to unit plans/council plans: Innovation
  - 4.2 Responding to unit plans/council plans: Curriculum Development
  - 4.3 Responding to unit plans/council plans: Enhancing Classrooms
  - 5.1 Instructional Redesign: Work Processes
  - 5.2 Instructional Redesign: Leveraging Technology
- 

## Questions and Answers

*How is the initiative linked to the Unit Plans most recently submitted?*

1. *How does it continue the achievement of those goals?*
2. *If this is a continuation of an initiative started last year, make sure that relationship is clear.*

*How is this initiative linked to the efficiencies and productivities plans you had last year?*

1. *How does it continue the achievement of these plans?*
2. *If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.*

The focus of the Division of the Arts in the last three years has been in two areas; efficiencies and growth or productivity. By combining sections, increasing minimum enrollment, limiting Independent study in exchange for additional classes taught and integrating curriculum to eliminate overlap we have significantly reduced costs. This initiative facilitates efficiencies by integrating classes and production and facilities for three disciplines; graphic design, journalism and publications.

Additionally, this integration of pedagogy and facilities and technology advances student learning in a model of media that reflects real world practices and industry standards. This better prepares students to either enter the job market with a 2 year certificate or articulate with a four year university, particularly the School of Journalism and Communication at the University of Oregon with which we are coordinating these efforts. We expect that the introduction of state of the art facilities and technology in an integrated, real world model that articulates with the UO will enhance student engagement, learning and enrollment.

*Describe the resources needed:*

Computer Workstations: (Total = \$45,360.00)

20 iMac 2.8GHz Intel Core 2 Extreme Processor (20 @ \$2,268.00 = \$45,360.00)

Software: (Total = \$21,660.00)

20 Licenses of Adobe Creative Suite 3 (20 @ \$615.00 = \$12,300.00)

20 licenses Maya (Maya 2008) (20 @ \$468.00 each = \$9,360.00)

Grand Total = \$67,020.00

*What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.*

Provide a new graphic design lab in the Media Arts facility with state of the art equipment and technology. Attract new students with new facility. Data elements.

Integrate the graphic design program with journalism and student publications components within a media arts context. Measure cross over among students in these areas and elimination of redundant sections or courses.

Provide students with a broad array of media and communication skills that will give them a clear advantage in the job market or in articulation with a four year institution. Track job and articulation data.

*Department Priority:*

4

*Unit Resources:*

Because this is an expansion within an existing Media Arts program all of the division resources will be applied to this area in the same way they are to other areas. New adjunct faculty will be needed to teach courses, but this should produce a profit as Media Arts is the most profitable area in the arts and photography the most profitable in Media Arts. General fund support as M&S is expected to be about \$10,000 annually. Current media labs will be available to students in addition to the graphic design lab.

---

### **Carl Perkins Funding Request**

*Is this a Career & Technical Education program approved by the state and offered through Lane for credit?*

Yes

*If not a Career & Technical Education program, does your request provide considerable support for students enrolled in these programs?*

Yes

*Do you have an advisory committee that meets 2-3 times per year?*

Yes

*If request is for personnel, will funds be used to replace an existing position?*

does not apply

*How will funding this initiative increase or sustain the academic achievement and technical skills attainment (GPA of 2.0 or better) of Career and Technical Education students?*

By integrating the graphic design component into the media arts program students have the opportunity to work in a real world model that crosses disciplines in journalism, publications, graphic design and new media.

Funding this initiative will provide access to state of the arts equipment that represents the standards used in the industry, thus giving our students the competitive edge they need to succeed at school and in the job market.

By working hand in hand with journalism and publications and new media majors and photographers, these students will gain a deeper and broader understanding of the world of media production and dissemination that will give them an edge in the market.

*How will funding this initiative increase or sustain the number of CTE students that graduate or receive a one year certificate from Lane and help prepare the students for employment?*

By providing students with state of the art equipment and technology and facilities we will draw more students to participate in this program and retain more of the students that we have.

By designing this program to articulate with the UO School of Journalism and Communication basic courses we assure that students will articulate seamlessly and will be receiving the most advanced communication pedagogy.

By integrating classroom learning with a real world model of media production and dissemination we provide students with cutting edge experience that gives them greater opportunities in the job market and/or in their articulation with a four year program.

By integrating the graphic design component with journalism, new media and publications, students learn a broader range of skills that can be applied to a broader range of job opportunities.

*EQUIPMENT \$*

Question Not Answered

*COMPUTER HARDWARE \$*

45360.00

*COMPUTER SOFTWARE \$*

21660.00

*MATERIALS & SUPPLIES \$*

Question Not Answered

*CURRICULUM DEVELOPMENT (Hours)*

Question Not Answered

*PART-TIME FACULTY \$*

Question Not Answered

*TIMESHEET STAFF \$*

Question Not Answered

*TRAVEL \$*

Question Not Answered

*Can this initiative be partially funded?*

No

*EQUIPMENT \$*

Question Not Answered

*(E) Explanation of effect of partial funding:*

Question Not Answered

*COMPUTER HARDWARE \$*

Question Not Answered

*(CH) Explanation of effect of partial funding:*

Question Not Answered

*COMPUTER SOFTWARE \$*

Question Not Answered

*(CS) Explanation of effect of partial funding:*

Question Not Answered

*MATERIALS & SUPPLIES \$*

Question Not Answered

*(MS) Explanation of effect of partial funding:*

Question Not Answered

*CURRICULUM DEVELOPMENT (HOURS)*

Question Not Answered

*(CD) Explanation of effect of partial funding:*

Question Not Answered

*PART-TIME FACULTY \$*

Question Not Answered

*(PF) Explanation of effect of partial funding:*

Question Not Answered

*TIMESHEET STAFF \$*

Question Not Answered

*(TS) Explanation of effect of partial funding:*

Question Not Answered

TRAVEL \$

Question Not Answered

*(T) Explanation of effect of partial funding:*

Question Not Answered

---

## Curriculum Development Funding Request

---

### Technology Fee Funding Request

#### *1. Category of request*

- *Maintain existing technology*
- *Increase student access to technology*
- *New technology*

*Please type in the category of the request in the field below.*

Increase student access to new technology

#### *2. Campus location*

- *Main Campus*
- *Downtown Center*
- *Florence*
- *Cottage Grove*
- *CLC (list specific locations)*

*Please type in the location of the request in the field below.*

main campus

#### *3. Names of the person(s) with more information (if needed):*

Rick Williams  
Rick Simms

#### *4a. Budget ORGN*

621001



*4b. Budget PROG*

111000

*5.How many students will benefit per year?*

150

*6. Describe the benefit?*

By providing students with state of the art equipment and technology and facilities we will draw more students to participate in this program and retain more of the students that we have.

By designing this program to articulate with the UO School of Journalism and Communication basic courses we assure that students will articulate seamlessly and will be receiving the most advanced communication pedagogy.

By integrating classroom learning with a real world model of media production and dissemination we provide students with cutting edge experience that gives them greater opportunities in the job market and/or in their articulation with a four year program.

By integrating the graphic design component with journalism, new media and publications, students learn a broader range of skills that can be applied to a broader range of job opportunities.

*COMPUTER HARDWARE \$*

45360.00

*COMPUTER SOFTWARE \$*

21660.00

*STAFFING \$*

Question Not Answered

*INSTALLATION \$*

2000.00

*LICENSING \$*

Question Not Answered

*Can this initiative be partially funded?*

No

*COMPUTER HARDWARE \$*

Question Not Answered

*(CH) Explanation of effect of partial funding:*

Question Not Answered

*COMPUTER SOFTWARE \$*

Question Not Answered

*(CS) Explanation of effect of partial funding:*

Question Not Answered

*STAFFING \$*

Question Not Answered

*(S) Explanation of effect of partial funding:*

Question Not Answered

*INSTALLATION \$*

Question Not Answered

*(I) Explanation of effect of partial funding:*

Question Not Answered

*LICENSING \$*

Question Not Answered

*(L) Explanation of effect of partial funding:*

Question Not Answered