

# Arts 2010-11

## **Increase Efficiency and Enrollment by Developing a New Web Designer Certificate Program in Media Arts**

### **Summary:**

Increase Enrollment and enhance student learning and transition to work force and/or 4 year institution by integrating a new Web Designer Certificate Program into the Media Arts program offerings. Integrate the program with Graphic Design, Multimedia and New Media Journalism through use of a shared new digital labs and classes to increase efficiency and reduce program overlap in Media Arts. The overlap of skills in graphic design, web design, journalism and multimedia disciplines is estimated to be approximately 50% and professionals in these areas share jobs in a seamless coordination of creative and production efforts. By coordinating technological and pedagogical sources of instruction and production in contiguous labs and studios with coordinated technology we expect to enhance student enrollment along with student learning, success and transitional opportunities by leveraging resources that advance student learning in an integrated, multi-disciplined, real world setting. We expect this to increase enrollment as it grows to articulate students with the UO journalism and publications programs. We expect to generate at least 600 new enrollments and 60 new fte annually. This will produce \$118,200 net profit at a first year cost of \$107,500 for this initiative.

### **Description**

The purpose of this initiative is to provide the technology funds to fully develop and integrate a new Web Designer Program into the existing Graphic Design program. We expect to generate at least 600 new enrollments and 60 new fte annually. This program will produce \$118,200 net profit at a first year cost of \$107,500 for this initiative. This initiative in Media Arts will use bond funds to develop an already proposed technology lab that will be shared by the Graphic Design and the new Web Designer Program and bring them in line with other Media Arts facilities that 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 develop a new Web Design Program 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 industry standard facilities and significantly enhance enrollment and FTE.

Additionally, integrating the major branches of Media Arts, graphic design, web design, journalism and multimedia in a way that supports independence while providing integrated opportunities in a state of the art facility, better prepares our students for multiple professional opportunities in the job market or articulation with a four year university.

Research from IRAP indicates a significant opportunity to develop a Web Designer Program as well as Journalism and Photojournalism components of our Media Arts program into certificate

or degree programs within the Media Arts Family. Likewise, jobs are available in a variety of related work areas including graphic design, advertising, writing, photography, web design and media arts, all of which are integral to the practice of Communication and Media Arts.

Additionally, the high level of success and new curricular design of the School of Journalism and Communication and Media Arts 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 journalism and publications initiatives will facilitate the integrative development of this program in a timely manner. Should we receive funding for the technology before new space is available, the current graphic design, publication and media arts facilities will provide the space for the new Web Design lab in the interim.

## **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 works with initiatives 1, 3, and 4 of this unit plant to facilitate efficiencies and enhance enrollment by integrating classes and production facilities for four Media Arts disciplines; multimedia, graphic design, web design and journalism. We expect to generate at least 600 new enrollments and 60 new fte annually. This will produce \$118,200 net profit at a first year cost of \$107,500 for this initiative.

Additionally, this integration of pedagogy, 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 degree or certificate or articulate with a four year university, particularly the Schools of Journalism and Communication or Architecture and Allied Arts 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:**

25 Apple iMac computers 21 inch 3.33GHz Intel Core 2 Duo- \$2,200.00 each = \$ 55,000.00  
25 Licenses of Adobe Creative Suite 5 - \$400.00 each = \$10,000.00  
25 Licenses of Maya 2010 \$400.00 each = \$10,000  
25 Licenses of Final Cut Pro \$700.00 each = \$ 17,500.00  
25 Licenses of Microsoft Office - \$400.00 each = \$ 10,000.00  
1 InFocus IN5104 Data Projector = \$ 5,000.00

Total Cost = \$107,500.00

**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.**

Develop a new graphic design lab in the Media Arts facility to accommodate both Graphic Design and the development of a new Web Designer Program with industry standard equipment and technology. Generate 600 new enrollment and 60 new fte annually. Generate \$118,200 net profit at a first year cost of \$107,500 for this initiative. Use data elements to affirm growth and cost.

Integrate the new Web Design Program with graphic design, journalism, multimedia and student publications components within a media arts context. Measure cross-over of student learning outcomes in these areas and integrate or eliminate 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:**

5

**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 division. General fund support for Media Arts 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.

**Funding Request: Carl Perkins**

**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?**

DNA

**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 web design and graphic design components 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 multimedia.

Funding this initiative will provide access to state of the art 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 industry standard equipment, 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 and Architecture and Allied Arts 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 Web Design component with graphic design, journalism, new media and publications, students learn a broader range of skills that can be applied to a broader range of job opportunities.

**EQUIPMENT \$**

5000

**COMPUTER HARDWARE \$**

55000

**COMPUTER SOFTWARE \$**

47500

**MATERIALS & SUPPLIES \$**

2000

**CURRICULUM DEVELOPMENT (Hours)**

**PART-TIME FACULTY \$**

**TIMESHEET STAFF \$**

**TRAVEL \$**

**Can this initiative be partially funded?**

No

**EQUIPMENT \$**

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

**COMPUTER HARDWARE \$**

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

**COMPUTER SOFTWARE \$**

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

**MATERIALS & SUPPLIES \$**

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

**CURRICULUM DEVELOPMENT (HOURS)**

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

**PART-TIME FACULTY \$**

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

**TIMESHEET STAFF \$**

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

**TRAVEL \$**

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

**Funding Request: Curriculum Development**

**Funding Request: Technology Fee**

**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 technology and 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

Tom Madison

**4a. Budget ORGN**

621001

**4b. Budget PROG**

111000

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

300

**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 \$**

60000

**COMPUTER SOFTWARE \$**

47500

**STAFFING \$**

**INSTALLATION \$**

2000

**LICENSING \$**

**Can this initiative be partially funded?**

No

**COMPUTER HARDWARE \$**

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

**COMPUTER SOFTWARE \$**

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

**STAFFING \$**

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

**INSTALLATION \$**

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

**LICENSING \$**

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