

Program Information Report

School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, web design and development, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

Digital Video

Complete one of these programs to learn how to create digitized video productions for the Web and other presentation forms.

Digital Video Advanced Production (CVDVAP)

Advanced Certificate

Program Effective Term: Fall 2015

The advanced certificate in the Digital Video program concentrates on specialty aspects of production. Each course spends a full semester concentrating on the critical phases of pre-production, production and post-production (for example, screenplays, cinematography and editing). This curriculum begins with students' creation of a screenplay and continues with sound design, cinematography, direction, advanced green screen techniques, and television studio applications. A unique component to this curriculum allows each student to write their script at the starting point and produce their concept through each class and phase of pre-production, production, and post-production. Students have the option to either complete the curriculum with one final thesis project or complete multiple project exercises.

Program Admission Requirements:

Completion of the Digital Video Production Certificate or comparable industry experience.

Major/Area Requirements	(18 credits)
VID 180 or Television Studio I	
VID 270 Documentary Video Production	3-4
VID 210 Screenplays	3
Select four courses from the group below:	
VID 185 or Television Studio II	
VID 220 or Audio for Digital Video	
VID 230 or Directing for Video Production	
VID 240 or Digital Cinematography	
VID 250 or Advanced Editing	
VID 260 or Green Screen II	
VID 277 Video Graphics II	12
Minimum Credits Required for the Program:	18

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: **CVDVAP** Program Name: **Digital Video Advanced Production** Effective Term:
 Division Code: **BCT** Department: **Digital Media Arts**

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|---|---|
| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
| <input type="checkbox"/> Remove course(s): _____ | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): <u>VID 277</u> | <input type="checkbox"/> Program outcomes |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information |
| <input type="checkbox"/> Description | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

VID 277 is an existing course (Advanced After Effects) that needs to be placed on the advanced certificate track as an optional course.

Financial/staffing/equipment/space implications:

List departments that have been consulted regarding their use of this program.

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	MATT ZACHARIAS	<i>[Signature]</i>	22 April 14
Department Chair	Jason Withrow	<i>[Signature]</i>	4/24/14
Division Dean/Administrator	Rosemary Wilson	<i>[Signature]</i>	4/25/14
Vice President for Instruction		<i>[Signature]</i>	5/27/14
President			

Do not write in shaded area. Entered in: Banner _____ C&A Database 8/28/14 Log File 8/28/14 Board Approval _____

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

*John done
logged 4/30/14 sj*

Digital Video Advanced Production (CVDVAP)

Advanced Certificate

2013 - 2014 2014 - 2015

Description

The advanced certificate in the Digital Video program concentrates on specialty aspects of production. Each course spends a full semester concentrating on the critical phases of pre-production, production and post-production (for example, screenplays, cinematography and editing). This curriculum begins with students' creation of a screenplay and continues with sound design, cinematography, direction, advanced green screen techniques, and television studio applications. A unique component to this curriculum allows each student to write their script at the starting point and produce their concept through each class and phase of pre-production, production, and post-production. Students have the option to either complete the curriculum with one final thesis project or complete multiple project exercises.

Admissions Requirements

Completion of the Digital Video Production Certificate or comparable industry experience.

Contact Information

Division: Business/Computer Technologies
Department: Digital Media Arts Dept
Advisors: [Matthew Zacharias](#)

Requirements

Major/Area Requirements

Class	Title	Credits
VID 180	or Television Studio I	
VID 270	Documentary Video Production	3 - 4
VID 210	Screenplays	3
	Select four courses from the group below:	0
VID 185	or Television Studio II	
VID 220	or Audio for Digital Video	
VID 230	or Directing for Video Production	
VID 240	or Digital Cinematography	
VID 250	or Advanced Editing	
VID 260	OK Green Screen II	12
Total		18 - 19
Total Credits Required:		18 - 19

OR VID 277 Video Graphics II

Gainful Employment Disclosures

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The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

Digital Video

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Digital Video Advanced Production (CVDVAP)

Advanced Certificate

Program Effective Term: Fall 2014

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Program Admission Requirements:

Completion of the Digital Video Production Certificate or comparable industry experience.

Major/Area Requirements	(18 credits)
VID 180 or Television Studio I	
VID 270 Documentary Video Production	3-4
VID 210 Screenplays	3
Select four courses from the group below:	
VID 185 or Television Studio II	
VID 220 or Audio for Digital Video	
VID 230 or Directing for Video Production	
VID 240 or Digital Cinematography	
VID 250 or Advanced Editing	
VID 260 Green Screen II	12

Minimum Credits Required for the Program: 18

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: **CVDVAP** Program Name: **Digital Video Production – Advanced Certificate** Effective Term: **Fall 2014**
 Division Code: **BCT** Department: **DMA**

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|--|---|
| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
| <input type="checkbox"/> Remove course(s): _____ | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): <u>Add VID 270 as an option with VID 180.</u> | <input type="checkbox"/> Program outcomes |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information |
| <input type="checkbox"/> Description | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

We are not currently able to offer VID 180. VID 270 will meet the student's needs.

Financial/staffing/equipment/space implications:

None

List departments that have been consulted regarding their use of this program.

None

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Matt Zacharias	<i>M Zacharias</i>	6 Sept 13
Department Chair	Kristine Willimann	<i>Kristine Willimann</i>	9/12/13
	Jason Withrow	<i>Jason Withrow</i>	9/10/13
Division Dean/Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	10/4/13
Vice President for Instruction	William Abernethy	<i>William Abernethy</i>	10/7/13

Do not write in shaded area. Entered in: Banner _____ C&A Database 10/8/13 Log File 10/8/13 Board Approval _____

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

In done
 Logged 9/17/13 sjv
 Office of Curriculum & Assessment

Digital Video Advanced Production (CVDVAP) code

Advanced Certificate

2013 - 2014

Description

The advanced certificate in the Digital Video program concentrates on specialty aspects of production. Each course spends a full semester concentrating on the critical phases of pre-production, production and post-production (for example, screenplays, cinematography and editing). This curriculum begins with students' creation of a screenplay and continues with sound design, cinematography, direction, advanced green screen techniques, and television studio applications. A unique component to this curriculum allows each student to write their script at the starting point and produce their concept through each class and phase of pre-production, production, and post-production. Students have the option to either complete the curriculum with one final thesis project or complete multiple project exercises.

Admissions Requirements

Completion of the Digital Video Production Certificate or comparable industry experience.

Contact Information

Division: Business/Computer Technologies
Department: Digital Media Arts Dept
Advisors: [Heather Zachary](#)

Requirements

Major/Area Requirements

Class	Title	Credits
VID 270	Television Studio I <i>or VID 270</i>	<i>3-4</i>
VID 271	Screenplays	3
	Select four courses from the following: VID 185, VID 220, VID 230, VID 240, VID 250, VID 260.	12
Total		19
	Total Credits Required:	<i>18-19</i>

Gainful Employment Disclosures

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Program Admission Requirements:

Completion of the Digital Video Production Certificate or comparable industry experience.

VID 180	Television Studio I	4
VID 210	Screenplays	3
Elective	Select four courses from the following: VID 185, VID 220, VID 230, VID 240, VID 250, VID 260.	12

Minimum Credits Required for the Program: 19

PROGRAM PROPOSAL FORM

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

Program Name:	<u>Digital Video Advanced Production</u>	Program Code:
Division and Department:	<u>BCT/DMA</u>	<u>CVDVAP</u>
Type of Award:	<input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input type="checkbox"/> Cert. <input checked="" type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.	CIP Code:
Effective Term/Year:	<u>Fall 2013</u>	<u>50.0602</u>
Initiator:	<u>Matthew Zacharias</u>	
Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	<p>The Digital Video Advanced Certificate is a set of specialized courses designed to build on the fundamentals covered in the Digital Video Certificate and Associate Degree. The advanced certificate focuses on specialty areas such as screenplays, cinematography, directing, green screen techniques and TV studio applications.</p> <p>Since Spring 2011, we have run three of these new courses as conditionally approved, (VID 210, 220, 230) and all three classes filled with waitlists. The populations of students in these classes were either returning or current VID students who were interested in additional training. Employers from current production markets have been hiring entry-level positions for graduates who have experience that covers all aspects of production and post-production. This advanced certificate is designed to service that market.</p> <p>Articulation opportunities include EMU, University of Michigan and Grand Valley State. Professional organizations that our training has served include UM Health Systems, Automobile Magazine and TVS Communication Solutions.</p> <p>A unique aspect of the advanced certificate begins in the VID 210 Screenplay course. Each student writes their own screenplay and may decide to work the script-concept through each of the ensuing production courses. This would enable students to take one thesis-concept and see it through all aspects of pre-production, production and post-production over the course of the two-semester curriculum</p>	
Need Need for the program with evidence to support the stated need.	<p>Collectively, these new courses are focused on advanced and specialized areas such as cinematography, sound design, direction, advanced green screen effects and television studio practice. Additional feedback from our professional advisory committee members added support and agreed that the current Digital Video certificate and associates degree is a solid foundation for production. The addition of specialized or advanced courses would provide students (and current professionals) with additional training and enhance their marketability in the field of production. According to the U.S. Department of Labor, multimedia artists, directors, producers forecasts a national job outlook increase of 8 – 9%. Recent WCC graduates in digital video have shown employability that services positions for web-video (Automobile Magazine and UM Health Systems) and application software.</p>	

*3/29/13
 Director of Curriculum & Assessment
 logged 2/14/13 sf*

Program Outcomes/Assessment	Outcomes	Assessment method
<p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<p>1. Demonstrate video production skills such as screenplay development, cinematography, directing and editing techniques used in individual and group projects.</p>	<p>1. Final Video Projects produced by individuals or groups.</p> <p>2. Student Portfolios & Websites with showcased, completed works.</p>

Curriculum	Course #	Course Title	Credit Hours		
<p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p>	VID 180	Television Studio I	4		
	VID 210	Screenplays	3		
	Select 4 of the following 6 courses				
	VID 185	Television Studio II	3		
	VID 220	Audio for Digital Video	3		
	VID 230	Directing for Video Production	3		
	VID 240	Digital Cinematography	3		
	VID 250	Advanced Editing	3		
	VID 260	Green Screen II	3		
		Total Program Credit hours	19		
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p>			START-UP COSTS	ONGOING COSTS	
	Faculty	\$.	\$.
	Training/Travel		.		.
	Materials/Resources		.		.
	Facilities/Equipment		.		.
	Other		.		.
		TOTALS:	\$.	\$
<p>Program Description for Catalog and Web site</p>	<p>The Advanced Certificate in the Digital Video Program concentrates on specialty aspects of production. Each course spends a full semester concentrating on the critical phases of pre-production, production and post-production (for example, screenplays, cinematography, and editing). This curriculum begins with students' creation of a screenplay and continues with sound design, cinematography, direction, advanced green screen techniques, and television studio applications. A unique component to this curriculum allows each student to write their script at the starting point and produce their concept through each class and phase of pre-production, production, and post-production. Students have the option to either complete the curriculum with one final thesis project or complete multiple project exercises.</p>				
<p>Program Information</p> <p>2011-2012 Budget 149,000.00</p>	<p>Accreditation/Licensure - None</p> <p>Advisors -</p> <p>Advisory Committee -</p> <p>Admission requirements – Completion of Digital Video Production certificate or Associate Degree or comparable industry experience.</p> <p>Articulation agreements -</p> <p>Continuing eligibility requirements -</p>				

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Demonstrate video production skills such as screenplay development, cinematography, directing and editing techniques used in individual and group projects.	<ol style="list-style-type: none"> Final Video Projects produced by individuals or groups. Student Portfolios & Websites with showcased, completed works. 	Winter 2015. Assessment every 3 yrs.	All sections	All Students

Scoring and analysis plan:

- Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric.

Departmentally-developed rubric

- Indicate the standard of success to be used for this assessment.

70% of the students will score 75% or higher on the project.

- Indicate who will score and analyze the data.

Departmental faculty, with assistance from industry professionals, will score and analyze the data.

- Explain how and when the assessment results will be used for program improvement.

Areas of strengths and weaknesses will be identified. Program content will be revised to resolve weaknesses.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Kristine Willmann	<i>Kristine Willmann</i>	2/12/13
Dean	Rosemary Wilson	<i>Rosemary Wilson</i>	2/11/13
Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval	Stuart Blacklaw	<i>Stuart Blacklaw</i>	2/26/13
President	Rob Bellanca	<i>Rob Bellanca</i>	4/9/13
Board Approval			3/26/13