



## **Business: Digital Media**

### **Instruction**

#### **Vision/Narrative**

Digital Media Narrative,

The Gavilan College Digital Media Program produces graduates in both transfer and career-oriented AA degrees in its 3 options. os in summer 2014, bringing the lab to current and future standards.

Title 5 objectives and the work with CSUMB and Hartnell have produced results. A major objective of the Title 5 grant was to articulate Digital Media classes with the CSUMB Communication Design Program. This has been accomplished and the classes are now listed in the Assist system. CSUMB has posted on the web site a cross matrix of Gavilan classes needed to transfer.

#### **Feedback from Supervisor / Dean**



**Program Objective 1: Research grant opportunities for new lab hardware and purchase new computers**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

No: IEC review is under development

**Progress:**

Closed: Basically closed due to acquisition of cooperative Title 5 grant and upgrade of lab computers to contemporary standards.

RESUBMITTED: See Academic Year 2017-18 Program Plan

**Activity 1: Choose grants that may be optimum for updating hardware**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



**Program Objective 2: Continue offering Summer Institute for Digital Media Entertainment/Education**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

No: IEC review is being completed. This is in it.

**Progress:**

Yes: This is a continuation of the ongoing IDMEE summer program.

**Activity 1: Advertisement production and distribution**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean	Supported by TV till September 30,2017	8
Vice-President		
Budget Committee		
President's Council		



**Program Objective 3: Increase DM to CSUMB transfers by 20% by offering courses in 3D animation/interactive media/game design program**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Yes: Department lead has been attending meetings at CSUMB for the development of a 4 yr. degree program in Animation/Interactive/Media/Game Design degree. Title 5 has funded cooperative development in hopes that we increase the number transfer students to CSUMB from both Gavilan and Hartnell colleges.

Gavilan DM principle classes with a CSUMB equivalent have all been articulated. Degree required lower division DM 60 Animation I was modified into Introduction to Animation has been approved by Gavilan and UCSC, but still needs to be articulated with CSUMB. 2015 is target date. Articulation with San Jose State University and the TMC C-ID will be implemented during year 2015. This course is also waiting for GE approval From Gavilan and CSU.

A second 3D Animation course DM 61 needs to be updated and articulated similar to DM 60 above

**Activity 1: Animation/Interactive Media courses need to be adapted or created for transfer to CSUMB and San Jose State University.**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Activity 2: Continue meeting with CSUMB and local colleges regarding animation/ interactive media/game design degree**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean		



**Business: Digital Media**

Academic Year 2016-17

Vice-President		
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President's Council		



**Program Objective 4: Increase display of student works by 40% & design/construct the Cindy Starr student gallery area**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Yes: Completed.

**Activity 1: Create 2–3 Digital Media PSAs each year to be shown in the LCD displays around campus**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



**Program Objective 5: Encourage Digital Media students to use professional equipment**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Yes: There has been a little progress, but our existing 8 year old pen and tablets are either missing or broken. It is time to order new ones.

We were informed by CSUMB that table/pen use by DM students is a requirement for transfer to CSUMB courses.

**Activity 1: Encourage and/or require students to use professional graphics tablets & pen**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Activity 2: Purchase professional graphics tablets & pens to be shared by Digital Media & CGD**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



**Program Objective 6: Optimize the learning environment in the Digital Media computer lab**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Yes: Sound isolation material for a small "vocal isolation" booth has been installed. More isolation, echo reduction, AC noise reduction need to be done. The isolation of rooms Li 126 and Li 128 needs to be accomplished to free up more usable classroom times.

**Activity 1: The sound emanating from the heating fans are a major annoyance and hampers productivity.**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean	Options for separating rooms may be explored, however, the reason the rooms are open is for supervision of both labs with one faculty, reducing costs to provide oversight.	7
Vice-President		
Budget Committee		
President's Council		





**Program Objective 7: Review, test, and purchase new software for use in the Digital Media lab—ongoing.**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Closed: A Digital Media Program Specialist has been hired and funded as part of the Hartnell, CSUMB Gavilan Title 5 grant.

It has been found that trying to produce an accurate timeline for upgrading software is nearly impossible. Not that it be upgraded every week, but each year at minimum to prevent application mismatch.

RESUBMITTED: See Academic Year 2017-18 Program Plan

**Activity 1: Research and purchase new software for review that may be suitable for DM lab.**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean	Supported by TV till September 30,2017	12
Vice-President		
Budget Committee		
President's Council		



**Program Objective 8: Coordinate dm course articulation with local high schools under constraints of transfer articulation**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Closed: In year 2013–2014 an comprehensive articulation agree was made between CSUMB Communication Design program and the Gavilan College Gavilan College Digital Media program.

Under way are possible articulation Digital Media agreements with Gilroy and Monterey High schools  
RESUBMITTED: See Academic Year 2017-18 Program Plan

**Activity 1: Coordinate with central CTE articulation director**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Activity 2: Visit High Schools in late fall and early–mid spring to inform students about transfer to Gav. DM**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		