

## Program Information Report

## Broadcast, Communication, Visual, Digital &amp; Fine Arts

**Digital Video Production (AADVP)****Associate in Arts Degree****Program Effective Term: Fall 2020**

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

Students should choose the appropriate faculty for academic advising based on their last name: Dan Kier (A-M), Matt Zacharias (N-Z).

**Articulation:**

Eastern Michigan University, BS degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/curriculum/articulation/levelone/colleges/>.

<b>First Semester</b>		<b>(14 credits)</b>
ENG 111	Composition I	4
	Nat. Sci. Elective(s)	3
FLM 120 or	Introduction to Film	
FLM 150 or	International Cinema	
FLM 185	The Horror Film	3
VID 105	Foundations in Digital Video I	4
<b>Second Semester</b>		<b>(16 credits)</b>
FLM 160	American Film	3
VID 125	Foundations in Digital Video II	4
VID 270	Documentary Video Production I	3
	Arts/Human. Elective(s) 2 (Not FLM)	3
	Math Elective(s)	3
<b>Third Semester</b>		<b>(15 credits)</b>
	Speech/Comp. Elective(s)	3
	Soc. Sci. Elective(s) 1	3
VID 210 or	Screenplays	
VID 240	Digital Cinematography	3
VID 276	Video Graphics I	3
Elective	Select a course from the VID discipline	3
<b>Fourth Semester</b>		<b>(15 credits)</b>
VID 255 or	Green Screen I	
VID 275	Documentary Video Production II	3
	Nat. Sci. Lab Elective(s)	3
	Soc. Sci. Elective(s) 2	3
VID 203	Commercial Video Production	3
VID 295	Portfolio and Project Seminar	3
<b>Minimum Credits Required for the Program:</b>		<b>60</b>

## Program Information Report

## Transfer

**Digital Video Production (AADVP)****Associate in Arts Degree****Program Effective Term: Fall 2020**

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

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<b>First Semester</b>		<b>(14 credits)</b>
ENG 111	Composition I	4
	Nat. Sci. Elective(s)	3
FLM 120 or	Introduction to Film	
FLM 150 or	International Cinema	
FLM 185	The Horror Film	3
VID 105	Foundations in Digital Video I	4
<b>Second Semester</b>		<b>(16 credits)</b>
FLM 160	American Film	3
VID 125	Foundations in Digital Video II	4
VID 270	Documentary Video Production I	3
	Arts/Human. Elective(s) 2 (Not FLM)	3
	Math Elective(s)	3
<b>Third Semester</b>		<b>(15 credits)</b>
	Speech/Comp. Elective(s)	3
	Soc. Sci. Elective(s) 1	3
VID 210 or	Screenplays	
VID 240	Digital Cinematography	3
VID 276	Video Graphics I	3
Elective	Select a course from the VID discipline	3
<b>Fourth Semester</b>		<b>(15 credits)</b>
VID 255 or	Green Screen I	
VID 275	Documentary Video Production II	3
	Nat. Sci. Lab Elective(s)	3
	Soc. Sci. Elective(s) 2	3
VID 203	Commercial Video Production	3
VID 295	Portfolio and Project Seminar	3
<b>Minimum Credits Required for the Program:</b>		<b>60</b>

**PROGRAM CHANGE OR DISCONTINUATION FORM**

Program Code: AADV Program Name: Digital Video Production

Effective Term: Fall 2020

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

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:**

Course VID 255 Green Screen is going to be listed as, 'and / or' with VID 275 Documentary Production II.

This will provide students with the option of choose either or courses to cover their requirements for the certificate or for the Associates Degree.

*Moved VID 255 or 275 to 4th semester to deal w/ prereq conflicts*

Financial/staffing/equipment/space implications: None.

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

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Matt Zacharias	<i>[Signature]</i>	13 Feb. '20
Department Chair	Don Werthmann	<i>[Signature]</i>	20 FEB 20
Division Dean/Administrator	<i>Ev Samulski</i>	<i>Ev Samulski</i>	2-24-20
Please submit completed form to the Office of Curriculum and Assessment (SC 257). Once reviewed by the appropriate faculty committees we will secure the signature of the VPI and President.			
Vice President for Instruction	Kimberly Hurns	<i>[Signature]</i>	3/17/2020
President	Rose B. Bellanca	<i>[Signature]</i>	

Do not write in shaded area. Entered in: Banner \_\_\_\_\_ C&A Database 3/2/20 Log File 3/2/20 Board Approval \_\_\_\_\_  
 Office of Curriculum & Assessment *Reviewed by C&A Committees 3/12/20*  
<http://www.wccnet.edu/departments/curriculum>

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 Production (AADVP)**

**Associate in Arts Degree**

**Program Effective Term: Fall 2018**

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

Students should choose the appropriate faculty for academic advising based on their last name: Dan Kier (A-M), Matt Zacharias (N-Z).

**Articulation:**

Eastern Michigan University, BS degree.

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<b>First Semester</b>		<b>(14 credits)</b>
ENG 111	Composition I	4
	Nat. Sci. Elective(s) 1	3
HUM 120 or HUM 150 or HUM 185	Introduction to Film International Cinema The Horror Film	3
VID 105	Foundations In Digital Video I	4
<b>Second Semester</b>		<b>(16 credits)</b>
HUM 160	American Film	3
VID 125	Foundations In Digital Video II	4
VID 270	Documentary Video Production	3
VID 255	Green Screen I	3
	Math Elective(s)	3-4
<b>Third Semester</b>		<b>(15 credits)</b>
	Speech/Comp. Elective(s)	3
	Soc. Sci. Elective(s) 1	3
VID 210 or VID 240	Screenplays Digital Cinematography	3
VID 276	Video Graphics I	3
Elective	Select a course from the VID discipline	3-4
<b>Fourth Semester</b>		<b>(16 credits)</b>
	Arts/Human. Elective(s) 2	3
	Nat. Sci. Lab Elective(s)	4
	Soc. Sci. Elective(s) 2	3
VID 203	Web Video	3
VID 295	Portfolio and Project Seminar	3

**Program Information Report**

**Minimum Credits Required for the Program:**

**61**

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: **AADV P** Program Name: **DIGITAL VIDEO PRODUCTION** Effective Term: **2018 FALL**  
 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.
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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:**

- Review
- Remove course(s): **VID 180** **ENG 226** **AS AN OPTION**
- Add course(s): **2ND WRITING OR SPEECH, 2ND** **NATURAL SCIENCE** **2ND ARTS & HUM (NOT HUM)**
- Program title (title was \_\_\_\_\_)
- Description
- Type of award
- Advisors
- Articulation information
- Program admission requirements
- Continuing eligibility requirements
- Program outcomes
- Accreditation information
- Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
- Other \_\_\_\_\_

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:**

**DISCONTINUED DUE TO LACK OF FUNDS. (VID 180)**  
**See attached email for details**

**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>M. Zacharias</i>	17 Nov '17
Department Chair	<i>[Signature]</i>	DONALD J. WERTHMAN	28 NOV 17
Division Dean/Administrator	EVA SAMULSKI	<i>Eva Samulski</i>	12-1-17
Vice President for Instruction	KIMBERLY HENS	<i>[Signature]</i>	1-16-18
President			

Do not write in shaded area. Entered in: Banner **1/17/18** C&A Database **1/17/18** Log File Board Approval **NA**

Please submit completed form to the Office of Curriculum and Assessment (SC 257).

## Garrett,Joy

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**From:** Zacharias,Matthew  
**Sent:** Wednesday, January 17, 2018 8:21 AM  
**To:** Garrett,Joy; Samulski,Eva; Werthmann,Donald; Kier,Dan  
**Subject:** Re: Rational for removing courses from VID programs

Joy,

We ran VID 180 once with 6 students. The room (TI 223) was never fully completed as a 'television studio.' These original plans were never fully implemented. The additional resources that it would take to outfit our studio as a 'TV' studio would come at an enormous cost. Maintaining a fully outfitted television studio would also require an engineer to manage the area. And, finally, the demand and interest in television production is down. Studios continue to exist, but career options in this area are limited, unless the student is interested in broadcast news - which is not our forte here at WCC.

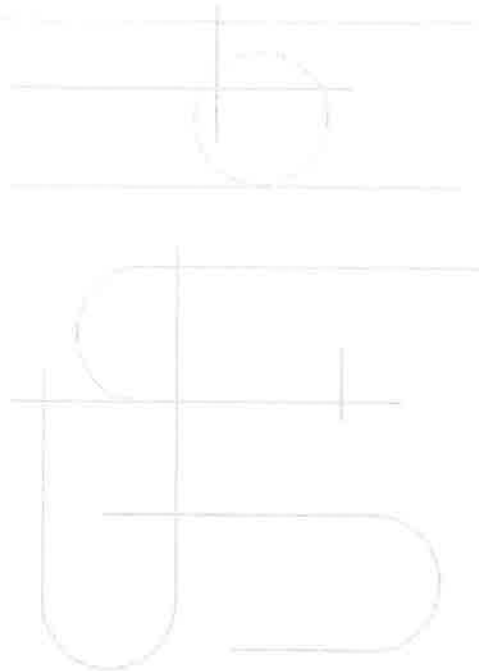
This explains VID 180 & VID 185. VID 220 & 250 were placed on hiatus while Dan and I are working to upgrade and make our curriculum current.

Hope this helps. Any further questions, please feel free to reach out.

Matt

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**From:** Garrett,Joy  
**Sent:** Tuesday, January 16, 2018 1:21:53 PM  
**To:** Zacharias,Matthew  
**Cc:** Werthmann,Donald; Samulski,Eva  
**Subject:** Rational for removing courses from VID programs



Hi Matt:

I took the program changes for CTDVPC, CVDVAP and AADVP to Kim for her review today. She asked a question that I was unable to answer. Can you please help?

For the various programs you are removing VID 180, 185, 220 and 250. You list the rationale for these as “Discontinued – Funding Maintenance Costs”. Kim wasn’t aware of any funding issues in the department. Then I went and looked at the rationale for the course inactivation’s. They ranged from “course never offered/only offered once” to “no longer valid”.

We really don’t want to have documents that don’t align in the rationale. Which one is correct or is there a phrase that is more appropriate? If it has to do with funding, what is the issue?

Thanks so much for your help. As soon as I get this resolved, we’ll get the program changes moved through the approval process.

joy

Joy L. Garrett  
Director, Office of Curriculum and Assessment  
Washtenaw Community College - SC 255  
4800 E. Huron River Dr.  
Ann Arbor MI 48105-4800  
p. (734) 973-3374 f. (734) 677-5413





# ACADEMICS

## Digital Video Production (AADVP)

Associate in Arts Degree

2015 - 2016

### Description

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficient professional video production. Emphasis is placed on integrating content creation with Web skills.

Students should choose the appropriate faculty for academic advising based on their last name: Dan Kier (A-M), Matt

### Articulation

Eastern Michigan University, BS degree.

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### Contact Information

**Division:** Business/Computer Technologies  
**Department:** Digital Media Arts Dept  
**Advisors:** Dan Kier (advises students with last name beginning A-M)  
Matthew Zacharias (advises students with last name beginning N-Z)

### Requirements

(Items marked in orange are available online.)

#### First Semester

Class	Title	Credits
<del>ENG 111</del>	Composition I	4
<del>Elective(s)</del>	<del>_____</del> <i>Natural Science</i>	3-4
HUM 120	or Introduction to Film	
HUM 150	or International Cinema	
HUM 185	The Horror Film	3
VID 105	Foundations in Digital Video I	4
<b>Total</b>		<b>14</b> <i>-15</i>

#### Second Semester

Class	Title	Credits
HUM 160	American Film	3
VID 125	Foundations in Digital Video II	4
<del>VID 180</del>	<del>or Television Studio I</del>	
VID 270	Documentary Video Production	3 <i>X</i>

<u>VID 255</u>	Green Screen I	3
<u>Elective(s)</u>	<u>Math</u>	3 - 4
<b>Total</b>		<b>16 - 17</b>

**Third Semester**

Class	Title	Credits
<del>ENG 226</del>	<del>Composition II</del> <i>2nd writing or communication</i>	<del>3</del> <i>3</i>
<u>Elective(s)</u>	<u>Social and Behavioral Science 1</u>	3
<u>VID 210</u>	or Screenplays	
<u>VID 240</u>	Digital Cinematography	3
<u>VID 276</u>	Video Graphics I	3
	Select a course from the VID discipline	3 - 4
<b>Total</b>		<b>15 - 16</b>

**Fourth Semester**

Class	Title	Credits
<u>Elective(s)</u>	<u>Natural Sciences</u> <i>w/lab</i>	4
<u>Elective(s)</u>	<u>Social and Behavioral Science 2</u>	3
<u>VID 203</u>	Web Video	3
<u>VID 295</u>	Portfolio and Project Seminar	3
<i>Elective Arts+Hum</i>	<i>Elective as needed to reach a minimum of 60 credit hours - (NOT HUM)</i>	<i>2 3</i>
<b>Total</b>		<b>15 - 16</b>

**Total Credits Required:** ~~60 - 62~~  
*61 - 63*

**Footnotes**

Students following the Michigan Transfer Agreement (MTA) should select a second MTA-approved Natural Science cc disciplines and a second Arts and Humanities course from two different disciplines.

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.

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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**

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

**Digital Video Production (AADVP)**

**Associate in Arts Degree**

**Program Effective Term: Fall 2016**

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

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**First Semester (14 Credits)**

ENG 111	Composition I	4
	Speech Elective(s)	3
HUM 120 or	Introduction to Film	
HUM 150 or	International Cinema	
HUM 185	The Horror Film	3
VID 105	Foundations In Digital Video I	4

**Second Semester (14 Credits)**

HUM 160	American Film	3
VID 125	Foundations in Digital Video II	4
VID 180 or	Television Studio I	
VID 270	Documentary Video Production	3-4
VID 255	Green Screen I	3
	Math Elective(s)	3-4

**Third Semester (14 Credits)**

ENG 226	Composition II	3
	Soc. Sci. 1 Elective(s)	3
VID 210 or	Screenplays	
VID 240	Digital Cinematography	3
VID 276	Video Graphics I	3
Elective	Select a course from the VID discipline	3

**Fourth Semester (14 Credits)**

	Nat. Sci. Elective(s)	4
	Soc. Sci. 2 Elective(s)	3
VID 203	Web Video	3

## Program Information Report

VID 295	Portfolio and Project Seminar	3
	Elective as needed to reach a minimum of 60 credit hours.	2

**Minimum Credits Required for the Program:** **60**

**Notes:**

*Students following the Michigan Transfer Agreement (MTA) should select a second MTA-approved Natural Science course from two different disciplines and a second Arts and Humanities course from two different disciplines.*

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: AADVP Program Name: Digital Video Production

Effective Term: Fall 2016

Division Code: BCT Department: Digital Media Arts

Directions:

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Requested Changes:

- |                                                                                                                           |                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Review                                                                                           | <input type="checkbox"/> Program admission requirements                                                                                                   |
| <input checked="" type="checkbox"/> Remove course(s): <u>Computer and Information Literacy course</u>                     | <input type="checkbox"/> Continuing eligibility requirements                                                                                              |
| <input checked="" type="checkbox"/> Add course(s): <u>HUM 120 or HUM 185; VID 240 all as optional courses in program.</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:

1. VID 105 or VID 125 meet the Computer and Information Literacy requirement. No need to have an additional requirement.
2. Provide options for students in Humanities that will meet their needs in the program.

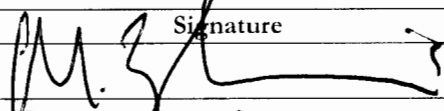
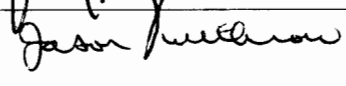
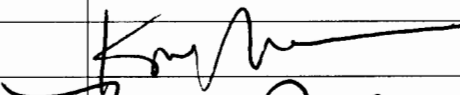
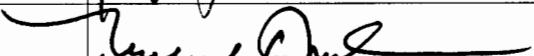
Financial/staffing/equipment/space implications:

None

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

None

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Matthew Zacharias		24 Nov 15
Department Chair	Jason Withrow or Ingrid Ankerson		11/24/15
Division Dean/Administrator	Kim Hurns		11/30/15
Vice President for Instruction	Michael A. Nealon		1/25/16

Do not write in shaded area. Entered in: Banner 1/29/16 C&A Database 1/29/16 Log File \_\_\_\_\_ Board Approval NA

Please submit completed form to the Office of Curriculum and Assessment (SC 257).

logged 12/3/15 by 1/23/15 mw  
Office of Curriculum & Assessment  
done 1/22/16

# ACADEMICS

## Associate in Arts Degree in Digital Video Production

Associate in Arts Degree

2013 - 2014    2014 - 2015    2015 - 2016

### Description

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

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- Division:** Business/Computer Technologies
- Department:** Digital Media Arts Dept
- Advisors:** [Dan Kier](#) (advises students with last name beginning A-M)
- [Matt Zacharias](#) (advises students with last name beginning N-Z)

### Requirements

(Items marked in ~~red~~ are available online.)

#### First Semester

Class	Title
<del>VID 100</del>	<del>Introduction to Digital Video Production</del>
Elective(s)	
Elective(s)	Composition I
<del>VID 110</del>	<del>International Cinema</del>
VID 120	Foundations in Digital Video I
<b>Total</b>	

Credits

3<sup>0</sup>

3

4

3

4

17 14

"INTRO. TO FILM" OR HJM 120 3 cr. ✓

OR HUM 185 ✓

"The Horror Film" 3 cr.

#### Second Semester

Class	Title	Credits
VID 130	American Film	3
VID 140	Foundations in Digital Video II	4
VID 150	or Television Studio I	
VID 160	Documentary Video Production	3 - 4
VID 170	Green Screen I	3
Elective(s)	Math	3 - 4
<b>Total</b>		<b>16 - 18</b>

#### Third Semester

Class	Title	Credits
VID 210	Composition II	3
VID 220	Screenplays	3
VID 230	Video Graphics I	3
	Select a course from the VID discipline	3
Elective(s)	General Education - natural sciences I	3
<b>Total</b>		<b>15</b>

#### Fourth Semester

Class	Title	Credits

VID 240 CINEMATOGRAPHY 3 cr. ✓

Web Video	3
Portfolio and Project Seminar	3
Business	4
...	3

→ Total 13-15

Electives as needed to reach minimum of 60 credit hrs  
 Total Credits Required: 61-63 58-60; min below 60  
 0-2

domestic - lab  
 suggest different wording

Program Information Report

**School of Digital Media Arts**

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**Digital Video**

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

**Digital Video Production (AADVP)**

**Associate in Arts Degree**

**Program Effective Term: Fall 2014**

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<b>First Semester</b>		<b>(17 credits)</b>
ENG 111	Composition I	4
HUM 150	International Cinema	3
VID 105	Foundations in Digital Video I	4
	Computer Lit. Elective(s)	3
	Speech Elective(s)	3
<b>Second Semester</b>		<b>(16 credits)</b>
HUM 160	American Film	3
VID 125	Foundations in Digital Video II	4
VID 180 or	Television Studio I	3-4
VID 270	Documentary Video Production	3
VID 255	Green Screen I	3-4
	Math Elective(s)	3-4
<b>Third Semester</b>		<b>(15 credits)</b>
ENG 226	Composition II	3
VID 210	Screenplays	3
VID 276	Video Graphics I	3
Elective	Select a course from the VID discipline	3
	Soc. Sci. 1 Elective(s)	3
<b>Fourth Semester</b>		<b>(13 credits)</b>
VID 203	Web Video	3
VID 295	Portfolio and Project Seminar	3
	Nat. Sci. Elective(s)	4
	Soc. Sci. 2 Elective(s)	3
<b>Minimum Credits Required for the Program:</b>		<b>61</b>



PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: **AADV** Program Name: **Digital Video Production – Associates Degree** 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>[Signature]</i>	6 Sept 13
Department Chair	Kristine Willmann	<i>[Signature]</i>	9/12/13
	Jason Withrow	<i>[Signature]</i>	9/10/13
Division Dean/Administrator	Rosemary Wilson	<i>[Signature]</i>	9/13/13
Vice President for Instruction	William Abernethy	<i>[Signature]</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](mailto:sjohn@wccnet.edu) for posting on the website.

*[Signature]* Tagged 9/17/13 *[Signature]*  
 Office of Curriculum & Assessment

# Digital Video Production AADVP

Associate in Arts Degree

2011 - 2012    2012 - 2013    2013 - 2014

## Description

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

## Articulation

Eastern Michigan University, BS degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

## Contact Information

- Division:** Business/Computer Technologies
- Department:** Digital Media Arts Dept
- Advisors:** [Don Kue](#), [Mullin](#), [Lustig](#), [Lynn](#)

## Requirements

### First Semester

Class	Title	Credits
ENGL 101	Composition I	3
ENGL 102	Speech	3
ENGL 101	Composition I	4
ENGL 102	International Cinema	3
VID 101	Foundations in Digital Video I	4
<b>Total</b>		<b>17</b>

### Second Semester

Class	Title	Credits
ENGL 102	Speech	3 - 4
ENGL 102	American Film	3
VID 102	Foundations in Digital Video II	4
VID 101	Television Studio I	3-4
VID 102	Green Screen I	3
<b>Total</b>		<del>17-18</del> <b>16-18</b>

OR VID 270

### Third Semester

Class	Title	Credits
ENGL 102	Composition II	3
ENGL 102	Screenplays	3
VID 102	Video Graphics I	3
	Select a course from the VID discipline	3
ENGL 102	Final Project Development Seminar I	3
<b>Total</b>		<b>15</b>

### Fourth Semester

Class	Title	Credits
ENGL 102	Web Video	3
VID 102	Portfolio and Project Seminar	3

**Total Credits Required: 62 - 63**

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[Feedback & Suggestions](#)

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: VID Program Name: Digital Video Production (AADVP)

Effective Term: Fall 2012

Division Code: VAT 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 checked="" type="checkbox"/> Remove course(s): VID 101/110; VID 102/112; COM 101             | <input type="checkbox"/> Continuing eligibility requirements                                                                                              |
| <input checked="" type="checkbox"/> Add course(s): VID 180; VID 210; Speech Elective; VID electives | <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:**

Addition of two new courses - VID 180 & VID 210. New added courses will make the curriculum current with the professional demands in the production field.

**Financial/staffing/equipment/space implications:** Further utilization of our studio space in TI 223 with the new course, VID 180 - Studio I. No added costs.

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

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Matthew Zacharias		14 Feb '12
Department Chair	Jennifer Baker		4/12/12
Division Dean/Administrator	Rosemary Wilson		4/16/12
Vice President for Instruction	Stuart Blackman		5/14/12
President			

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

*In done fall 2012  
logged 4/16/12 sjv*

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, internet professional, 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 Production (AADVP)**

**Associate in Arts Degree**

**Program Effective Term: Fall 2012**

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

**Articulation:**

Eastern Michigan University, BS degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

First Semester		Credits
ENG 111	Composition I	4
HUM 150	International Cinema	3
VID 105	Foundations in Digital Video I	4
	Computer Lit. Elective(s)	3
	Speech Elective(s)	3

Second Semester		Credits
HUM 160	American Film	3
VID 125	Foundations in Digital Video II	4
VID 180	Television Studio I	4
VID 255	Video Studio/Green Screen Effects	3
	Math Elective(s)	3-4

Third Semester		Credits
ENG 226	Composition II	3
VID 210	Screenplays	3
VID 276	Advanced Video Graphics I	3
Elective	Select a course from the VID discipline	3
	Soc. Sci. 1 Elective(s)	3

Fourth Semester		Credits
VID 203	Web Video	3
VID 295	Professional Portfolio	3
	Nat. Sci. Elective(s)	4
	Soc. Sci. 2 Elective(s)	3

**Minimum Credits Required for the Program: 62**

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: AADVP Program Name: Digital Video Production  
 Division Code: BCT Department: DMA

Effective Term: Fall 2011

**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 checked="" type="checkbox"/> Remove course(s): <u>INP 140</u>	<input type="checkbox"/> Continuing eligibility requirements
<input type="checkbox"/> Add course(s): _____	<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 checked="" type="checkbox"/> Other: <u>Adding elective.</u>
<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:**  
 INP 140 no longer required.

**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		3/8/11
Department Chair	Jennifer Baker		3/9/11
Division Dean/Administrator	Rosemary Wilson		3/15/11
Vice President for Instruction	Stuart Blacklaw		3/30/11
President			

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

*sn*

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, internet professional, photography and video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs using those skills.

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

**Digital Video Production (AADVP)**

**Associate in Arts Degree**

**Program Effective Term: Fall 2011**

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

**Articulation:**

Eastern Michigan University, BS degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

**General Education Requirements (31 credits)**

ENG 111 and	Composition I	4
ENG 226	Composition II	3
COM 101	Fundamentals of Speaking	3
Math	Elective(s)	3-4
Nat. Sci.	Elective(s)	3-4
Soc. Sci.	Elective(s)	6
HUM 150	International Cinema	3
HUM 160	American Film	3
Computer Lit.	Elective(s)	3

**Major/Area Requirements (31 credits)**

VID 101	Video Production I	3
VID 102	Video Production II	3
VID 110	Digital Video Editing I	3
VID 112	Digital Video Editing II	4
VID 200	Lighting	3
VID 203	Web Video	3
VID 255	Video Studio/Green Screen Effects	3
VID 270	Documentary and Reality Videos	3
VID 276	Advanced Video Graphics I	3
VID 295	Professional Portfolio	3
Elective	Suggested elective: VID 280*	0-3

**Minimum Credits Required for the Program: 62**

**Notes:**

\*This course is not required.

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: AADVP Program Name: Digital Video Production

Effective Term: W 07

Division Code: BCT Department: VAT

**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                                                                                                   |
| X Remove course(s): <u>ENG 107 – Tech. Writing</u>       | <input type="checkbox"/> Continuing eligibility requirements                                                                                              |
| X Add course(s): <u>ENG 226 – Comp II</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:** ENG 107 to be used for an Associate in Applied Science Program – Digital Video is an Associate in Arts degree program. ENG 226 has no similar restriction and is a good fit for video program – (See catalog – page 72).

**Financial/staffing/equipment/space implications:** None

**List departments that have been consulted regarding their use of this program. V.A.T.**

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	S. DANIEL KIER	<i>S. Daniel Kier</i>	1/18/07
Department Chair	Jennifer Baker	<i>Jennifer Baker</i>	1/30/07
Division Dean/Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	1/31/07
Vice President for Instruction	LARRY WHITWORTH	<i>Larry Whitworth</i>	3/28/07
President	LARRY WHITWORTH	<i>Larry Whitworth</i>	3/29/07

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## Program Information Report

## University Transfer Programs

**Digital Video Production (AADVP)****Associate in Arts Degree****Program Effective Term: Fall 2006**

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

**Continuing Eligibility Requirements:**

Students must demonstrate basic computer literacy skills by successfully passing the Computer and Information Literacy Test. The test may be taken at any point during the program, but must be completed before graduating.

**General Education Requirements (28 credits)**

ENG 111 and	Composition I	4
ENG 226	Composition II	3
COM 101	Fundamentals of Speaking	3
Math	Elective(s)	3-4
Nat. Sci.	Elective(s)	3-4
Soc. Sci.	Elective(s)	6
HUM 150	International Cinema	3
HUM 160	American Film	3

**Major/Area Requirements (34 credits)**

INP 140	Building a Web Site	3
VID 101	Video Production I	3
VID 102	Video Production II	3
VID 110	Digital Video Editing I	3
VID 112	Digital Video Editing II	4
VID 203	Web Video	3
VID 255	Video Studio/Green Screen Effects	3
VID 276	Advanced Video Graphics I	3
VID 280	DVD Authoring	3
VID 295	Professional Portfolio	3
VID 200 or	Lighting	3
VID 270	Documentary and Reality Videos	3

**Minimum Credits Required for the Program: 62**

**PROGRAM PROPOSAL FORM**

**X----** **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.

<p><b>Program Name:</b></p> <p><b>Division and Department:</b></p> <p><b>Type of Award:</b></p> <p><b>Effective Term/Year:</b></p> <p><b>Initiator:</b></p>	<p><u>Digital Video Production Program</u></p> <p><u>Business &amp; Comp. Tech./Visual Arts Tech.</u></p> <p><input checked="" type="checkbox"/> AA   <input type="checkbox"/> AS   <del>X-AAS</del>  <input type="checkbox"/> Cert.   <input type="checkbox"/> Adv. Cert.   <input type="checkbox"/> Post-Assoc. Cert.   <input type="checkbox"/> Cert. of Comp.</p> <p><u>Fall 2006-Fall 2008</u></p> <p><u>Dan Kier/Dennis Guastella</u></p>	<p>Program Code: <b>AADV</b></p> <p>CIP Code: <b>9.0703</b></p>
<p><b>Program Features</b> Program's purpose and its goals.</p> <p>Criteria for entry into the program, along with projected enrollment figures.</p> <p>Connection to other WCC programs, as well as accrediting agencies or professional organizations.</p> <p>Special features of the program.</p>	<p><b>An Associate Degree in Digital Video Production would provide students with a deeper specialized training that would develop proficiency level in advanced and professional video productions. An emphasis will be put toward integrating content creation with web integration. Upon completion students will have working skills with a variety of internet compression codecs as well as the ability to create programs.</b></p> <p><b>Students who apply and enter into the program follow the same guidelines as students pursuing entry into the certificate program.</b></p> <p><b>Once the updated curriculum is in place, anticipated enrollment would be approximately 250-300 students—phased in over a three-year period.</b></p> <p><b>Once a student completes the required core video courses, they would have the option to concentrate their coursework in a specialized area. They could pursue advanced editing, videography, DVD media-convergence, audio or lighting—all of which will ultimately be used for web-based media integration.</b></p>	
<p><b>Need</b></p> <p>Need for the program with evidence to support the stated need.</p>	<p><b>The area of video production is rapidly growing due to the popularity and proven effectiveness of television, movies, DVD production and multimedia used for the internet. With high quality digital video production and equipment now widely available, the demand for content creation and skilled media professionals is a continually expanding market. Many businesses, educational institutions, and organizations are finding it difficult to hire personnel with the necessary skills that enable them to produce professional content as well as output to various mediums, whether it is DVD, the internet, or corporate intranets. By training students in specialized areas of production (editing, videography, lighting, web-media, etc.), they will be trained, job-ready and marketable for this ever-increasing demand. Skills in web-based video production in particular, are in highest demand.</b></p>	

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>	<ol style="list-style-type: none"> <li>1. Students will develop skills that will give them the ability to produce a variety of media productions. This will include advertisements, public service ads, dramas, instructional/informational productions, entertainment productions, and documentary productions.</li> <li>2. Additionally students will be required to produce a professional portfolio of their work which will then be evaluated by professionals currently working in their respective fields</li> </ol>	<ol style="list-style-type: none"> <li>1. Assessment will be provided by a professional committee evaluating the required portfolio.</li> </ol>

Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

<p><b>Curriculum</b></p> <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>	<p>PLEASE SEE ATTACHED</p>			
<p><b>Budget</b></p> <p>Specify program costs in the following areas, per academic year:</p> <p>PLEASE SEE ATTACHED</p>			<p><b>START-UP COSTS</b></p>	<p><b>ONGOING COSTS</b></p>
	<p><b>Faculty</b></p>	<p>\$ .</p>	<p>\$ .</p>	
	<p><b>Training/Travel</b></p>	<p>.</p>	<p>.</p>	
	<p><b>Materials/Resources</b></p>	<p>.</p>	<p>.</p>	
	<p><b>Facilities/Equipment</b></p>	<p>.</p>	<p>.</p>	
	<p><b>Other</b></p>	<p>.</p>	<p>.</p>	
		<p><b>TOTALS:</b></p>	<p>\$ .</p>	<p>\$ .</p>
<p><b>Program Description for Catalog and Web site</b></p>	<p>PLEASE SEE ATTACHED</p>			
<p><b>Program Information</b></p>	<p><b>Accreditation/Licensure</b> – Upon Completion students can become a certified Apple Pro by taking the certification exam through Apple Computer.</p> <p><b>Advisors</b> – Terry Sarris, Co-director Film &amp; Video Studies The University of Michigan. Kirk O’Green, Producer/Director, Clear Blue Advertising &amp; Marketing. Mathew Zacharias, Owner, Producer/Editor, Villa Productions. Patrick Murphy, Manager of Biomedical Communications, Ann Arbor.</p> <p><b>Advisory Committee</b> – Terri Sarris, Kirk O’Green, Mathew Zacharias,</p>			

	<b>Admission requirements -</b> <b>Articulation agreements – Currently discussing articulation agreements with Eastern Michigan University and seeking other agreements with U.M., Grand Valley and Michigan State University.</b> <b>Continuing eligibility requirements -</b>

**Assessment plan:**

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
	Portfolio evaluation.	One year after program has been in place (2009)		All students in portfolio course or random selection if multiple sections.

**Scoring and analysis plan:**

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

**External panel of professionals will evaluate student portfolios.**

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

**75% of evaluated portfolios to be considered acceptable to excellent by panel.**

3. Indicate who will score and analyze the data.

**Visual Arts Technology faculty.**

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

Since the Associate Degree will be phased in over three years the final year that curriculum will still be introduced will be Fall of 2008. One year following full implementation is realistically the soonest any kind of meaningful assessment can take place. Assessment results will be used for degree improvement the next year following discussion with department and external panel.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	C. D. GUA STELLA	<i>C. D. Guastella</i>	3.30.06
Dean	Rosemary Wilson	<i>Rosemary Wilson</i>	3/31/06
Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval		<i>Rosemary Wilson</i>	4/3/06
President	LARRY WHITWORTH	<i>Larry Whitworth</i>	4/4/06
Board Approval			