



Annual Program Review 2012-2013 - INSTRUCTIONAL REPORT

Division - Program

MEDIA ARTS

Authorization

After the document is complete, it must be reviewed and submitted to the Program Review Committee by the Division Chair.

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1.0. Trend Analysis

For each program within the division, use the data provided to indicate trends (e.g., steady, increasing, decreasing, etc.) for each of the following measures.

Program	Academic Year	FTES Trend	FTEF Trend	WSCH / FTEF Trend	Full-Time % Trend	Fill Rate Trend	Success Rate Trend	Awards Trend
Media Arts	2008-2009	55	3	558	72.7%	75.6%	72.8%	4
	2009-2010	58	3	641	80.0%	91.2%	72.0%	2
	2010-2011	54	3	547	81.8%	93.8%	70.5%	2
	2011-2012	64	3	651	63.7%	93.6%	68.7%	2
	% Change	+16.1%	-0.4%	+16.6%	-9.1%	+18.0%	-4.2%	-50.0%
	Four-Year Trend	increasing	stable	increasing	stable	increasing	stable	decreasing

1.1 Describe how these trends have affected student achievement and student learning:

The trends above (FTES, WSCH and Fill Rate) indicate increases in student demand and attendance while experiencing no expansion of the program in terms of FTEF, and therefore no expansion of program offerings.

1.2 Please explain any other relevant quantitative/qualitative information that affects the evaluation of your program?

The lead instructor has 40 years of experience in producing media and 30 years of teaching media production, and maintains contact with numerous industry professionals.

2.0. Student Learning and Curriculum

Course Level

Year	SLOAC Course Count		% of Courses Assessed
2010-2011	7	85.7%	0.0%
2011-2012	9	77.8%	0.0%
% Change		-7.9%	+0.0%
Four-Year Trend		stable	stable

Provide the following information on each department and program within the division.

List each program within the division	Active Courses with Identified SLOs		Active Courses Assessed		Course Sections Assessed	
	7	100%	5	71%	5	71%
Media Arts						

2.1 Please comment on the percentages above.

Some of the Media Arts courses in the catalog have not been offered recently and so only seven Media Arts courses are considered in this report. Two of the seven courses will be assessed in the Fall 2012 semester.

2.2 Using the results from your division/departments recent assessment reports, please summarize any pedagogical or curricular changes that have been made as a result of your course assessments.

The current assessments indicate no pedagogical or curricular changes are needed within individual Media Arts courses.

2.3 Please list all courses which have been reviewed in the last academic year.

Note: Curriculum Review is required by the Chancellors Office every 6 years.

Media Arts. 050, Media Arts 104, Media Arts 107, Media Arts 112

Degree, Certificate, Program Level

List each degree and certificate, or other program* within the division	AA/AS Degree PLO Identified		AA/AS Degree Assessment Cycles Completed		Certificate PLO Identified		Certificate Assessment Cycles Completed	
	YES	NO	YES	NO	YES	NO	YES	NO
Media Arts AA	X		X					
Television Production Certificate					X		X	

2.4 Please comment on the percentages above.

PLO assessments need to be completed for the Media Arts programs.

2.5 Using the results from your division/departments recent assessment reports, please summarize any changes that have been made as a result of your program level assessments. Your summary should include a summation of the results of all degrees, certificates, and other programs which were recently assessed.

In the assessment of Media Arts degree and certificate programs, several discrepancies have been noted in course naming and numbering as listed in state websites, the GCC catalog, and materials available to counseling. Other mis-alignments in degree and certificate requirement were discussed with the objective of making these programs more accessible to students by clarifying their requirements and establishing consistency in all Media Arts program information available to students.

2.6 Please list all degree/certificate programs within the division that were reviewed in the last academic year.

Media Arts Associate of Arts degree program
Media Arts Television Production certificate

2.7 What recent activities, dialogues, discussions, etc. have occurred to promote student learning or improved program/division processes in the last year?

Mark an "X" in front of all that apply.

X	Curricular development/revisions of courses
X	Curricular development/revision of programs
X	Increased improved SLO/PLOs in a number of courses and programs
X	Other dialog focused on improvements in student learning
	Documented improvements in student learning
X	Increased/improved SLO/PLOs in a number of courses and programs
X	New degree or certificate development
	Best Practices Workshops
X	Conference Attendance geared towards maintaining or improving student success
X	Division Retreat in 2011-2012
X	Division or department attendance at Staff Development activity geared towards maintaining or improving student learning
X	Division Meeting Minutes
X	Reorganization

Please comment on the activities, dialogues, and discussions above

A considerable effort has been underway throughout the year to look at all Media Arts course offerings, the content and objectives within their course outlines, their relevance to the local media industry as indicated in item 2.5 above. Several meetings with the VPA division chair, administration and GCC curriculum specialists have been very productive and have resulted in a list of action items.

The Media Arts lead instructor also completed a summer externship with NASA/JPL and will be conducting workshops for faculty and staff to share learning outcomes.

3.0 Reflection and Action Plans

- 3.1** Based on your data and analysis presented above, as well as on issues or items that you were unable to discuss above, comment on the Strengths and Weaknesses of the Program

Strengths

List the current strengths of your program

1. Continuous improvement/updating of the software applications taught.
2. Continuous improvement in the facilities available to students due to CTE funding.
3. Continuous improvement in faculty knowledge and skills due to CTE funding.
4. Strong ties with local media industry

3.2 Weaknesses

List the current weaknesses of your program

1. Too few course offerings.
2. Inadequate marketing of program.
3. Only one FT faculty member.

- 3.3** Using the weaknesses, trends and assessment outcomes as a basis for your comments, please briefly describe any future plans and/or modifications for program/division improvements. Any plans for reorganization should also be included, along with a resource request if applicable.

Plans or Modifications	Anticipated Changes/ Improvements	Link to EMP, Plans, SLOs, PLOs, ILOs
See attached action plan.	Increased clarification of Media Arts program offerings to students.	Yes
See attached action plan.	Increased completion of Media Arts A.A. degree and certificate programs.	Yes

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CCC MEDIA PROGRAM RESEARCH NOTES -- Mike Petros

Discipline information was gathered from study of 49 community colleges throughout California with media-related programs (Film, Cinema, Television, Video, Radio, Audio). The following is a series of notes and conclusions based on that recent research as well as on 29 years of teaching within the discipline and interfacing with my colleagues throughout the state.

SALIENT OBSERVATIONS/CONCLUSIONS

1. All but one of the media-related programs in the CCC system are part of a broader Art or Arts division or department.
2. Media-related programs throughout California are a mix of old and new. A number of older programs still use the descriptors of Radio, Television and Film for their program names. Newer media programs reflect newer technology and terminology more accurately descriptive of the current discipline and job market, such as Cinema, Video and Audio. Media is also used as an overall descriptor when programs are combined.
3. "Film" is changed to "Cinema" to reflect the change from the use of actual photochemical film to digital processes, while retaining the aesthetic and practical techniques of cinematic expression. It is important to note that Film and Cinema programs throughout the state include screenwriting, film history and criticism, aesthetics and genre studies within their programs. They are NOT separated out to be offered by other departments such as art history or language arts.
4. "Television" is changed to the more modern designation "Video". Television or Video reflects broadcast-oriented production practices, using live production techniques. This is a very different aesthetic and work environment apart from Film and Cinema. "Audio" though not a new term, is more reflective of its broader application in all aspect of media as opposed to the more restrictive "Radio".
5. The fairly recent addition of "Multimedia" to media studies reflects the convergence of digital text, graphics, still images, moving images and interactivity into unified productions distributed via tablets, smart phones, CD-ROM, DVD-ROM, DVD Video and the internet.
6. The three designations mentioned above should be viewed as sub-disciplines within the broader designation of Media Arts. Some colleges have all of them subsumed under one department and others administer them separately (typically older programs with legacy systems in place).
7. Not many media programs in the state attempt to cover all these disciplines completely. Most media programs throughout California concentrate on their strengths in a few chosen sub-disciplines. At GCC, the emphasis has been and should continue to be on Cinema, due to Glendale's proximity to the film industry, and on Multimedia which will reflect the most promising career opportunities for our students in the future. We must give some emphasis to broadcast-oriented Television, due to our proximity to a major media center and also to serve students who intend to transfer to CSUN and CSULA, where this discipline plays a large role in their lower-division undergraduate courses.

RECAP OF CURRENT AND MORE ACCURATE MEDIA DESIGNATIONS

CINEMA – Narrative storytelling with moving pictures, "Movies"

Editing is central aesthetic – single camera production

Includes documentaries, instructionals, personal essays

Includes Production and Film Studies (history, genres, criticism)

Includes Screenwriting

VIDEO – Live or stage-based production requiring multiple cameras

Editing is secondary – shot selection is “on the fly”

Must include AUDIO recording and editing

MULTIMEDIA

Convergence of digital text, graphics, still images, moving images with interactivity to create MOBILE MEDIA publications (websites, tablet magazines, eBooks)

SOCIAL MEDIA production and management is included at some colleges

ACTION ITEMS for MEDIA ARTS DEGREES and CERTIFICATES:

1. Change certificate name from “Television Production” to “Media Production”.

Rationale: Program is listed as Television Production in AS Degree/Certificate section yet department name is Media Arts. “Television” is an old term that has decreasing relevance to incoming students.

2. Drop all listings of Corporate Television certificate option in catalog, website and counseling materials.

Rationale: Corporate Television certificate option has little relevance or demand.

3. Drop all listings of Mass Media certificate option in catalog, website and counseling materials.

Rationale: Mass Media certificate option has little demand.

4. All listings of Journalism 102 as a Media Arts degree or certificate requirement should be changed to English 112 (Screenwriting).

Rationale: Journalism 102 (Reporting the News) is still listed in Media Arts A.A. and degree certificate requirements. The Journalism 102 requirement was initially listed in substitution for English 112 (Screenwriting) when the latter course was only sporadically offered by the English department. English 112 is now in the schedule on a much more regular basis and is the proper writing requirement for the Media Arts degree and certificate offerings.

5. Videography certificate **requirement** changes:

a. Replace Art 125 with Media 110.

b. Replace Journ 102 with Engl 112.

c. Add Media Arts 103 to requirements.

d. Add Media 213 to requirements.

e. Move Art 130 to electives.

f. Change name/number of Media Arts 104 – Video Production Practicum to Media Arts 244 – Media Portfolio Production.

g. Change name of Media Arts 101 – Introduction to Video Production to Media Arts 101 – Video Studio Production I.

h. Change name of Media Arts 103 – Introduction to Digital Cinematography to Media Arts 103 – Cinematography I.

i. Change name of Media Arts 107 – Introduction to Audio Production to Media Arts 107 – Audio Production I.

j. Move Photo 101 to electives.

6. Videography certificate **elective** changes:

a. Delete Art 131.

b. Delete Co Ed 102.

c. Delete Media 111.

d. Delete Photo 103.

e. Replace Media 050 – Internship with Media 049 – Independent Study

f. Replace T Art 134 with T Art 133.

g. Add Art 130.

h. Add Art 220.

i. Add Media 117.

j. Add Media 202.

k. Add Media 205 and change name to “Media Streaming”.

l. Add Photo 101.

m. Add Photo 121.

7. Media Arts Associate of Arts Degree program changes:

1. Delete Journ 102 as option.
2. Delete Media 104.
3. Delete Media 112.
4. Add Media 103.
8. Disciplines listing changes:
 1. Add “Media Production” and “Broadcast Technology” (two distinct designations) to
 - a. Media Arts 101
 - b. Media Arts 103
 - c. Media Arts 107
 - d. Media Arts 111
 - e. Media Arts 112
 - f. Media Arts 202
 - g. Media Arts 205
 - h. Media Arts 207
 - i. Media Arts 218
 2. Add “Film Studies” to Media Arts 110.

MEDIA ARTS A.A. DEGREE**CURRENT:**

Visual Arts – Option 7: Media Arts (21 units)
English 112 – Screenwriting
or Journ 102 – Reporting the News
Mass Comm 101 – Intro to Mass Communications
Media 101 – Introduction to Video Production
Media 104 – Video Production Practicum
Media 107 – Introduction to Audio Production
Media 110 – Aesthetics of Cinema
Media 112 – Digital Video Editing

PROPOSED:

Visual Arts – Option 7: Cinema/TV/Media Arts (18 units)
English 112 – Screenwriting*
Mass Comm 101 – Intro to Mass Communications*
Media 101 – Video Studio Production I*
Media 103 – Cinematography I
Media 107 – Audio Production I*
Media 110 – Aesthetics of Cinema*

* Articulates to CSUN Cinema & Television Arts Major

MEDIA ARTS A.S. DEGREE and CERTIFICATES**CURRENT:**

Television Production -- Videography Certificate (26 units)

Required:

Art 125 – History of Motion Pictures
Art 130 – Design I
Journalism 102 – Reporting the News
Media 101 – Introduction to Video Production
Media 104 – Video Production Practicum
Media 107 – Introduction to Audio Production
Media 112 – Digital Video Editing
Photo 101 – Introduction to Photography

Elective – 3 units from any of the following:

Art 131 – Design II
Cooperative Education 102 – Occupational Work Experience
Media Arts 050 – Internship
Media 111 – Interactive Multimedia I
Photo 103 – Black and White II with Darkroom
T Art 134 – Practical and Theoretical Aspects of Stage Lighting
Mass Media Certificate (to be deleted)
Corporate Television Certificate (to be deleted)

PROPOSED:

Media Production – Cinema/Video Production Certificate (27 units)

Required:

English 112 – Screenwriting
Media 101 – Video Studio Production I
Media 103 – Cinematography I
Media 107 – Audio Production I
Media 110 – Aesthetics of Cinema

Media 112 – Digital Video Editing

Media 213 – Cinematography II

Media 244 – Media Portfolio Production

Elective – 3 units from any of the following:

Art 130 – Design I

Media 049 – Independent Study

Media 202 – DVD Authoring and Production

Media 205 – Media Streaming

Photo 101 – Introduction to Photography

T Art 133 – Art of Lighting Design