Date: December 15, 2021

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Program Name: Certificate of Achievement in Photography

Mission/Goals
Describe the purpose and goals of the program. Who is it designed to serve? Will the program offer an Associate Degree? A Certificate of Achievement?

The purpose of this program would be to create a short certificate that is approachable and easily achievable for students who are currently pursuing the Graphic Communications degree program at LMC, and for working students looking to complement their existing skillset, to accommodate changing demands of their current job, or to make themselves more attractive when applying to a four-year photography program at a University.

Rationale
What role would this program fulfill in the college curriculum? Why is it important to offer this program?

Currently, LMC does not offer any program specific to Photography. The current Photography courses offered are electives for the Graphic Communications and Fine Arts Degrees. As a student of Graphic Design, I found myself excelling at the photography courses. However, when applying for even the lowest level photography positions, an impressive photography portfolio was not enough to be noticed in the application process. This is exacerbated by the fact that many job applications have no opportunity for the inclusion of a portfolio document, but do have opportunities to include certificates or extra training and experience.

Also, I wanted to transfer to a four-year school to study photography, but I could not substantiate that I had real training in photography even though I received an excellent education from the LMC art department. LMC students seeking to transfer to a Bachelor's program in photography at any university have no way to validate their photography skills beyond including a photography portfolio, but given the ubiquitous nature of cameras and photographs, self-proclaimed photographers are a dime-a-dozen, and it is necessary to differentiate oneself from the crowd.

Years later, I find that my individual experience was not unique. Many of my photography students express a desire to work in the field of photography or transfer to a four-year photography program but struggle to do so, and there is currently no solution I can offer them.

Graphic Design is a growing field, but in the current climate it is often blended with other positions. In order for graphic designers to stand out in the application process, they need to have cross-training in other fields, such as photography, film, computer programing, or animation. A Certificate of Achievement in Photography will pair well with the existing degree program in Graphic Communications and show potential employers that the candidate has already been formally trained in an area outside of Graphic Design.

On the recommendation from the CTE committee that we add short certificate programs within the art department so that working people can return to school for an "upskill," this certificate program would fit that description precisely for working individuals who need or desire extra training in photography.

<u>Curriculum and Needs Assessment/Feasibility</u>
List the proposed new courses for the program, including the title, number of units, and a brief course description.

No new courses needed—all existing.

List the course requirements:

ART-072 Introduction to Digital Photography (3 Units)
An intensive introduction to both the technical and artistic principles of Digital Photography. Learn to communicate a story or message with photographs, and learn Photoshop adjustments that help sculpt the photographer's vision for the photograph.

ART-074 Photo II: Developing a Personal Vision (3 Units)
Learn advanced photoshop techniques, practice conceptual thinking, and develop creative problem solving by planning and carrying out an independent photographic project that the student proposes under the guidance of the instructor.

ART-019 History of Photography (3 Units)
This course examines the history of photography from its invention to the present and addresses technical, artistic, and social underpinnings of the art and science of photography. This course discusses processes, the work of major photographers, aesthetic movements, and artist groups that shaped the course of the medium, and how these influenced the course of history.

List the proposed sequence of program-specific courses and the projected enrollment:

      Fall-Year 1
      ART-072 (Intro)

      Spring-Year 1
      ART-019 (History of Photography)

      Fall-Year 2
      ART-074 (Photo II)

      Spring-Year 2
      N/A

Projected number of students in the program*:
      Fall-Year 1: 2   ; Spring – Year 1: 2
      Fall-Year 2: 3   ; Spring – Year 2: 3

    * Unduplicated total headcount in program-specific courses.

If approved, we anticipate growth as we are able to market the certificate, and the certificate moves on to the CVC exchange where our local graphics and art majors have opportunities to enroll in the courses for this certificate. Projected numbers are based on the current Graphics major degrees awarded at LMC.

Enrollment projections are based on:

1. Degrees awarded for the Graphic Communications and Fine Arts AA programs. (These would feed the certificate program); and
2. Census data for Arts and Graphics programs (see below)

Degree/ Certificate	Program	2016-2017		2017-2018		2018-2019		2019-2020		2020-2021		Grand Total	
		Number of Records	Average Unites Page 3	Number of Records	Average Unites earned	Number of Records	Average Unites earned	Number of Records	Average Unites earned	Number of Records	Average Unites earned	Number of Records	Average Unites earned
	Art - Graphic Communication	9	113	15	114	8	98	12	97	10	80	54	101
	Fine Arts	3	85	6	113	6	109	5	106	3	88	23	103

Level	Term	Census Enrmt
ART	2019SP	751
	2017FA	737
	2018SP	801
	2019FA	847
	2018FA	783
	2021SP	803
	2020FA	774
	2020SP	777
	2021FA	667

Projected Annual FTES (to be completed by the Office of Instruction)

Year 1 _____
Year 2 _____

Do other colleges in the district or in neighboring districts offer a similar program? If so, provide the rationale for duplicating it at LMC.

DVC has a Certificate of Achievement in Photography; however, there is a larger requirement of courses that include a broader education in art history. It is also on-campus.

LMC's Certificate of Achievement in Photography would be more specifically tailored to photography only, which is better suited for CTE recommendations. Additionally, all the included courses are currently approved for online instruction, giving this a potential to be an entirely online certificate program and thus not restricted to LMC art program enrollment and potentially reaching a broader population of students.

Beyond that, there are only a few photography certificate programs online in the State of California, mostly offered by universities, having a much larger requirement of courses, some of which require access to darkrooms and/or expensive equipment. The combination of these factors makes these programs cost thousands of dollars to complete and irrelevant to the student desiring a certificate to gain acceptance into the university in the first place. It also makes these programs less attractive for working students looking to quickly gain a skill that makes them a more attractive employee, to supplement their existing role at a company, and often becomes too challenging to achieve while working toward an unrelated degree program. Moreover, the vast majority of positions in the work force currently have no need for an employee with knowledge of darkroom procedures

and processes, and a tailored education in digital photography is more relevant for our online and computer-based workplaces.

For new <u>CTE programs</u>: provide labor market information and job market projections that support the establishment of this program. Sources for this information are provided in the Program and Course Approval Handbook (Chancellor's Office). Also include the results of discussions with key local employers/potential advisory committee members.

This is not a new CTE program, it falls under the existing CTE program of Graphic Communications.

What other departments at the college could be affected by adding this program? Explain and include the results of preliminary discussions with the affected departments.

I cannot foresee significant impact on any other department or program.

Staffing
Describe the initial staffing needed for the program, including the approximate number of full-time and part-time faculty and classified staff.

One part-time faculty would be all that is required at this time.

Will new hires be required in order to offer the program? If so, are the pools of full-time and/or part-time faculty expected to be sufficient.

No new hires required.

How will the staffing needs change in years 2-4?

Current staffing is expected to be sufficient.

Operating Budget
Outline the initial budget required to fund the program. Briefly explain any budget item as needed to make the purpose clear.

> ### Staffing
> N/A
> ### Supplies
> N/A
> ### Consultants
> N/A

Travel
   N/A
Interprogram
   N/A
Equipment
   N/A

What additional costs should be anticipated in subsequent years?

Existing budget is sufficient. No additional costs anticipated.

Facilities
Describe the facilities needed for the program in the first year (classrooms, labs, offices, other).

One lab classroom equipped with Mac computers and Adobe Creative Suite software (on campus only). No classroom requirement for online instruction.

What additional facilities needs should be anticipated in subsequent years?

Current facilities are anticipated to be sufficient.

Reviewed by:

_____ Senior Dean of Instruction

_____ Academic Senate President

_____ President