Authorization to Plan

Digital Media Arts Program

Associate of Science Degree
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VCAA James Dire was consulted prior to the completion of this ATP.

2. Campus/college and department /division requesting the ATP

Kaua‘i Community College, Language, Arts and Humanities Division, Digital Media Arts (DMA) Department.

3. Planning committee chair and members

Matthew Fulmer, Instructor (Chair), Gary Ellwood, Serge Marcil (DMA Lecturers), Richard Randolph (LAH Division Chair)

4. Degree/certificate proposed

Associate of Science in Digital Media Arts

5. Description of Program Need

a. Program Description

The proposed Digital Media Arts program is a 60 credit Associate of Science degree intended to either provide the first two years of a baccalaureate program in digital art and design or prepare the student for study in other, broader fields of digital media. In addition, this A.S. degree in digital media arts prepares students wishing to transition directly into the workplace with the skill set necessary for gainful employment in the digital media arts field (i.e.- graphic design, web design, digital photography and/or film and television, among other creative media).

Prerequisite requirements of skills in English, Mathematics and Art will be required to meet the rigors of an A.S. program. Program courses will involve classroom, studio and clinical experiences in both administrative and clinical competencies.

Program Learning Outcomes

Upon successful completion of the Digital Media Arts A.S. Program the student will be able to demonstrate:

1. Professional understanding and knowledge of digital media and its applications.
2. Effective communication skills with peers and clients, as well as during critique.
3. Creative and aesthetic skills with a variety of digital media packages and equipment.
4. Making ethical and legal decisions in regard to the creation and use of creative media.
5. The ability to think critically and apply basic concepts of design and/or camera work to maintain efficient creative media production procedures.

Program Justification

Student Demand

This proposed degree at Kaua‘i CC is designed to provide continuity throughout the UH system while also serving the needs of Kaua‘i CC Digital Media Arts students. General Education requirements prepare students to transfer directly to a four-year program in the UH system, while the Digital Media Arts core component, the result of conversations between the community colleges Digital Media Arts programs system-wide, assures that students receive a solid foundation in digital media. This is in response to a system-wide effort to provide a continuum in the area of Digital Media Arts. This proposal will provide a basis for the pathway toward the Bachelor of Arts or Bachelor of Fine Arts in Art and Masters of Fine Arts in Art programs at the four year campuses of the University of Hawai‘i system. Furthermore, by providing an Associate of Science degree that can be completed on-island, students can avoid the financial burden imposed by studying similar programs on the neighbor islands. Kaua‘i CC Digital Media Arts has shown a marked increase in students in its current Certificate of Completion programs, which irrefutably points to student demand for digital media curriculum. The Kaua‘i CC Digital Media Arts program started in Fall 2010 with 5 class sections and a total of 42 enrolled students for those classes, and as of Fall 2013, has more than doubled in size to 10 class sections and 86 enrolled students for those classes. As referenced by the success of the current DMA certificate programs in digital design and digital film, students desire further training and education in creative media, with a two-year degree in DMA being a logical next step.

Economic Development and Workforce Needs

State Demand


“Overall graphic arts employment is expected to grow by 13 percent over the 2010–20 decade.”

The need in Hawaii is reflected in the following assessment done to identify the demand and need of digital media professionals (Innovation and Technology in Hawaii: An Economic and Workforce Profile. October 2008; prepared for The Hawaii Science & Technology Institute):

The digital media industry represents an important technology-intensive portion of the state’s larger film and
digital media industry. It is relatively small, but growth is occurring from the convergence of the information technology and film/music/entertainment industries.

By implementing this plan of study in digital media using contemporary methodologies and industry-standard equipment, students can compete in both the workplace and higher ed, as well as being able to take part in exciting new developments in Kauai, such as the proposed Kauai Creative Technology Center, which hopes to take advantage of student skills in creative digital media to work with mainland entertainment industry professionals who seek to use Kauai’s unique atmosphere in their work.

Program Alignment

The DMA program goals align with Kaua‘i CC strategic goals of access, learning and teaching and workforce development. Kaua‘i CC strategic goals align with the University of Hawai‘i (UH) system goals.

1. Access
   To provide open access to educational excellence for a diverse student population.
   a. Outreach: Increase access to and participation in the DMA program through student identification, counseling and advisement, and marketing activities.
      i. Increase and sustain enrollment in the DMA program.

2. Learning & Teaching
   To promote excellence in learning and in teaching for career/technical programs.
   a. Curriculum: Quality DMA program curriculum to that meets the needs of the diverse student population and community on Kaua‘i.
      i. Approval and offering of A.S. degree in digital media arts.
   b. Remediation/Developmental: DMA program to provide an educational offering to meet the needs of developmental students.
      i. Increase Kaua‘i CC graduation with an A.S. degree in digital media arts.

3. Workforce Development
   To provide highly qualified digital media specialists for employment on Kaua‘i.
   a. Graduate students who gain gainful employment as a graphic designer, photographer or film industry professional.
      i. Completion of A.S. degree in digital media arts.
      ii. Enrollment of 25-49 years olds in the DMA program.

The proposed A.S. degree also aligns with the UH system Hawai‘i graduation initiative by increasing participation and graduation of native Hawaiians, and students from underserved areas. The curriculum will also be designed to align with and contribute towards the “15 to finish” UH system goal.
b. Existing UH Programs

This degree is currently being offered at Leeward CC (AS in Digital Media), Kapi‘olani CC (AS in New Media Arts), and Honolulu CC (AS in Communication Arts).

This degree is also being concurrently proposed at UH Maui College.

While similar programs are in existence on neighboring islands, the Kaua‘i CC Digital Media Arts program does also provide unique, intensive programs of instruction in graphic design and digital filmmaking, rather than more general digital media communications, with these two specialized academic tracks providing further choice of a specific program of study to Kaua‘i CC students.

The proposed program will increase the diversity of both the arts and humanities and technical education offerings at Kaua‘i CC. More importantly, this will provide Kaua‘i residents with a viable cost effective academic option through the UH system in digital media arts on-island that leads to gainful employment.

Digital media-related education and training programs are a high priority for the State’s Innovation Initiative. Kaua‘i CC has developed 2 successful certificate of completion programs in Digital Media Arts, and an associate degree program is a natural progression. The new program will give Kaua‘i CC students an option to finish their undergraduate degree in art at UH Mānoa, UH Hilo, or in humanities through the new Creative Media concentration at UH West Oahu. Graduates of this program will have the opportunity to transfer to the UH Mānoa bachelors program in art and specialize in graphic design, digital imaging, electronic arts, or even fine arts. There are also options in place for digital film track students to transfer 200-level credits to UH Mānoa Academy for Creative Media.

This program will complement both the UH Mānoa programs in art and creative media at UH West Oahu, and those of other community colleges, by providing an alternative to their programs for Kaua‘i residents. At the same time, Kaua‘i CC DMA students can transfer earned credits to either Mānoa or Hilo, or even another UHCC campus.

6. Planning the New Program

a. Planning Period

The planning period will be for the 2014 calendar year. Curriculum development will take place at the program level for the A.S. degree and at the course level for DMA courses. It is anticipated the program proposal for the A.S. degree will be submitted in spring 2014. The planning will be undertaken by an existing DMA faculty member using assigned time as needed. The DMA program A.S. degree will be a standalone program within the Language, Arts and Humanities division.
b. Resources Required

One FTE faculty will be required. There is an existing FTE DMA faculty to meet this requirement. No additional faculty funding is required at this time. In addition, continued lecturer support for 15 credits will be required. Lecturers are budgeted at $5000 per 3-credit course. DMA faculty and lecturers will also teach existing DMA courses for the certificate programs. Classroom and computer laboratory space is available in the existing art building lab. Existing lab departmental equipment will be utilized. Any additional equipment and supplies will be purchased using discretionary funds and/or projected grant monies. No additional library resources will be required.

c. Five Year Business Plan

It is not anticipated that the program will incur costs that would not be covered by tuition and existing departmental funding. The proposed budget does not include additional funds or a request for additional funds for the proposed program. Given a “flat budget” situation, the proposed program will be funded by existing departmental funding and tuition. Projected enrollment and estimated tuition revenue is demonstrated on the template below.

The proposed program effect upon current courses and programs should be wholly positive, increasing enrollments in not only existing and proposed DMA classes, but also fine arts and general education subjects as well. Affected departments such as fine arts should be consulted regarding availability of existing and planned courses for this proposed DMA AS Program. A draft curriculum was sent out to affected departments. A business plan for the proposed program has taken collective input regarding additional instructional resources into consideration.
## Five Year Business Plan

### Associate of Science in Digital Media Arts

<table>
<thead>
<tr>
<th>YEAR</th>
<th>FY2014</th>
<th>FY2015</th>
<th>FY2016</th>
<th>FY2017</th>
<th>FY2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM COSTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty w/o fringe</td>
<td>60,000</td>
<td>61,800</td>
<td>63,654</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other personnel costs w/o fringe (lecturers)</td>
<td>25,000</td>
<td>25,000</td>
<td>25,000</td>
<td></td>
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</tr>
<tr>
<td>Library</td>
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<td>0</td>
<td>0</td>
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<td></td>
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<tr>
<td>Equipment/Supplies</td>
<td>1,200</td>
<td>1,500</td>
<td>1,500</td>
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<tr>
<td>Other</td>
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<td>0</td>
<td>0</td>
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<tr>
<td><strong>TOTAL Expenses</strong></td>
<td>86,200</td>
<td>88,300</td>
<td>90,154</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **REVENUES** |        |        |        |        |        |
| Projected Enrollment | 20     | 40     | 40     |        |        |
| No. of Courses      | 10     | 10     | 10     |        |        |
| No. of Credits      | 30     | 30     | 30     |        |        |
| SSH                  | 600    | 1200   | 1200   |        |        |
| Tuition Rate/Credit | $114   | $122   | $130   |        |        |
| Total Revenue from Tuition | 68,400 | 146,400 | 156,000 |        |        |
| Other Sources of Income |        |        |        |        |        |
| **TOTAL Revenues**  | 68,400 | 146,400 | 156,000 |        |        |
Reviewed by:

_Campus Chief Academic Officer:_

___Recommend

Comments:

________________________________________
Signature        Print Name        Date

_Chancellor:_

___Approved ___Disapproved

Comments:

________________________________________
Signature        Print Name        Date

_Council of Chief Academic Officers (System wide Consultation):_

Comments:

________________________________________
Signature        Print Name        Date