

Systemwide Digital Media Discipline Meeting  
December 1, 2010  
Bachman 113  
10-2 p.m.

### **Meeting Summary**

Present: Krystyna Aune, Joel Moffett, Konrad Ng, George Wang, Anne Misawa, Tom Brislin, Hye-ryeon Lee, Tom Bingham (UHM), Ryan Mielke (UHWO), Violet Murakami (Hawai'i CC), Louise Pagotto, Sharon Sussman, Charles Sasaki, Teri Mitchell, Chris Gargiulo (KCC), Paul Hemmerla (Kaua'i CC), Mike Pesok, Ron Umehira, Les Matsuura, Christian Ganne, Wayne Muromoto, Robert Oshita (LCC), Suzette Robinson (UHCC), Linda Johnsrud and Joanne Itano (UH System)

### Background

Linda Johnsrud provided background information related to this meeting and reviewed the purpose of this meeting, to determine whether UH programs are meeting state needs using our limited resources efficiently.

### Campus Strengths/Focus

#### Leeward CC

TVPro has been in existence since the 1990s. It is a CTE program. Maui College offers courses in this area; no other campus offers a credential in this field. Cost has decreased in equipment with updated technology and LeeCC is expanding its facilities for this program.

Digital Media is within the Arts and Humanities division with ICS, Art and IT courses. It offers a cafeteria style approach as students earn one certificate and continue to earn another certificate. It is considering an advanced professional certificate (APC) of 300 level courses with Kap CC and is interested in a BAS at UHWO. There is student interest in a combination of TVPro and digital media and discussion about a common set of core courses and then specialization into either one of these areas.

#### Kapi'olani CC

Offers two specializations since 1997. There are a number of art prerequisite courses and students develop a portfolio. It is a selective admission program, cohort based with 15/specialization admitted each fall. Goals are to prepare students for transfer, work and freelance work and the goals are met. Several are employed at the Hawai'i Animation Studio. Interface design students/graduates are employed in design agencies, marketing, advertising, in house graphics/design departments in hotels, etc. The standard occupation codes for this group are web developers and multimedia artists.

### Hawai'i CC

HawaiiCC has a 21 credit Certificate of Completion in Digital media Arts established in 2005. The certificate is mostly funded from a grant from Alu Like to help recruit, train and see the completion of Native Hawaiian students into high tech, high skill areas/programs such as Digital Media Arts. We have one lab and offer courses in web, graphic design, animation and digital video. Currently, HawaiiCC is working on an A.S. degree

### Kaua'i CC

Started a certificate two years ago for students who intend to transfer to Kap CC or LeeCC to continue studies in digital media. The certificates are focused on graphic design (2009); video/film (2010) and web (2011). The classes offered are filled as many enroll because of personal interest. Kaua'i CC is interested in developing a pipeline for their students.

### UHM

Started their program in 2001. Is looking to redefine their animation area with turnover of faculty. They have no labs or studio. Students provide their own laptops/software packages. Students' videos have been shown at HIFF as well as other national and international meetings. ACM encourages students to tell stories of Hawai'i, the Pacific and Asia so there is no need for studios. Would like to offer a MFA when they have more tenured faculty. There is an agreement for exchanges with Shanghai and another one with Beijing soon to be completed. ACM does have a fair number of students who transfer from the CCs. Limited to 20/year for animation specialization with 30-35 applying each year. Digital cinema is their strength.

There is a studio B at KHET that has an office and storage and the Communications Department from UHM uses the studio for some of their courses. ACM does not use this studio for classes. The Render Farm at LeeCC is a supercomputer that is available to any campus (Lee CC, Haw CC and UHM uses it). Kap CC does not due to the software currently available at the render farm. This server is maintained by Lee CC

### Major Areas of Digital Media

The group identified the following areas:

- Interface design
- Web Development
- Web architecture (coders/programmers more IT related)
- Digital Cinema
- Animation
- Game Design
- TV production

Critical studies  
 Graphic arts (print)  
 Sound engineering  
 Motion graphics design (box at bottom of screens; after effects)  
 Digital photography  
 Song writing  
 Music business

Suzette Robinson will organize list with current credentials offered by campuses.

UH offers at least certificates in all the above areas. What else is needed? The following were identified:

- Industry wants skills not necessarily credentials
- TVpro advisory group identified the need for soft skills, ability to talk, write, manage conflict, work in groups
- Industry wants a portfolio to see the students' applied skills
  - Education can help develop skills and develop portfolio.
- Also needed are networking skills and doing well in internships
- Entrepreneurial/start up skills
- Able to apply to graduate school as this is pathway for digital cinema. In a MFA in digital cinema, students will likely tell a story, nourish collaborative relationships, and develop a "reel". Scouting occurs at graduate programs.
- Also a bachelor's degree with management and broad based liberal arts may develop students further.

Of the 103 graduates from Kap CC and LCC (fall 07 to spring 10), 39 are currently enrolled in either a four year or two year campus. Only one student from LeeCC has transferred to the UHM ACM program. Earning a AS degree from Kap CC or Lee CC is not a well used pathway to the UHM ACM program. UHM ACM reports that 17% of its Fall 2010 enrollment transferred at least one course from a UHCC per IRO.

GE core is identified as an obstacle for students earning AS degrees who transfer to a four year campus to earn a bachelor's degree. Currently the BAS degree at UHWO does include the 31 general education credits (Foundations/Diversification). Typically a student who earns an AS will have 9-15 of GE credits completed within the AS degree

Another approach is to map GE outcomes including the CTE courses which may result in demonstrating that GE outcomes are being met.

Consider an associate degree in digital media, one that has more general education courses and introductory courses for digital media, TV pro and ACM, such as Art 112 and ACM 255.

Also suggested was the BAS degree at UHWO with a 3<sup>rd</sup> year certificate in animation. It was asked if a bachelor's of applied science would be accepted by graduate division. (per

Ken Tokuno, this is handled on a case by case basis as there are very few applicants with BAS degree. UHM Graduate Division would ask the program if they would accept the BAS)

### Workgroups

The group decided that workgroups would be formed on the following topics:

1. An associate of arts degree that has an exploratory core of digital media courses that would help student decide what area he/she is interested in and student could then move to specific AS program or continue to complete the AA degree and transfer to UHM ACM program
2. Articulation of interface design courses/programs with UHM Art BA degree.
3. AS to BAS in animation

Creative Industries Meeting (Sponsored by UHCC system.)

**Date:** March 31, 2011 - NEW DATE