

New Program Code **Modify Program Code**

Date: 12/27/2019

REQUESTOR CONTACT INFORMATION

Name Colette Higgins Campus Windward CC
 Title Dean, Division I Email kevinkm@hawaii.edu
 Office/Dept Academic Affairs Phone 235-7495 (Kevin Morimatsu)

NEW PROGRAM CODE TO CREATE

Institution WIN - Windward Community College Campus WIN - Windward Community College
 Level UG - Undergraduate Effective Term Fall 2019

	Code (Max. Characters)	Description	Check if requesting new code:
College	(2) <u>IN</u>	<u>Instuctional</u>	<input type="checkbox"/> See Banner form STVCOLL
Department	(4) <u>LBRT</u>	<u>Liberal Arts</u>	<input type="checkbox"/> See Banner form STVDEPT
Degree/Certificate	(6) <u>ASC</u>	<u>Academic Subject Certificate</u>	<input type="checkbox"/> See Banner form STVDEGC
Major	(4) <u>CM</u>	<u>Creative Media</u>	<input type="checkbox"/> See Banner form STVMAJR
Concentration	(4) <u>VDG</u>	<u>Video Game Design</u>	<input type="checkbox"/> See Banner form STVMAJR
Minor	(4) _____	_____	<input type="checkbox"/> See Banner form STVMAJR

If a similar major/concentration code exists in Banner, please list the code: VDG - Video Game Design
 Justification to warrant a new major/concentration code similar to an existing major/concentration code:

Is this major/concentration code being used the same way at the other UH campuses? Yes No
 Should this program be available for applicants to select as their planned course of study on the online application? *If yes, student may select the code as their only program of study.* Yes No

RULES PERTAINING TO FINANCIAL AID AND 150% DIRECT SUBSIDIZED LOAN LIMIT LEGISLATION

Is 50% or greater of the classes in this program offered at a location other than the Home Campus? Yes No
 Is this program/major/certificate financial aid eligible? Yes No
 Does this certificate qualify as a Gainful Employment Program (Title IV-eligible certificate program)? Yes No

See <http://www.ifap.ed.gov/GainfulEmploymentInfo/index.html>

Program Length

In academic years; decimals are acceptable. The length of the program should match what is published by the campus in any online and/or written publication.

1 year

Special Program Designations

See *Special Program Designations Code Definitions on IRAO Program Code Request webpage*

A B N P T U

Required Terms of Enrollment: Fall Spring Summer Extended

IRAO USE ONLY: DATE RECEIVED

ADDITIONAL COMMENTS

ASC - Creative Media
Concentration - Video Game Design

ATTACHMENTS

BOR Approved: Sole-credential Certificates, Associate (excluding ATS), Bachelor and Graduate Degrees, and sole credential certificates

- BOR Meeting Minutes & Supporting Documents Curriculum

Chancellor Approved: Concentrations, Certificates and Associate in Technical Studies (ATS) Degree

- Memo from Chancellor to notify Vice President for Academic Planning and Policy regarding program action.
 Curriculum

CERTIFICATES ONLY: Please check one (1) statement. This certificate is a...


- BOR approved certificate. BOR Meeting/Approval Date: _____
 Chancellor approved within an authorized BOR program. BOR Program: Associate in Arts - Liberal Arts
 Chancellor approved CO in accordance with UHCCP 5.203, Section IV.B.10.

VERIFICATIONS

By signing below, I verify that I have reviewed and confirm the above information that is pertinent to my position.

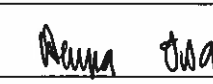
Registrar
(Print Name)

Geri Imai


Signature Date 12-30-19

Financial Aid Officer
(Print Name)

Dayna Isa


Signature Date 12/30/19

For Community Colleges,
verification of consultation with
OVPC Academic Affairs:

Tammi Chun


Signature Date JAN - 6 2020

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Concentration	(4) <u>DFLM</u>	<u>Documentary Filmmaking</u>	<input checked="" type="checkbox"/> See Banner form STVMAJR
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Concentration - Documentary Filmmaking

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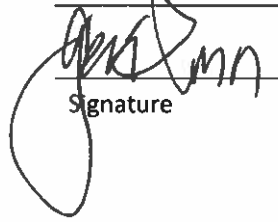
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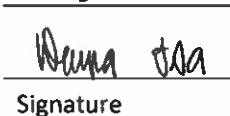
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12-30-19
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Financial Aid Officer
(Print Name)

Dayna Isa


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Dayna Isa

Signature

For Community Colleges,
verification of consultation with
OVPC Academic Affairs:

Tammi Chun

Signature

12-30-19
Date

1/4/20
Date

JAN - 6 2020
Date




UNIVERSITY of HAWAII
WINDWARD
COMMUNITY COLLEGE

December 30, 2019

MEMORANDUM

TO: Donald Straney
Vice President for Academic Planning and Policy

FROM: Ardis Eschenberg 
Chancellor

SUBJECT: Program Actions at Windward Community College

I have approved the following program actions on February 27, 2019, effective Fall 2019.

New

Academic Subject Certificate (ASC) in Creative Media:

Track A: Concentration in Video Game Design
Track B: Concentration in Documentary Filmmaking
Track C: Concentration in Creative Filmmaking

cc Pearl Iboshi, IRAO
Geri Imai, Registrar
Dayna Isa, Financial Aid Officer

**Windward Community College
Program Proposal**

Proposed Name: Academic Subject Certificate in Creative Media

Date of proposal: September 18, 2018

Date of proposed implementation: Fall 2019

Date of proposed end date: None

Type of Program or Certificate

- | | |
|--|--|
| <input type="checkbox"/> Associate of Arts | <input type="checkbox"/> Associate of Science |
| <input checked="" type="checkbox"/> Academic Subject Certificate (ASC) | <input type="checkbox"/> Certificate of Achievement (CA) |
| <input type="checkbox"/> Certificate of Competence (CC) | <input type="checkbox"/> Certificate of Participation (CP) |
| <input type="checkbox"/> Certificate of Professional Development (CPD) | |

i. Narrative of the Program

Is this certificate or one similar to it, offered at any other college in the system? If so, discuss the similarities and differences between the course offerings.

Overview

An Academic Subject Certificate in Creative Media will create a program that can be completed in one year in which students wanting to focus on video game design or filmmaking will learn the foundational skills of their craft and produce a final project with professional equipment and conforming to professional standards. Upon completion of this 24-credit program, students will be prepared to launch their own entrepreneurial careers, to seek industry jobs or to pursue advanced academic study of their craft.

Similarities within the System

Creative Media courses are offered at all ten campuses of the University of Hawai'i system and WCC's proposed certificate fits squarely within this state-supported initiative to develop Creative Media as a competitive industry in Hawai'i.

In December 2003, the University of Hawai'i Board of Regents officially approved the Academy for Creative Media (ACM) noting, "the ACM will engage all of the campuses within the University of Hawai'i system and will work collaboratively across the system, drawing upon programs, faculty, and students systemwide." The state Legislature and the Governor renewed

their commitment to ACM System's original intent in 2013 via Act 134, which provides additional positions and programmatic funding to enhance existing centers of excellence in creative and digital media at multiple campuses and support new articulation agreements between the campuses for students pursuing baccalaureate degrees by building a hub for creative media education at UH West O'ahu (UHWO).

WCC and UHWO have already worked together and established pathways from WCC to a Bachelor of Arts in Humanities with a concentration in Creative Media and a Bachelor of Applied Science with a concentration in Creative Media at UHWO. UHWO is currently proposing its own Bachelor of Arts in Creative Media.

UH Mānoa (UHM) already offers a Bachelor of Arts in Creative Media with three tracks: Digital Cinema, Computer Animation and Critical Studies. WCC's Creative Media Committee has been in conversations with the chair of UHM's ACM department about offering some of its required 100-level and 200-level courses as equivalencies so that WCC students can seamlessly transfer into its program.

UH Hilo does not offer degrees or certificates in creative media but does have cinema and broadcast production courses in its communication department and a game programming course in its computer science department. UH Maui College does not offer degrees or certificates in creative media.

Among the community colleges, each campus offers its own slate of creative media courses. While there is overlap particularly among foundational courses, each campus has developed its own niche within the larger ACM System.

Hawaii CC offers an Associate of Science in Creative Media and a Certificate of Competence in Digital Media Arts. **Honolulu CC** focuses on graphic design and music production through its Associate in Science in Communication Arts and its MELE (Music & Entertainment Learning Experience) program, which offers an Associate of Science in Music Business & Production and an Associate of Science in Audio Engineering Technology. **Kapi'olani CC** focuses on animation and web/graphic design through its Associate in Science in New Media Arts with concentrations in Animation or Interface Design. **Kaua'i CC** recently instituted its Associate in Science in Creative Media, focusing on four areas: graphic design, still photography, animation and digital cinematography.

Leeward CC offers the most extensive creative media options with an Associate in Science in Digital Media Production focusing on five specializations—Animation and Motion Graphics, Creative Media, Digital Photography, Digital Video for the Web and Internet Publishing—as well as an Associate in Science Television Production. The campus also offers three academic subject certificates, two certificates of achievement and eight certificates of competence in creative media-related fields. Of Leeward CC's diverse offerings, the most similar to WCC's proposed academic subject certificate is its 9-credit Certificate of Competence in Digital Video which

challenges the student with “real-world video production in a variety of global and local contexts.”

Differences from the System

Through the proposed certificate, WCC will solidify its identity as a campus focused on two main Creative Media specialties: filmmaking (both creative and non-fiction) and video game design. Currently, no campus offers a focused program on video game design despite the fact that video games are a \$11.7 billion industry in the United States.

While there are campuses with digital video/cinema programs, there is no campus offering a focused program on documentary (non-fiction) filmmaking. UHM’s digital cinema program is oriented toward narrative filmmaking. Kauai CC’s program focuses more on the cinematography aspect of filmmaking. Leeward CC’s programs focus on studio-based television production and video production specifically for the web.

WCC’s proposed academic subject certificate in filmmaking is aimed more at the independent filmmaker. Within an academic year, students in WCC’s documentary and creative filmmaking tracks will get an all-around education in producing, directing, cinematography, sound recording, editing as well as a grounding in the business, ethical and legal aspects of the industry to tell their own stories for a variety of platforms. In addition, given WCC’s unique location in the culturally rich Ko’olau region, its large population of Native Hawaiian students and its mission to “support the access and educational needs of Native Hawaiians,” our filmmaking students will have increased access, opportunities and resources to create films steeped in Native Hawaiian culture.

ii. Student Learning Outcomes

Upon completion of the certificate, students will be able to:

1. Understand and properly use the vocabulary of their industry (filmmaking or video game design).
2. Apply the technical skills of their industry and creative problem solving to produce a creative media product (a documentary short film, a fictional short film or a video game).
3. Develop a plan to take their creative media product to market.

iii. Courses connected to the Program

Specify the total number of credit hours required to earn the certificate. Provide a brief description of each required course, indicating the specific competencies to be attained. Indicate courses that are not currently offered by the college.

Students will need a total of 24 credits from the following courses:

Track A Video Game Design	Track B Documentary Filmmaking	Track C Creative Filmmaking
<p><u>Base course</u> JOUR 150: Media and Society (DS)</p> <p><u>Required courses</u> ART/CM 126: 3D Computer Graphics I (DA)*</p> <p>CM 142: Introduction to Video Game Design</p> <p>CM 242: Video Game Design II (DA) (for 6 credits)</p> <p>CM 271: Games and Gaming in Society*</p> <p>CM 272: Concepts in Game Design*</p> <p><u>Capstone course</u> CM 295A: Careers in Video Game Design (DA)*</p>	<p><u>Base course</u> JOUR 150: Media and Society (DS)</p> <p><u>Required courses</u> CM 120: Introduction to Digital Video (DA)</p> <p>JOUR 200: Introduction to Multimedia Journalism (DA)*</p> <p>CM 220: Intermediate Digital Video (DA) (for 6 credits)</p> <p>CM 255: Introduction to Cinema and Digital Media (DH)</p> <p>CM/JOUR 286: Multimedia News Production (DA)</p> <p><u>Capstone course</u> CM 295B: Careers in Filmmaking (DA)*</p>	<p><u>Base course</u> JOUR 150: Media and Society (DS)</p> <p><u>Required courses</u> CM 120: Introduction to Digital Video (DA)</p> <p>CM/ENG 204C: Introduction to Creative Writing (Screenwriting) (DA)*</p> <p>CM 220: Intermediate Digital Video (DA) (for 6 credits)</p> <p>CM 255: Introduction to Cinema and Digital Media (DH)</p> <p>CM/THEA 223: Introduction to Acting for Camera (DA)*</p> <p><u>Capstone course</u> CM 295B: Careers in Filmmaking (DA)*</p>

* Course is currently being proposed

Pre-Requisites

The following courses have pre-requisites that are outside of the certificate program.

Track A: Video Game Design

- ART/CM 126: 3D Computer Graphics I – Pre-requisite is ART 112: Introduction to Digital Art with a grade of C or better.
- CM 271: Introduction to Games and Gaming – When being taught as a Writing Intensive (WI), pre-requisite is ENG 100: Composition I with a grade of C or better, or consent of instructor. There is no pre-requisite when the course is not being taught as a WI.

Track C: Creative Filmmaking

- CM/ENG 204C: Introduction to Creative Writing (Screenwriting) – Pre-requisite is ENG 100: Composition I with a grade of C or better, or consent of instructor.
- CM/THEA 223: Introduction to Acting for Camera – Pre-requisite is THEA 221: Acting I with a grade of C or better.

Supporting Courses

In addition to the required courses for the certificate, the following courses are *encouraged* as they provide foundational skills that will strengthen and diversify any content creator’s skill set.

- ACC 201: Introduction to Financial Accounting
- ART 101: Introduction to the Visual Arts
- ART 107: Introduction to Photography
- ART 112: Introduction to Digital Art
- ART 113: Introduction to Drawing
- ART 114: Introduction to Color
- ART 115: Introduction to 2D Design
- ART 214: Introduction to Life Drawing
- CM/MUS 240: Digital Music Production
- CM/ENG 280: Book Production: Pueo
- ENG 100: Composition I
- ICS 101: Digital Tools for the Information World
- ICS 107: Website Development
- ICS 119: Introduction to Social Media
- ICS 123: Introduction to Digital Audio/Video Production
- ICS 203: Digital Image Editing
- ICS 207: Building Web Applications
- ICS 215: Introduction to Scripting
- JOUR 250: Media Writing
- JOUR 287V: Newspaper Production
- THEA 101: Introduction to Drama and Theatre
- THEA 221: Acting I
- THEA 222: Acting II

Suggested Timeline

In order to complete the certificate within one academic year, the following timeline is suggested, though students may elect to take longer to complete the program.

	Track A Video Game Design	Track B Documentary Filmmaking	Track C Creative Filmmaking
Session I	ART/CM 126: 3D Computer Graphics I (DA)	CM 120: Introduction to Digital Video (DA)	CM 120: Introduction to Digital Video (DA)
	JOUR 150: Media and	JOUR 150: Media and	JOUR 150: Media and

	Society (DS)	Society (DS)	Society (DS)
Session II	CM 142: Introduction to Video Game Design CM 271: Games and Gaming in Society	JOUR 200: Introduction to Multimedia Journalism (DA) CM 255: Introduction to Cinema and Digital Media (DH)	CM/ENG 204C: Introduction to Creative Writing (Screenwriting) (DA) CM 255: Introduction to Cinema and Digital Media (DH)
Session III	CM 242: Video Game Design II (DA) CM 272: Concepts in Game Design	CM 220: Intermediate Digital Video (DA) CM/JOUR 286: Multimedia News Production (DA)	CM 220: Intermediate Digital Video (DA) CM/THEA 223: Introduction to Acting for Camera (DA)
Session IV	CM 242: Video Game Design II (DA) CM 295A: Careers in Video Game Design (DA)	CM 220: Intermediate Digital Video (DA) CM 295B: Careers in Filmmaking (DA)	CM 220: Intermediate Digital Video (DA) CM 295B: Careers in Filmmaking (DA)

Course Descriptions

Course descriptions for the college are available at <http://windward.hawaii.edu/courses>.

* Course is currently being proposed and/or modified, thus the description may change.

CM 120: Introduction to Digital Video (DA)*

Students will develop basic skills in video production. (2 hours lecture, 4 hours lab)

Pre-Requisite(s): None.

Upon completion of the course, the student will be able to:

- Demonstrate basic knowledge and skills of digital video production including operating a digital video camera and sound recording kit.
- Demonstrate the ability to edit a video project in a digital non-linear system.
- Apply effective storytelling skills through the use of basic cinematography concepts, composition, light and movement.
- Produce videos that meet industry standards and ethics.

ART/CM 126: 3D Computer Graphics I (DA)*

This course explores introductory level conceptual and technical topics in 3D computer graphics. Autodesk Maya and related applications will be utilized to develop projects which integrate 3D modeling, UV layout, texture mapping, lighting, and rendering. (6 hours studio)

Pre-Requisite(s): A grade of C or better in ART 112 or consent of instructor.

Upon completion of the course, the student will be able to:

- Develop 3D models and related art assets using introductory level technical skills, procedures, and production methodologies.
- Employ the vocabulary of 3D computer graphics to define creative objectives and evaluate outcomes.
- Apply knowledge of contemporary industry responses to 3D computer graphics in the development of 3D models and related art assets.
- Apply knowledge of the theory, history, and principles of design and animation in the creation of new media art.
- Apply successful problem-solving skills utilizing industry standard applications, technologies, and techniques in the creative and technical production process.

CM 142: Introduction to Video Game Design*

This course offers an introduction to the fundamentals of video game and application design, development, and deployment through project-based challenges that culminate in a publishable application. (2 hours lecture, 4 hours lab)

Pre-Requisite(s): None.

Upon completion of the course, the student will be able to:

- Design and execute a coding project for publication on the public iOS/Android/PC market.
- Identify and apply good industry practices for project and time management as well as technical skill in completing coding projects.
- Communicate and collaborate in a group professional team environment.

CM/ENG 204C: Introduction to Creative Writing (Screenwriting) (DA)*

English 204C Introduction to Creative Writing (Screenwriting) introduces students to the basic practices and principles of screenwriting. (3 hours lecture)

Pre-Requisite(s): Grade of "C" or better in ENG 100, or consent of instructor.

Recommended Preparation: Students should possess a strong foundational knowledge of grammar, word usage, and punctuation. Additionally, students must be able to accept constructive criticism from peers and the instructor.

Upon completion of the course, the student will be able to:

- Create original short screenplays that include screenwriting format, devices, and conventions.
- Propose and employ feedback in the writing workshop model.
- Enter screenplays for local and/or national contests and/or productions.

CM 220: Intermediate Digital Video (DA)*

Students will develop intermediate skills in video production and apply them to creating videos for publication on the web and other distribution platforms. Repeatable for up to 6 credits. (2 hours lecture, 4 hours lab)

Pre-Requisite(s): A grade of C or better in CM 120 or consent of instructor.

Upon completion of the course, the student will be able to:

- Produce videos that meet industry standards and ethics.
- Generate original story ideas.
- Demonstrate appropriate proficiency in cinematography, sound recording and editing skills.
- Analyze videos produced by the mass media.

CM/THEA 223: Introduction to Acting for Camera (DA)*

This course is an introduction to acting techniques for film, TV production, and other camera-based media. Repeatable up to 6 credits. (3 hours lecture)

Pre-Requisite(s): Grade of C or better in THEA 221.

Recommended Preparation: THEA 101, THEA 222.

Upon completion of the course, the student will be able to:

- Demonstrate the skill of acting by using the camera lens to convey story.
- Illustrate the complexities of character within a given text.
- Analyze performances for television and film for quality and desired effect on the audience.

CM 242: Video Game Design II (DA)*

This course picks up where CM 142 left off. In addition to creating games at a higher technical and aesthetic standard, presentation skills (as in "presentation to potential investors") are emphasized. (2 hours lecture, 4 hours lab)

Pre-Requisite(s): A grade of C or better in CM 142.

Recommended Preparation: Algebra, Geometry, Trigonometry, basic Javascript, basic C# scripting.

Upon completion of the course, the student will be able to:

- Create, work and write basic 3D assets in Unity 3D and programming scripts applicable to gaming in C# language.
- Publish games to mobile and web platforms.
- Identify game design elements in order to offer constructive critique to existing games.
- Express ideas to “potential investors” using clear, concise and persuasive speech and presentation skills and identify the function and expectations of people in roles within a professional Game Design and Development team.

CM 255: Introduction to Cinema and Digital Media (DH)*

The course is an in-depth study of the process and art of cinematic storytelling. We will watch, discuss, analyze, read and write about films, television programs and/or online video with a critical eye to understanding cinematic storytelling and its various elements such as mise-en-scene, cinematography, editing and sound. (3 hours lecture)

Pre-Requisite(s): None.

Upon completion of the course, the student will be able to:

- Analyze films using the language and grammar of cinema.
- Identify methods of expressing meaning through mise-en-scene, shot composition, camera angles, camera movements, lighting, editing, sound and music.
- Plan, visualize and tell a cinematic story using a storyboard and shot list.

CM 271: Games and Gaming in Society*

This course is a survey study of games and gaming in human culture and society that brings together various methodologies and conceptual tools. (2 hours lecture/ 4 hours lab)

Pre-Requisite(s): None.

Upon completion of the course, the student will be able to:

- Analyze the connection between gaming and larger political, social, and psychological patterns in society.
- Conduct surveys and interviews with populations of gamers and major figures in current gaming trends.
- Calculate mathematical probabilities of success or failure in various games.
- Design an effective, balanced game that speaks to a population of gamers.

CM 272: Concepts in Game Design*

This course introduces students to concepts in game design, and cultivates their ability to create and produce games. (6 hours lecture/lab)

Pre-Requisite(s): CM 271.

Upon completion of the course, the student will be able to:

- Analyze game mechanics
- Evaluate market trends in gaming
- Design games prototypes
- Plan publication of gaming products

CM/JOUR 286: Multimedia News Production (DA)

Students will develop intermediate skills in video journalism and produce video and multimedia news stories about campus and community events and issues for publication on the *Ka 'Ohana* website and other distribution platforms. Repeatable for up to 6 credits. (2 hours lecture, 4 hours lab)

Pre-Requisite(s): A grade of C or better in CM 120 or consent of instructor.

Upon completion of the course, the student will be able to:

- Produce various news videos that meet professional journalistic standards.
- Develop intermediate skills of digital video production.
- Critically analyze news videos produced by the mass media.

CM 295A: Careers in Video Game Design (DA)*

This capstone course covers the basic business, legal and ethical issues related to careers in video game design. (3 hours lecture)

Pre-Requisite(s): A grade of C or better or registration in CM 242 or consent of instructor.

Upon completion of the course, the student will be able to:

- Understand the basics of intellectual property law as it applies to video games.
- Produce a marketing plan for a video game.
- Identify distribution options for a video game.

CM 295B: Careers in Filmmaking (DA)*

This capstone course covers the basic business, legal and ethical issues related to careers in filmmaking. (3 hours lecture)

Pre-Requisite(s): A grade of C or better or registration in CM 220 or consent of instructor.

Upon completion of the course, the student will be able to:

- Describe the basics of intellectual property law as it applies to films.
- Produce a fundraising plan for a short film.
- Produce a marketing plan for a short film.
- Identify distribution options for a short film.

JOUR 150: Media and Society (DS)*

The role of the media in contemporary society, including development, influence, rights, responsibilities, issues and trends with emphasis on the social, political and economic effects. (3 hours lecture)

Pre-Requisite(s): None.

Upon completion of the course, the student will be able to:

- Compare and evaluate various forms of mass media and their effect on society.
- Use critical reasoning skills to distinguish fact from opinion and judge the credibility of various information sources.
- Describe and apply basic mass media principles as well as social science methods (e.g., interviews, observation and surveys) to analyze examples from the media.
- Illustrate and explain why an understanding of news and media literacy is important in the 21st century.

JOUR 200: Introduction to Multimedia Journalism (DA)

Fundamentals of multimedia journalism including reporting stories that include photography, audio, graphics and video that can be combined into the ideal online package. (3 hours lecture)

Pre-Requisite(s): None.

Upon completion of the course, the student will be able to:

- Apply basic journalistic concepts and principles to produce multimedia stories that can be published online.
- Generate story ideas and determine the best way to convey those stories through text, audio, photography, video and/or infographics.
- Demonstrate the ability to gather essential information for a story, including conducting interviews, following through on assignments and meeting deadlines.
- Apply knowledge of lighting and photo composition to take pictures using a digital camera and then edit them using editing software.

iv. Description of demand and social value of the program

WCC is one of the few campuses without a Creative Media degree or certificate program. It is also the only college serving the geographically vast Windward side of O'ahu.

While Creative Media courses were only first offered at WCC in Fall 2016, Creative Media is an emerging field of academic endeavor for students seeking not only degrees but also entrepreneurial opportunities. Across the UH system, Creative Media has seen steady growth since its inception. In December 2017, for example, a total of 723 students were enrolled in Creative Media courses throughout the system, an increase of 27.5 percent from 567 in December 2014.

Creative Media is an endeavor supported by the State of Hawai'i, as evidenced by continued funding from the state Legislature. In addition, according to the state's Creative Industries Division (CID), which is part of the Department of Business, Economic Development and Tourism, the state is positioning itself to be "a leader in the global creative economy movement." CID's 2016 metrics report (<http://cid.hawaii.gov/creative-hawaii-metrics/>) states that Hawai'i's creative sectors, which include computer and digital media products as well as film/TV/video production and distribution, accounted for:

- 52,063 jobs and 3,854 businesses;
- that these make up 6.1 percent of the state total civilian jobs;
- that they bring in \$3.6 billion or 4.3 percent of the total State of Hawai'i GDP;
- and that this represents a 12.8 percent growth between 2006 and 2016.

The UHCC Strategic Directions says: "UH Community Colleges are an integral component of the workforce development in the state and a leader in identifying workforce needs and developing and delivering training programs to enable students to gain employment." This is also a primary aim of Creative Media across the system.

In Creative Media's short existence at WCC, the program has made its mark, particularly in student success. Last year, WCC graduate Sky Bruno was accepted into the Sundance Institute's year-long Ignite development fellowship program, based in part on the short documentary he produced in a Creative Media class (<http://www.sundance.org/blogs/news/sundance-institute-announces-2018-sundance-ignite-fellows/>). Another student, Cynthia Lee Sinclair, was offered her own bi-weekly show on ThinkTech Hawai'i, which she titled "Respect in the Chaos" and which explores domestic violence and gender issues in Hawai'i (<http://thinktechhawaii.com/2017/12/30/collateral-damage-finding-respect-in-the-chaos/>).

The campus Creative Media Committee is actively conducting outreach to area high schools, all of which have some form of Creative Media, as well as with 'Ōlelo Community Media and PBS Hawai'i's award-winning Hiki Nō, the nation's first statewide student news network, to recruit students to our program.

Finally, Creative Media teaches fundamental skills that speak to the college's general education learning outcomes of critical thinking and creativity, communication and information literacy. It also hones collaboration and entrepreneurship. These are all skills that cut across disciplines and are essential for employment in any field. The projects produced in Creative Media classes have the potential to impact the community at large and to spread global and cultural awareness and WCC's vision of "the light of knowledge."

v. Description of resources needed, including budget, personnel, and facilities.

If none are required, how will existing facilities and equipment be utilized?

Existing faculty and lecturers in art, Creative Media, English, ICS, journalism and theatre are qualified and able to teach these courses.

The college already has the video production and video game design gear, funded by ACM System, to implement this academic subject certificate. Given the nature of camera, computers and other electronic gear, it will be necessary to upgrade gear regularly to stay current. As the program grows, funding requests can be made to ACM System for more gear and for upgrades. In fiscal years 2017, 2018 and 2019, ACM System provided the college with \$87,500, \$134,437 and \$72,347 to support its Creative Media program.

The existing Creative Media classroom/lab in Alaka'i 102 is sufficient for now though a permanent space on campus for Creative Media, to include a classroom/lab, a video production studio and adequate storage, will be needed in order for the program to grow. To jump start a conversation about space, the Creative Media Committee submitted a MaPSAC request in Fall 2017 asking about possible spaces on campus. MaPSAC voted to support its request, though a space has not yet been identified. Once a space is identified, the space may need to be renovated to accommodate Creative Media needs such as sound proofing, consistent air conditioning and a reliable security system. Funding for renovations and furniture would be sought from ACM System and through campus PBC requests.

Review of Windward Community College Program

Name: Academic Subject Certificate in Creative Media

1. Proposer: Kimberlee Bassford, Creative Media Committee chair

Creative Media is currently being proposed under the Humanities Department, but there are a significant number of courses that are under the Language Arts department.

2. Department Area (more than one departmental instructor's signature required)

Melissa Rose Luttrell
Signature

9/18/18
Date

[Signature]

9/19/18

[Signature]

9/20/18

3. Department Language Arts
Department Chair

9/21/18
Date

4. Department Area (more than one departmental instructor's signature required)

[Signature]
Signature

09/19/18
Date

Judith A. Martin

09/19/18

[Signature]

09/19/18

5. Department Media Homebase
Department Chair

9.19.18
Date

6. Division [Signature]
Dean of Academic Affairs

9/21/18
Date

7. Curriculum Committee Review

Approved / Disapproved

[Signature]
Curriculum Committee Chair

11/27/18
Date

8. Faculty Senate Review

Approved / Disapproved



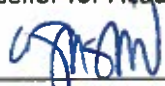
Faculty Senate Chair

12/4/18

Date

9. Vice Chancellor for Academic Affairs

Approved / Disapproved




Vice Chancellor for Academic Affairs

2/21/19

Date

10. Chancellor

Approved / Disapproved



Chancellor

2/27/19

Date

If disapproved, provide reasons on the back of the form.