



UNIVERSITY of HAWAII  
**KAUA'I**  
COMMUNITY COLLEGE

Fax to: (808) 956-9870  
Total pages = 13

January 14, 2010

TO: Institutional Research Office  
FR: Leighton Orde, Admissions Officer & Registrar  
RE: New Program Code Request for **CC-DMA**

Attached find Kauai Community College's request.

**CC-DMA      Digital Media Arts: Digital Graphic Design**

Requested Kauai CC title:      CC-DMA      CC-Digital Media Arts-Kauai

Kauai CC's involvement in this program began in year 2009.

Per proposer **Paul Hemmerla** [hemmerla@hawaii.edu](mailto:hemmerla@hawaii.edu), an amended UH System Articulation Agreement is under development.

A new subject code may be requested at a later date.

Should there be any questions or concerns, please let me know.

I may be reached at [loride@hawaii.edu](mailto:loride@hawaii.edu).

Thanks.

\*\*\*\*\*

Hawaii CC title:      CC-DMA      CC-Digital Media Arts-Hawaii  
Leeward CC title:      AS-DMED      AS-Digital Media-Leeward

**University of Hawai'i  
Code Request Form**

01/15/2010 15:30 FAX 808 245 8297

STUDENT SERVICES

002

**I. REQUESTOR CONTACT INFORMATION**

Name: Leighton Oride  
 Title: Admissions Officer & Registrar  
 Phone Number: (808) 245-8226  
 Email Address: loride@hawaii.edu  
 Campus/Office/Department/Address: \_\_\_\_\_

Action Requested:  
 NEW Program Code (new major/concentration, etc.)  
 NEW Subject Code  
 Change of existing code  
 Type (subject, program, etc): \_\_\_\_\_  
 Old: \_\_\_\_\_  
 New: \_\_\_\_\_  
 OTHER: \_\_\_\_\_

**II. CODE REQUEST**

Academic program code preferences for consideration:

**NEW Program Code**      Effective Term (semester/year): Summer 2010  
 Major: DMA      Major Description: \*\*\*      Is this major financial aid eligible?       YES  NO  
 Is the major code being used the same way at other UH campuses?       YES       NO      Comment: \_\_\_\_\_  
 Does the same or similar major code exist in Banner?       YES       NO      If YES, please list code: CC-DMA

Concentration (if applicable): \_\_\_\_\_      Concentration Description: \_\_\_\_\_  
 Is the concentration code being used the same way at other UH campuses?       YES       NO  
 Does the same or similar concentration code exist in Banner?       YES       NO      If YES, please list code: \_\_\_\_\_  
 Attach concentration to program code?       YES       NO

Level:  Undergraduate       Graduate       First-Professional       Other: \_\_\_\_\_  
 Degree/Certificate: CC-DMA  
 College: IN = Instruction      Department: Liberal Arts

If requesting a program name change, will current students be grandfathered in under the old program name?       YES       NO  
 If requesting a program name change, will the old code be available for:  
 Recruitment?       YES       NO      List the end term of old code: \_\_\_\_\_  
 Admissions?       YES       NO      List the end term of old code: \_\_\_\_\_  
 General Student?       YES       NO      List the end term of old code: \_\_\_\_\_  
 Academic History?       YES       NO      List the end term of old code: \_\_\_\_\_

**NEW Subject Alpha/Code**      Effective Term (semester/year): \_\_\_\_\_  
 Code: \_\_\_\_\_      Description: \_\_\_\_\_  
 College: \_\_\_\_\_      Department: \_\_\_\_\_  
 Does the same or similar subject code exist in Banner?       YES       NO      If YES, please list code: \_\_\_\_\_  
 Is the subject code being used the same way at other UH campuses?       YES       NO

**University of Hawai'i  
Code Request Form**

OTHER: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please briefly describe your request and explain why you are requesting the codes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**III. SUPPORTING DOCUMENTATION**

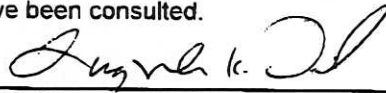
Please attach the required supporting documentation. See *Guide to Academic Program Actions and Approval* at:  
[http://www.hawaii.edu/vpaa/cms/guide to acad prog 121006.pdf](http://www.hawaii.edu/vpaa/cms/guide%20to%20acad%20prog%20121006.pdf)

- BOR minutes from \_\_\_\_\_ (date) meeting with supporting documentation provided to BOR
- Memo from campus Chancellor
- Signed memo from UH President
- None required according to the Guide to Academic Program Actions and Approval

**IV. CAMPUS VERIFICATION**

The appropriate parties (faculty, administrators, registrar) have been consulted.

Leighton Oride  
Name of Requestor (print or type)

  
Signature

1/15/10  
Date

Send completed form with supporting documentation to:

Institutional Research Office (Attn: Lynn Inoshita or Christine Shaw) • 1633 Bachman Place • Sinclair Annex 2, Room 4 • Honolulu, HI 96822  
Fax: 808-956-9870 Phone: 808-956-7532

**For Internal Use Only**

Appropriate Documentation Received	<input type="checkbox"/> YES	<input type="checkbox"/> NO	NOTES
Approval Status			
Major code	<input type="checkbox"/> YES	<input type="checkbox"/> NO	
Concentr. code	<input type="checkbox"/> YES	<input type="checkbox"/> NO	
Program code	<input type="checkbox"/> YES	<input type="checkbox"/> NO	
Subject code	<input type="checkbox"/> YES	<input type="checkbox"/> NO	
Entered into SW/APRLE/SO/AGURF			Code processing completion date
Entered into ST/VADR			Copies sent to
Entered into ST/VSUB			

**Kaua'i Community College  
University of Hawai'i  
Program Action Request**

1. **Type of Program Action:**  New  Change  Cancel

<b>PROPOSED</b>	<b>CC</b>
ART 107D Introduction to Digital Photography	3
ART 112 Introduction to Digital Arts	3
ART 115 Introduction to 2D Design	3
ART 125 Introduction to Graphic Design	3
ART 225 Intermediate Graphic Design	3
ART 229 Interface Design I	3
<b>Electives:</b>	
<ul style="list-style-type: none"> <li>• ART 113 Introduction to Drawing, 3 credits</li> <li>• ART 157 Introduction to Digital Video/Storytelling, 3 credits</li> <li>• ART 190 Beginning Adobe Photoshop (to be proposed, 1 credit)</li> <li>• ART 194 Beginning Adobe Illustrator (to be proposed, 1 credit)</li> <li>• ART 196 Beginning Adobe InDesign (to be proposed, 1 credit)</li> <li>• ART 207D Intermediate Digital Photography, 3 credits</li> <li>• ART 249 Interface Design II, 3 credits</li> </ul>	3
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2. **Program Type:**  
 Associate in Applied Science  Associate in Science  
 Certificate of Achievement  Certificate of Completion
3. **Program Title:**  
 Digital Media Arts: Digital Graphic Design
4. **Program Description:**  
 Students in the Digital Media Arts program will receive instruction in graphics hardware and software; digital imaging; print preparation; page layout and design; desktop publishing; and applicable principles of graphic design for print, video, interactive multimedia, and web graphics. Students will receive a solid foundation in elements of art and principles of design. Students will receive academic and career training, which assist the student in finding and retaining employment. (Additional description of the program is in Appendix A.)
5. **Proposed Date of First Offering:** Summer 2010

6. **Revise current KCC catalogue pages 56, 68, 91 & 92 . Other:**

7. **Is this program offered at another UH campus?**  Yes  No  
If Yes, specify campus. If No, why is this program offered at KCC:

The program is offered at Hawai'i CC and Leeward CC. A similar program is offered at Honolulu CC, and programs are being developed at Maui CC and Windward CC.

8. **Reason for this Program Action:**

Digital media programs bring high demand, high wage job opportunities to our students and community, as well as providing digital design services, training, and retraining for other KCC stakeholders such as community non-profit groups and service organizations.

Proposed by: Dr. Paul S. Hemmerla  
Originator

\_\_\_\_\_  
Date

Requested by: Wang C. Summers  
Department/Division Chairperson

19 Dec '09  
Date

Approved by: [Signature]  
Curriculum Committee Chairperson

12/18/09  
Date

[Signature]  
Vice Chancellor of Academic Affairs

12/18/09  
Date

[Signature]  
Chancellor

12/18/09  
Date

**APPENDIX A****Digital Media Arts  
Program Plan and Description  
(Goals, Implementation, and Financial Support)****Overview of Digital Media Arts Opportunities:**

Digital media is a broad field with many career and vocational subsets. These possible career paths were considered in the formulation of the digital media plan and the career paths chosen for KCC were chosen to fit with school student population, possible growth areas for new student populations, community needs, and to fit in the UH Community College system. In general, there were several main areas considered:

- Traditional graphic design for print, which is essentially completely digital now.
- Web design and web graphics that are by nature digital.
- Video/movie editing, graphics, and effects are now digital.
- 3D graphics for gaming and other purposes is a growing career field.
- Interactive CD/DVD media is a digital field, which is changing to more internet-based and push-based wireless.
- Journalism/communications uses digital tools for print, web, and broadcast.
- Using computers as a fine art studio media is growing in universities across the U.S.

**Program Goals:**

In meetings with administration, faculty, and staff of KCC, digital media instructors from local high schools, community members in the digital media field, and community organizations, the goals that have been expressed most often are to increase job opportunities and digital technology training opportunities for local students and create accessible digital media training for the greater Kawai'i community. The overall goals are to:

- Provide foundation training at KCC for art students who intend to transfer to digital media and design programs at four-year art school or university programs.
- Provide a certificate program designed to be expandable as needed for traditional and nontraditional students who wish to add digital graphic design capability to their job skill set to have.
- Provide a career certificate for students who wish to pursue a career in web design or persons in the community who wish to expand their knowledge or add these skills. (This certificate is being developed and will be submitted for approval in the next academic year.)
- Enable students, through intensive computer-based graphic design training, to obtain full-time graphic design and digital imaging positions in the KCC service area as well as the entire state of Hawai'i.
- Meet the needs of employers in the KCC service area and state of Hawai'i for employees trained in the most up-to-date digital imaging technology.
- Assist employers in the KCC service area in retraining current employees in digital graphic technologies.

The KCC Digital Media Arts program will include these curriculum elements:

- Students will receive instruction in computer hardware and software, digital imaging, print preparation, page layout and design, desktop publishing, and applicable principles of graphic design for print, video, interactive multimedia, and web graphics.
- Students will receive a solid foundation in elements of art and principles of design and basic art skills (2D design and drawing) for transfer to digital media programs at four-year institutions.
- Students will receive academic and vocational training which assist them in finding and retaining employment (including entrepreneurial and interpersonal communications).

**KCC Digital Media Arts Program Student Learning Outcomes:**

Upon successful completion of the Digital Media Arts Digital Graphic Design program, the student will have mastered the following outcomes:

1. The student will think critically and solve visual and communication problems with the appropriate visual graphic design, applying conceptual and technical creative skills acquired in the Digital Media Arts program.
2. The student will apply visual communication knowledge and skills to express ideas imaginatively and verbalize his/her design decisions with the correct professional vocabulary.
3. The student will effectively use the elements and principles of design with a variety of digital technologies and media to create a range of visual images in traditional and contemporary formats.
4. The student will demonstrate professional technical understanding and knowledge of the current professional level graphics software and computer hardware for both print and electronic media delivery methods.
5. The student will design and produce a professional resume and portfolio in both digital and printed forms and perform effective job search skills and interviewing techniques.

**Competencies:**

The skills and competencies of a student who graduates from a specific certificate program in digital media or web design will include those skills that are currently necessary in the digital graphics field. A local outside advisory body, which is now being formed, will review these competencies on an annual basis. All competencies, curriculum, and syllabi shall be updated as needed to stay current with industry practice.

**Digital Media Arts Program Competencies:**

Upon successfully completing the digital media arts program of study, the student will be able to:

- Apply conceptual and technical creative skills acquired in the digital graphics program to real world design situations.
- Design high quality graphic images for multimedia and interactive interfaces.

- Have an understanding of the profession, history, and terminology of graphic design.
- Apply elements of design such as color theory and composition and principles of design to visual communications and graphics projects to real world design situations.
- Demonstrate an understanding of the different methods of printing for graphic communication.
- Analyze graphic design pieces and verbalize his/her design decisions.
- Apply the principles of typography effectively in graphic design.
- Be prepared for a comprehensive job search for a position in digital imaging with a resume, professional portfolio, contacts, professional, and interview experience.

The outcomes and competencies listed above have been included in the program curriculum syllabi.

**Implementation Timeline:**

The program will be implemented in steps as outlined in the attached table.

**Financial Support:**

The digital media lab has been built with funding from a KCC Foundation Innovative Grant. Maintenance and upgrading of the hardware and software will be funded through the Perkins Grant, made possible by the vocational element of the program. In addition, a variety of fund-raising activities will be carried out to help with the cost of maintenance and supplies.



**APPENDIX B:**

**Digital Media Arts: Digital Graphic Design Certificate of Completion Program  
Proposed Required and Elective Courses**

The digital graphic certificate program will be within the Language, Arts, and Humanities division of KCC. The courses listed in the table below are also designed to allow for expansion of the certificate programs and/or conversion to degree programs in future years as enrollment warrants.

Digital Graphic Certificate	Courses	Credit Hours	Date of Implementation
<b>Required Courses (18 credit hours)</b>	ART 107D Introduction to Digital Photography	3	Fall 2009
	ART 112 Introduction to Digital Arts	3	Fall 2009
	ART 115 Introduction to 2D Design	3	Fall 2010
	ART 125 Introduction to Graphic Design	3	Fall 2010
	ART 225 Intermediate Graphic Design	3	Spring 2011
	ART 229 Interface Design I	3	Fall 2010
<b>Elective Courses (3 credit hours)</b>	ART 113 Introduction to Drawing	3	Current Offering
	ART 157 Introduction to Digital Video/ Storytelling	3	Spring 2010
	ART 190 Beginning Adobe Photoshop	3	Spring 2011
	ART 194 Beginning Adobe Illustrator	3	Spring 2011
	ART 196 Beginning Adobe InDesign	1	Spring 2011
	ART 207D Intermediate Digital Photography	1	Spring 2010
ART 249 Interface Design II	1	Spring 2011	
	Hours Required	18	
	Hours Elective	3	
	<b>Hours Total</b>	<b>21</b>	

# The University of Hawai'i System

Ma luna a'e a na lahui a pau ke ola o ke kanaka

Above All Nations is Humanity

## ARTICULATION AGREEMENTS WITHIN THE UH SYSTEM

This page last updated 6/25/09

### COURSE ARTICULATION AGREEMENTS

[Agriculture \(September 2005\) \(pdf\)](#)

[Bus 120/Bus 100 \(Revised April 2008\) \(pdf\)](#)

[Business Technology \(Revised August 2008\) \(pdf\)](#)

[Computing, Electronics, and Networking Technology \(CENT\) \(November 2008\) \(pdf\)](#)

[Construction Academy - Carpentry Program \(September 2008\) \(pdf\)](#)

[Construction Academy - Architectural, Engineering, and CAD Technologies: Facilities Engineering Technology \(September 2008\) \(pdf\)](#)

[Culinary Arts \(CULN\) \(Revised October 2008\) \(pdf\)](#)

[Digital Media - Art 112 \(May 2008\) \(pdf\)](#)

[Digital Media \(April 2007\) \(pdf\)](#)

[Education \(Revised September 2007\) \(pdf\)](#)

[Entrepreneurship \(August 2007\) \(pdf\)](#)

[Fashion Technology \(January 2007\) \(pdf\)](#)

[Hospitality and Tourism \(HOST\) \(September 2005\) \(pdf\)](#)

[Hospitality and Tourism \(HOST\) Addendum \(May 2007\) \(pdf\)](#)

[Hospitality and Tourism \(HOST\) \(Revised October 2008\) \(pdf\)](#)

[Information and Computer Science\(s\) \(November 2005\) \(pdf\)](#)

[Marketing \(Revised March 2009\) \(pdf\)](#)

[Math \(100 and 200 level\) \(Fall 2004\) \(pdf\)](#)

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### DOE HIGH SCHOOLS TO UHCC P-20 AGREEMENTS

[Leeward CC Business Division and Kapolei High School](#)  
[Leeward CC Business Division and Waianae High School](#)

### PROGRAM ARTICULATION AGREEMENTS

Education (BEEd), UH Manoa

[http://www.hawaii.edu/vpaa/system\\_aa/articulation/Art%20112%20Artic%20Agreement8\\_7\\_08.pdf](http://www.hawaii.edu/vpaa/system_aa/articulation/Art%20112%20Artic%20Agreement8_7_08.pdf)

**UNIVERSITY OF HAWAI'I  
SYSTEM ARTICULATION AGREEMENT**

**Digital Media Arts (Hawai'i CC)  
Digital Media (Leeward CC)  
New Media Arts (Kapi'olani CC)**

**ART 112  
Introduction to Digital Arts  
Introduction to Digital Art**

**May 2008**

[http://www.hawaii.edu/vpaa/system\\_aa/articulation/DigMedArtAgreeApril2007.pdf](http://www.hawaii.edu/vpaa/system_aa/articulation/DigMedArtAgreeApril2007.pdf)

# **UNIVERSITY OF HAWAI'I SYSTEM ARTICULATION AGREEMENT**

## **Digital Media**

**University of Hawai'i at Mānoa  
Hawai'i Community College  
Honolulu Community College  
Kapi'olani Community College  
Leeward Community College  
Maui Community College**

**April 2007**

# UNIVERSITY OF HAWAII SYSTEM ARTICULATION AGREEMENT

## Digital Media Courses

### INTRODUCTION

The University of Hawai'i is comprised of ten campuses located on four islands in the State of Hawai'i. While each campus has a unique identity and mission, the ten campuses operate as one system.

During the course of their education, students may decide to transfer from one campus to another in the University of Hawai'i (UH) system. Articulation of courses supports the transfer of earned academic credits within the UH system.

### PURPOSE

The primary purpose of this articulation agreement is to facilitate the transfer of courses across the university system. It is intended to inform students, whose program of study requires Digital Media Arts courses, of comparable courses that may be taken at other UH campuses.

Students will have the opportunity to receive credit for equivalent courses taken elsewhere in the UH system, reducing the potential problems of having to retake a similar course or not being credited with work that has been completed.

This agreement involves courses from the following campuses and programs:

Campus	Program	Course Alphas
UH Mānoa	Academy for Creative Media	ACM
Hawai'i CC	Digital Media Arts	ART
Honolulu CC	Communication Arts	CA
Kapi'olani CC	New Media Arts	ART
Leeward CC	Digital Media	DMED
Maui CC	Information and Computer Sciences	ICS