UNIVERSITY OF HAWAI'I
CODE REQUEST FORM FOR ACADEMIC PROGRAM CODES

REQUESTOR CONTACT INFORMATION

Date: May 4, 2012	Effective term of request (Semester-Year): Fall 2011
Name: Ron Umehira	Title: Dean of Career & Technical Education
Campus: Leeward Community College	Office/Department: Office of the Vice Chancellor of Academic Affairs
Phone: 808-455-0321	Email: umehira@hawaii.edu

1. PROGRAM CODE, MAJOR CODE, CONCENTRATION CODE   Banner forms: SMAPRLE, SOACURR, STVMAJR

Institution: Leeward CC (LEE)	College: Instructional	Department: Digital Media Program

[✓] New program code   [ ] Change/replace existing program code:

Level: [■] Undergraduate   [ ] Graduate   [ ] First-Professional   [ ] Post-Baccalaureate   [ ] Other:

Degree: Associate in Science	Certificate:

If requesting an existing Major code and/or Concentration code in Banner:

Existing Major: DMED   Digital Media   Existing Concentration:
                 Code   Description   Code   Description

If requesting a new [ ] Major code or [■] Concentration code that does not exist in Banner:

New Code [4 char/space limit]:   Description [30 char/space limit]: Character Animation

If a similar major/concentration code exists in Banner, please list the code:

Is this major/concentration code being used the same way at other UH campuses? No

Is 50% or greater of the classes in this program offered at a location other than the Home Campus?   [ ] Yes   [✓] No
(Please consult your Financial Aid Officer on Program Participation Agreement impact)

Is this program/major/certificate financial aid eligible?   [✓] Yes   [ ] No   (Financial Aid Officer consultation required for all new program codes)

Should this program be available for applicants to select as their planned course of study on the online application?   [✓] Yes   [ ] No
(If yes, students may select the code as their only program of study.)

Replacing or eliminating an existing program code:

If replacing an existing program code, are current students "grandfathered" under the old code? ☐ Yes ☐ No

Should the old program code be available for use in Banner? ☐ Yes ☐ No

Will the old program code be available for:

Banner Module	Yes	No	Ending Term (Semester-Year)
Online Application	☐	☐	_____
Recruitment	☐	☐	_____
Admissions	☐	☐	_____
General Student	☐	☐	_____
Academic History	☐	☐	_____

2. CERTIFICATES ONLY:

Does this certificate qualify as a Gainful Employment Program (Title IV-eligible certificate program)? ☐ Yes ☐ No
(Please consult your Financial Aid Officer or see: http://www.ifap.ed.gov/GainfulEmploymentInfo/index.html)

For new certificates approved by the Chancellor, the related BOR authorized academic program is:

3. NEW CAMPUS, COLLEGE, DIVISION, OR DEPARTMENT CODE   Banner forms: STVCAMP, STVCOLL, STVDIVS, STVDEPT

Campus code [3 char]:	Campus description [30 char/space limit]:
College code [2 char]:	College description [30 char/space limit]:
Division code [4 char/space limit]:	Division description [30 char/space limit]:
Department code [4 char/space limit]:	Department description [30 char/space limit]:

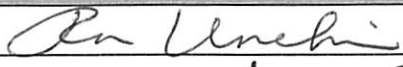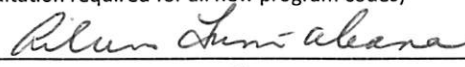| 4. NEW COURSE SUBJECT CODE (Subject Alpha)	Banner form: STVSUBJ
College:	Department:
Subject code [4 char/space limit]:	Subject description [30 char/space limit]:
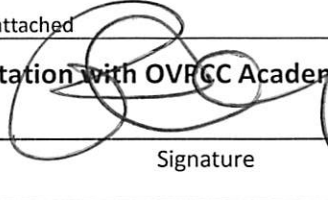
5. NEW MINOR (Minor codes are listed on the Major code table)	Banner form: STVMAJR
Minor Code [4 char/space limit]:	Minor Description [30 char/space limit]:

Please briefly describe your request and explain why you are requesting the code(s):

Request to create a banner code for the Associate in Science in Digital Media Production with a Specialization in Character Animation of 63 credits.

SUPPORTING DOCUMENTATION

Please see the **Code Request Guide** for the required supporting documents to be submitted. Documents submitted with this form:

- ☐ Board of Regents meeting minutes and supporting documents provided to the BOR
- ☐ Memo from UH President
- ☑ Memo from Chancellor
- ☑ Curriculum (required for requests for new programs/majors/minors/certificates)
- ☐ Gainful Employment Program notification to the US Department of Education
- ☐ Other: _____

CRF 325

Rev. 07-2011

UNIVERSITY OF HAWAI'I
CODE REQUEST FORM FOR ACADEMIC PROGRAM CODES

CAMPUS VERIFICATION		

Requestor Signature _____ Date May 4, 2012

Registrar (If different from Requestor)

Warren Mau

_____   _____   May 4, 2012
Print name   Signature   Date

Email/memo in lieu of Registrar's signature may be attached

Financial Aid Officer (Financial Aid Officer consultation required for all new program codes)

Aileen Lum-Akana

_____   _____   May 4, 2012
Print name   Signature   Date

Email/memo in lieu of Financial Aid Officer's signature may be attached

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

Peter Quigley

_____   _____   May 4, 2012
Print name   Signature   Date

Email/memo in lieu of signature may be attached

Send completed form and supporting documentation to:

Institutional Research and Analysis Office (IRAO)

1633 Bachman Place   Email: iro-mail@lists.hawaii.edu
Sinclair Annex 2, Room 4   Fax: 808-956-9870
Honolulu, HI 96822   Phone: 808-956-7532

After <u>all</u> required forms and supporting documents have been submitted, please allow at least two weeks for processing by IRAO and Banner Central.

FOR INTERNAL USE ONLY	Date form/docs received:
Program code [12]:	Program Description [30]:
CIP code [6]:	CIP description [30]:

CRF 325

Rev. 07-2011

UNIVERSITY of HAWAI'I

LEEWARD
COMMUNITY COLLEGE
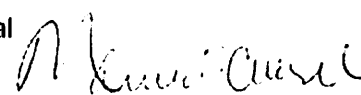
May 9, 2011

MEMORANDUM

TO: Linda Johnsrud
Office of the Executive Vice President for Academic Affairs/Provost

VIA: Michael Pecsok
Vice Chancellor for Academic Affairs

FROM: Manuel J. Cabral
Chancellor

SUBJECT: Curriculum Approval

I have approved the following program modifications on 4/26/11. These certificates are effective Fall 2011. The approvals can be found at:
http://curriculumcentral.its.hawaii.edu:8080/central/core.cas.jsp

Associate in Science (AS) – Digital Media Production
Certificate of Competence (CCP) – Motion Graphics
Certificate of Competence (CCP) – Web Programming
Certificate of Competence (CCP) – Web Science
Certificate of Completion (CC) – Digital Media Production

Attachments

c   Division Chairs
    James Goodman
    Ron Umehira
    Nancy Buchanan
    Kathy Hill
    Candy Hochstein
    Michael Lane
    Pearl Imada-Iboshi

Leeward Community College

Degree: Associate in Science

Division: Arts and Humanities

Title: Digital Media Production

Description: The Associate in Sciences in Digital Media Production provides creative individuals with the art and design training needed to explore and express ideas using leading-edge technology and skill-sets. Students receive integrated digital media training in one of four specializations: Character Animation, Digital Photography, Internet Publishing, and Motion Graphics. Students become life-long learners, developing the skills required for a vast array of digital media careers, including web design and development, multimedia production, digital video production, corporate communications, two-dimensional and three-dimensional animation and digital photography.

Effective Date: Fall 2011

---

1. **Are the program outcomes appropriate functions of the college and University? (Relationship to University and campus mission and development plans, evidence of continuing need for the program, projections of career opportunities for graduates, etc.)**

   The program objectives are in line with the campus and the University of Hawaii's mission of work force development as stated in the Leeward Community College 2010-2011 Catalog. The program helps to provide the trained workforce needed in the State, the Asia-Pacific region, and internationally by offering occupational, technical, and professional courses, which prepare students for immediate and future employment and career advancement. The courses offered are in General Education, Digital Arts, Digital Media, Computer Science and training in Character Animation, Digital Photography, Internet Publishing, Motion Graphics and other Multimedia Art skills. They provide as well opportunities for personal enrichment, occupational upgrading and career mobility.

   According to the Bureau of Labor Statistics, U.S. Department of Labor. Occupational Outlook Handbook, 2010-11 Edition there is a projected growth rate of 14% to 19% in Multi-Media Artists and Animators job openings between 2008 and 2018.

   http://online.onetcenter.org/link/summary/27-1014.00

2. **What are the outcomes of the program? (outcomes should be stated in terms of meeting student, community or State needs. Also includes Program Learning Outcomes.)**

   The overall objective of the Digital Media Program is to prepare students for immediate and future employment and career advancement. A secondary objective is to prepare students for continuing education.

   Digital Media discipline Student Learning Outcomes. Upon completion, students should be able to:

   1. Develop critical thinking and problem-solving skills for project planning and use of necessary collaborative skills.

   2. Communicate clearly and concisely, visually, verbally and in writing, using techniques appropriate for the intended audience.

   3. Identify and explain standards of professionalism as they pertain to personal and work-related endeavors.

   4. Exhibit a portfolio of projects related to the chosen specialization at the conclusion of the Associate in Science degree work.

Students may select a combination of courses listed in field three below to earn the A.S. in Digital Media Production with a specialization in one of the following areas.

Specialization Character Animation:
Produce 2-D and 3-D animation by generating ideas using independent judgment, creativity, and computer software for content creation.

Specialization Digital Photography:
Demonstrate competence in the production and processing of images with current electronic photographic tools and the application of electronic media to all areas of artistic and commercial photography.

Specialization Internet Publishing:
Create design prototypes, including graphic design, site navigation, and layout of content, for various Web sites and perform maintenance and updates to existing Web sites.

Specialization Motion Graphics:
Produce attention-grabbing communication design for film, television, music videos, and the Web while meeting industry standard specifications.

3. **How is the program organized to meet its outcomes? (Description of curriculum organization, requirements, admission policies, advising and counseling, and other aspects of the program, with reference to its outcomes.)**

The program consists of general education courses including oral and written communication, critical thinking, visual color discrimination, and information retrieval. The core requirement of the program introduces the students to general digital arts and digital media courses including portfolio presentations and a practicum course. The specializations complement the breadth and depth of knowledge students acquire in their majors.

Admission and counseling is consistent with other programs at Leeward CC. (No special admission requirements.)

Digital Media Production
60-63 Credits
All required DMED courses must be passed with a grade of "C" or better.

Core Requirements		Credits
ART 107D	Introduction to Digital Photography	3
ART 113D	Introduction to Digital Drawing	3
DMED 113	Introduction to Layout Design	3
DMED 121	NetPrep Web Site Design	3
DMED 131	Introduction to Digital Video	3
DMED 140	Principles of Animation	3
DMED 200	Electronic Portfolio	3
DMED 293	Practicum in Digital Media	3
Credits		24

General Education		Credits
ENG 100 or higher	Composition I	3
MATH 100 or higher	Survey of Mathematics	3
or	Introduction to Logic	
PHIL 110	Computing Literacy & Applications	
ICS 100		3
or	Introduction to Computer Science	

ICS 111	Digital Art	3
ART 112	Film Analysis & Storytelling	3
DMED 150		15
Credits		

Specialization Character Animation		Credits
ART 113	Basic Drawing	3
ART 198D	Cartoon Drawing & 2D Animation Techniques	3
DMED 130	Digital Storyboard	3
DMED 141	Introduction to 3D Animation	3
ART 214	Introduction to Life Drawing	3
DMED 240	Animation & Special Effects	3
DMED 242	Character Animation	3
DMED 243	3-D Modeling & Animation	3
Credits		24

Specialization Digital Photography		Credits
ART 101	Introduction to the Visual Arts	3
ART 115D	Digital Design	3
ART 202	Digital Imaging	3
ART 207D	Intermediate Digital Photography	3
ART 156	Digital Painting	3
ART 166	Digital Printmaking	3
Elective	Choose one course from any other DMED	3
Credits	specialization	21

Specialization Internet Publishing		Credits
DMED 120	NetPrep Web Development	3
DMED 122	NetPrep Flash Animation	3
ICS 113	Database Fundamentals	3
DMED 133	Sound Design For Digital Media	3
ICS 151	Structured Database Programming	3
DMED 220	Intermediate Web Site Design	3
ICS 251	Advanced Database Programming	3
Credits		21

Specialization Motion Graphics		
DMED 122	NetPrep Flash Animation	3
DMED 130	Digital Storyboard	3
DMED 132	Principles of Video Editing	3
DMED 133	Sound Design For Digital Media	3
DMED 240	Animation & Special Effects	3
DMED 242	Character Animation	3
Elective	Choose one course from any other DMED	3
Credits	specialization	21

4. **Who will enroll in the program? (Special target groups, if any; number of majors expected by year for first five years; expected service to non-majors; evidence of student interest.)**

This is an existing program.

5. **What resources are required for program implementation and first five-year cycle operation? (Number, source, and cost of faculty; library requirements; support personnel; estimated cost of supplies, equipment and CIP; facilities to be utilized; total**

funds required for program implementation and operation; expected source of funds, including sources of reallocated funds.)

This is an existing program.

6. **How efficient will the program be? (Compare anticipated cost per SSH, cost per major, SSH/faculty, average class size or other quantitative measures with other programs in the college and similar programs on other UH campuses.)**

    This is an existing program.

7. **How will effectiveness of the program be demonstrated? (Projected number of graduates yearly; placement of graduates; special accreditation; student satisfaction; career and employer satisfaction, etc.)**

    This is an existing program.

8. **What change is proposed in the program? (provide specific information on both the new and old program)**

    The proposed modification is to do the following:
    Core Requirements
    Reduce the number of credits from 30 to 24 by doing the following:
    Delete 4 courses totaling 12 credits:

    1. ART 112 Digital Art
    2. DMED 120 NetPrep Web Development
    3. DMED 130 Digital Storyboard
    4. DMED 150 Film Analysis & Storytelling

    Add 2 courses totaling 6 credits:

    1. DMED 121 NetPrep Web Site Design
    2. DMED 131 Introduction to Digital Video

    General Education
    Delete the following 3 courses:

    1. ART 101 Introduction to the Visual Arts
    2. ECON 130 Principles of Microeconomics
    3. ECON 131 Principles of Macroeconomics
        Note that students could choose only one not both.

    Add the following 2 courses:

    1. ART 112 Digital Art
    2. DMED 150 Film Analysis & Storytelling

    Specializations

    Delete the Digital Video specialization, change the number of credits from 12 to 21 for the specialization in Internet Publishing and Motion Graphics and create 2 new specializations, Character Animation 24 credits and Digital Photography 21 credits.
    Internet Publishing 21 credits

1. Delete DMED 121 NetPrep Web Site Design
2. Delete DMED 221 NetPrep Dynamic Web Publishing
3. Add DMED 120 NetPrep Internet Publishing
4. Add DMED 133 Sound Design for Digital Media
5. Add ICS 151 Structured Database Programming
6. Add DMED 220 Intermediate Web Site Design
7. Add ICS 251 Advanced Database Programming

Motion Graphics 21 credits

1. Delete DMED 141 Introduction to 3-D Animation
2. Delete DMED 243 3-D Modeling & Animation
3. Add DMED 122 NetPrep Flash Animation
4. Add DMED 130 Digital Storyboarding
5. Add DMED 133 Sound Design for Digital Media
6. Add an elective course

New Specialization in Character Animation 24 credits

1. ART 113 Basic Drawing
2. ART 198D Cartoon Drawing & 2D Animation
3. DMED 130 Digital Storyboarding
4. DMED 141 Introduction to 3-D Animation
5. ART 214 Introduction to Life Drawing
6. DMED 240 Animation & Special Effects
7. DMED 242 Character Animation
8. DMED 243 3-D Modeling & Animation

New Specialization in Digital Photography 21 credits

1. ART 101 Introduction to the Visual Arts
2. ART 115D Digital Design
3. ART 202 Digital Imaging
4. ART 207D Intermediate Digital Photography
5. ART 156 Digital Painting
6. ART 166 Digital Printmaking
7. Elective Choose one course from any other DMED specialization

The following table visually describes the changes

New core requirements 24 credits			Old 30 credits	
ART 107D	3	Introduction to Digital Photography	ART 107D	3
ART 113D	3	Introduction to Digital Drawing	ART 113D	3
DMED 113	3	Introduction to Layout Design	DMED 113	3
DMED 121	3	NetPrep Web Site Design		
DMED 131	3	Introduction to Digital Video		
DMED 140	3	Principles of Animation	DMED 140	3
DMED 200	3	Electronic Portfolio	DMED 200	3
DMED 293	3	Practicum in Digital Media	DMED 293	3
		~~Digital Art~~	~~ART 112~~	3
		~~NetPrep Web Development~~	~~DMED 120~~	3
		~~Digital Storyboard~~	~~DMED 130~~	3
		~~Film Analysis & Storytelling~~	~~DMED 150~~	3

New general education 15 credits			Old 15 credits	
ENG 100 or higher	3	Composition I	ENG 100 or higher	3
MATH 100 or higher or PHIL 110	3	Survey of Mathematics Introduction to Logic	MATH 100 or higher or PHIL 110	3
ICS 100 or ICS 111	3	Computing Literacy & Applications Introduction to Computer Science	ICS 100 or ICS 111	3
ART 112	3	Digital Art		
DMED 150	3	Film Analysis & Storytelling		
		~~Introduction to the Visual Arts~~	~~ART 101~~	3
		~~Principles of Microeconomics~~ ~~Principles of Macroeconomics~~	~~ECON 130~~ ~~or~~ ~~ECON 131~~	3
New specialization Character Animation 24 Credits				
ART 113	3	Basic Drawing		
ART 198D	3	Cartoon Drawing & 2D Animation Techniques		
DMED 130	3	Digital Storyboarding		
DMED 141	3	Introduction to 3D Animation		
ART 214	3	Introduction to Life Drawing		
DMED 240	3	Animation & Special Effects		
DMED 242	3	Character Animation		
DMED 243	3	3-D Modeling & Animation		
New specialization Digital Photography 21 credits				
ART 101	3	Introduction to the Visual Arts		
ART 115D	3	Digital Design		
ART 202	3	Digital Imaging		
ART 207D	3	Intermediate Digital Photography		
ART 156	3	Digital Painting		
ART 166	3	Digital Printmaking		
Elective	3	Choose one course from any other DMED specialization		
New specialization Internet Publishing 21 credits			Old 12 credits	
DMED 120	3	NetPrep Web Development		
DMED 122	3	NetPrep Flash Animation	DMED 122	3
ICS 113	3	Database Fundamentals	ISC 113	3
ICS 151	3	Structured Database Programming		
DMED 133	3	Sound Design For Digital Media		
DMED 220	3	Intermediate Web Site Design		
ICS 251	3	Advanced Database Programming		
		~~NetPrep Dynamic Web Publishing~~	~~DMED 221~~	3

		NetPrep Web Site Design	DMED 121	3

Specialization Motion Graphics 21 credits			Old 12 credits	
DMED 122	3	NetPrep Flash Animation		
DMED 130	3	Digital Storyboard		
DMED 132	3	Principles of Video Editing		
DMED 133	3	Sound Design For Digital Media		
DMED 240	3	Animation & Special Effects	DMED 240	3
DMED 242	3	Character Animation	DMED 242	3
Elective	3	Choose one course from any other DMED specialization		
		Introduction to 3-D Animation	DMED 141	3
		3-D Modeling & Animation	DMED 243	3

Digital Video specialization will be entirely deleted				
		Introduction to Digital Video	DMED 131	3
		Principles of Video Editing	DMED 132	3
		Sound Design for Digital Media	DMED 133	3
		Digital Compositing	DMED 230	3

The Elective courses will be entirely deleted				
		Basic Drawing	ART 113	3
		Digital Imaging	ART 202	3
		Intro to Design-2D	ART 115	3
		Business Computer System	BUS 101	3
		Intro to Audio Productions	MUS 140	3
		NetPrep Network Fundamentals	ICS 184	3

9. What is the rationale for the change? (if this is a substantive change, state how it aligns with the Division goals, College Strategic Plan, College Mission Statement, or other relevant documents)

The change is substantive and it is comprised of 3 major changes.
Change 1: Increasing the specialization number of credits
It was brought to our attention by our Advisory board that the evolution of the technology in Digital Media requires more specialized skills than a couple of years ago. A Digital Media artist can no longer do everything but instead needs to concentrate his/her skills in a specific specialization and that the actual 12 credits for a specialization was not enough. Thus, at the last Advisory board meeting on May 13, 2010, unanimously the board and the DMED faculty decided to increase the specialization from 12 to 18 or 21 credits and to reduce the core requirement from 30 to 24 credits.

Change 2: Creating 2 new specializations. One in Character Animation and the other one in Digital Photography.
Because of the recent opening of the Hawaii Animation Studios, the demand for Character Animators in Hawaii has increased. According to Hawaii Animation Studios they would employ about 200 Character Animators by 2012. It is very important that we prepare our students for this emerging technology. The new specialization in Character Animation was designed by the DMED faculty in conjunction with the Hawaii Animation Studios.

The Digital Photography new specialization is designed to boost the graduation rate of the A.S. degree in Digital Media Production. The courses required by the new specialization already exist. Some of these courses are already required or can be taken as program electives. As it is now, there are no other community colleges in the UH System offering Digital Photography courses for credit. The Hawaii Photography industry is presently changing from Wet to Digital Photography. Leeward CC is ready and will provide skilled Digital Photographers.

Change 3: Deleting the Digital Video specialization.
Because Leeward CC also has a TV Production program it is not necessary to keep the specialization in Digital Video. Except for one course, DMED 230 Digital Compositing, all the other courses from the specialization will be offered on a regular basis. It will not cause any problems for the students who presently are majoring in the specialization in Digital Video. DMED 230 will be substituted by DMED 240 Animation & Special Effects.

10. Is the change substantive enough to require a change in program title? If so, explain in detail.

No.

11. Is the program currently articulated with any certificate or degree program? If so, give details, dates of agreement(s) and explain any impact the proposed change may have upon articulation.

No, the program is not articulated with other program in the UH system.

12. Will the change require additional staff, equipment, facilities or other resources? If so, provide details and indicate whether they are available.

No.

13. Will the change increase or decrease the number of required hours for attainment of the certificate or degree? If so, provide details and justification.

Yes, the new specialization in Character Animation will increase the total of credits from 60 to 63. The other specializations will remain at 60 credits. The degree should be listed as follows, Associate in Science Degree in Digital Media Production 60-63 Credits.

Because the specialization in Character Animation requires drawing skills it was necessary to add two Art classes, ART 113 Basic Drawing (3-credits) and ART 214 Introduction to Life Drawing (3-credits). Because the specializations do not require a 3 credit elective course as the other ones do, the total increase is only 3-credits.

Campus:	LEE
Updated By:	GANNE
Updated Date:	03/08/2011