

UNIVERSITY OF HAWAII
 CODE REQUEST FORM FOR ACADEMIC PROGRAM CODES

REQUESTOR CONTACT INFORMATION	
Date: April 25, 2014	Effective term of request (Semester-Year): Fall 2014
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, STVMAIR	
Institution: Leeward CC (LEE)	College: Instructional	Department: Digital Media	
<input checked="" type="checkbox"/> New program code	<input type="checkbox"/> Change/replace existing program code:		
Level: <input type="checkbox"/> Undergraduate	<input type="checkbox"/> Graduate	<input type="checkbox"/> First-Professional	<input type="checkbox"/> Post-Baccalaureate
<input type="checkbox"/> Other:			
Degree: AS	Certificate:		
If requesting an existing Major code and/or Concentration code in Banner:			
Existing Major: DMED	Digital Media	Existing Concentration:	
<small>Code</small>	<small>Description</small>	<small>Code</small>	<small>Description</small>
If requesting a new <input type="checkbox"/> Major code or <input checked="" type="checkbox"/> Concentration code that does not exist in Banner:			
New Code (4 char/space limit):		Description (30 char/space limit): Digital Video for the Web	
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? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
<small>(Please consult your Financial Aid Officer on Program Participation Agreement impact)</small>			
Is this program/major/certificate financial aid eligible? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <small>(Financial Aid Officer consultation required for all new program codes)</small>			
Should this program be available for applicants to select as their planned course of study on the online application? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<small>(If Yes, students may select the code as their only program of study.)</small>			

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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 <input type="checkbox"/>	No <input type="checkbox"/>	Ending Term (Semester-Year)
Online Application	<input type="checkbox"/>	<input type="checkbox"/>	_____
Recruitment	<input type="checkbox"/>	<input type="checkbox"/>	_____
Admissions	<input type="checkbox"/>	<input type="checkbox"/>	_____
General Student	<input type="checkbox"/>	<input type="checkbox"/>	_____
Academic History	<input type="checkbox"/>	<input type="checkbox"/>	_____

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: <https://www.hiapoed.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]:

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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: STVMJR
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 Digital Video for the Web of 60 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: _____

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CAMPUS VERIFICATION

Requestor Signature *[Signature]* Date April 25, 2014

Registrar (If different from Requestor)
 Grant Helgeson *[Signature]* April 25, 2014
 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 *[Signature]* April 25, 2014
 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:
 Suzette Robinson _____ April 25, 2014
 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 all 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	
Program code [12]:	Date form/docs received:
CIP code [6]:	Program Description [30]:
	CIP description [30]:



March 25, 2014

MEMORANDUM

TO: Joanne Itano
Office of the Executive Vice President for Academic Affairs/Provost

VIA: Michael Pecsok *[Signature]*
Vice Chancellor for Academic Affairs

FROM: Manuel J. Cabral *[Signature]*
Chancellor

SUBJECT: Curriculum Approval

I have approved the following program modifications on 3/16/14. These modifications are effective Fall 2014. The approvals can be found at: <http://curriculumcentral.its.hawaii.edu:8080/central/core.cas.jsp>

Modification

- Associate in Arts (AA) – Hawaiian Studies
- Associate in Arts (AA) – Liberal Arts
- Associate in Arts (AA) – Teaching
- Associate in Science (AS) – Accounting
- Associate in Science (AS) – Business Technology
- Associate in Science (AS) – Digital Media Production
- Associate in Science (AS) – Natural Sciences
- Academic Subject Certificate (ASC) – Community Food Security
- Academic Subject Certificate (ASC) – Digital Art: Photographic Emphasis
- Certificate of Achievement (CA) – Accounting
- Certificate of Achievement (CA) – Business Technology
- Certificate of Competence (CO) – Business Technology
- Certificate of Competence (CO) – Dining Room Supervision
- Certificate of Competence (CO) – Human Services/Substance Abuse Counseling
- Certificate of Competence (CO) – Preparation Cook
- Certificate of Competence (CO) – Virtual Office Assistant

Attachments

- c Division Chairs
 - James Goodman
 - Ron Umehira
 - Della Anderson
 - Alicia Brown
 - Candy Hochstein
 - Blake Hunrick
 - Michael Lane
 - Pearl Imada-Iboshi

Degree: Associate in Science
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 five specializations: Character Animation, Creative Media, Digital Video for the Web, Internet Publishing and Video Games. 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, video games and interactive media.

Effective Date: Fall 2014

Program Modifications:

Core Requirements

Reduce the number of credits from 24 to 15.

Remove 5 courses totaling 15 credits:

1. ART 107D Introduction to Digital Photography
2. DMED 121 NetPrep Web Site Design
3. DMED 113 Introduction to Layout Design
4. DMED 140 Principles of Animation
5. DMED 293 Practicum in Digital Media

Add the following course:

1. ART 221 Design for Print and Web
2. ART 112 Digital Art

General Education

Increase the number of credits from 15 to 21

Delete the following 2 courses:

1. ICS 100 Computing Literacy or ICS 111 Introduction to Computer Science
2. ART 112 Digital Art

Add the following 4 courses:

1. One course from the Global Multicultural Perspective list (FG)
2. ICS 170 Ethics for the Digital World (DH)
3. One course from the Diversification Social Sciences list (DS)
4. One course from the Diversification Physical list (DP)

Specializations

Delete the following 2 specializations:

1. Digital Photography
2. Motion Graphics

Add the following 3 specializations:

1. Creative Media
2. Digital Video for the Web
3. Video Games

New Specialization in Creative Media 24 credits

1. ART 107D Introduction to Digital Photography
2. ART 115D Digital Design
3. ART 156 Digital Painting
4. ART 166 Digital Printmaking
5. ART 202 Digital Imaging
6. ART 207D Intermediate Digital Photography
7. ART 229 Interface Design I
8. Elective One course from any other DMED specializations

New Digital Video for the Web 24 credits

1. DMED 130 Digital Storyboard
2. DMED 132 Principles of Video Editing
3. DMED 133 Sound Design For Digital Media
4. ART 229 Interface Design I
5. DMED 235 Digital Video for the Web
6. DMED 236 Advanced Digital Video for the Web
7. DMED 240 Animation and Special Effects
8. One course from any other DMED specializations

New Specialization in Video Games 24 credits

1. MUS 107 Music in World Cultures
2. ICS 110 Introduction to Programming
3. DMED 122 NetPrep Flash Animation
4. DMED 141 Introduction to 3-D Animation
5. ICS 136 Introduction to Mobile Device Application
6. THEA 221 Beginning Acting I
7. DMED 242 Character Animation
8. One course from any other DMED specializations

Modify the following 2 Specialization:

1. Internet Publishing
2. Character Animation

Character Animation modification:

1. Deleted:
ART 198D Cartoon Drawing & 2D Animation Techniques
2. Added:
DMED 140 Principle of Animation

Internet Publishing modification:

1. Deleted:
DMED 133 Sound Design for Digital Media
DMED 220 Intermediate Web Site Design
2. Added:
ART 229 Interface Design I
ART 249 Interface Design II
Elective

The following table visually describes the changes

New core requirements 15 credits		Old 24 credits	
ART 112	3 Digital Art		
	Introduction to		
ART 113D	3 Computer Drawing	ART 113D	3
DMED 131	3 Digital Video	DMED 131	3
DMED 200	3 Electronic Portfolio	DMED 200	3
ART 221	3 Design for Print and Web		
	Introduction to Layout Design	DMED 113	3
	NetPrep Web Site Design	DMED 121	3
	Introduction to Digital Photography	ART 107D	3
	Principles of Animation	DMED 140	3
	Practicum in Digital Media	DMED 203	3
New general education 21 credits		Old 15 credits	
ENG 100 or higher	3 Composition I	ENG 100 or higher	3
	Survey of Mathematics	MATH 100 or higher	
MATH 100 or higher	3	or	
or		PHIL 110	3
PHIL 110	3 Introduction to Logic		
One course	3 Global		

		Multicultural Perspective (FG)		
ICS 170	3	Ethics for the Digital World (DH)		
One course	3	Diversification Social Sciences (DS)		
One course	3	Diversification Physical (DP)		
DMED 150	3	Film Analysis & Storytelling (DA)	DMED 150	3
		Computing Literacy & Applications	ICS-100 or ICS-111	3
		Introduction to Computer Science		
		Digital Art	ART-112	3

Specialization Character Animation 24 Credits **Old 24 credits**

ART 113	3	Basic Drawing		3
DMED 130	3	Digital Storyboarding		3
DMED 140	3	Principles of Animation		
DMED 141	3	Introduction to 3D Animation		3
ART 214	3	Introduction to Life Drawing		3
DMED 240	3	Animation & Special Effects		3
DMED 242	3	Character Animation		3
DMED 243	3	3-D Modeling & Animation		3
		Cartoon Drawing & 2D Animation Techniques	ART-198B	3

New specialization Creative Media 24 credits **Old 21 credits**

ART 107D	3	Introduction to Digital Photography	Digital Photography	
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ART 115D	3	Digital Design		
ART 156	3	Digital Painting		
ART 166	3	Digital Printmaking		
ART 202	3	Digital Imaging		
ART 207D	3	Intermediate Digital Photography		
ART 229	3	Interface Design I		
Elective	3	Choose one course from any other DMED specializations		
		Introduction to the Visual Arts	ART 104	3

**New specialization Internet Publishing
24 credits**

Old 21 credits

DMED 120	3	NetPrep Web Development	DMED 120	3
DMED 122	3	NetPrep Flash Animation	DMED 122	3
ICS 113	3	Database Fundamentals	ICS 113	3
ICS 151	3	Structured Database Programming	ICS 151	3
ART 229	3	Interface Design I		
ART 249	3	Interface Design II		
ICS 251	3	Advanced Database Programming	ICS 251	3
Elective	3	Choose one course from any other DMED specialization		
		Sound Design For Digital Media	DMED 133	3
		Intermediate Web Site Design	DMED 220	3

**New Specialization Digital Video for the
Web 24 credits**

Old 21 credits

			Motion Graphics	
DMED 130	3	Digital Storyboard	DMED 130	3
DMED 132	3	Principles of Video Editing	DMED 132	3
DMED 133	3	Sound Design For Digital Media	DMED 133	3

ART 229	3	Interface Design I		
DMED 235	3	Digital Video for the Web		
DMED 236	3	Advanced Digital Video for the Web		
DMED 240	3	Animation & Special Effects	DMED 240	3
Elective	3	Choose one course from any other DMED specialization		3
		Character Animation	DMED-242	3
		NetPrep-Flash Animation	DMED-122	3

New Specialization Video Games 24 credits

MUS 107	3	Music in World Cultures		
ICS 110	3	Introduction to Programming		
DMED 122	3	NetPrep Flash Animation		
DMED 141	3	Introduction to 3-D Animation		
ICS 136	3	Introduction to Mobile Device Application		
THEA 221	3	Beginning Acting I		
DMED 242	3	Character Animation		
Elective	3	One course from any other DMED specializations		

Leeward Community College

Degree:	Associate in Science
Division:	Professional Arts and Technology
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 five specializations: Character Animation, Creative Media, Digital Video for the Web, Internet Publishing and Video Games. 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, video games and interactive media.
Effective Date:	Fall 2014

- 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 2013-2014 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, Video Games, Music, Acting, Interactive Media 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, there is a projected growth rate of 10% to 19% for Graphic Designer, 20% to 28% for Web Developers, 3% to 9% for Multimedia Artists, Animators, Video and Video Game Designers between 2010 and 2020.

<http://www.onetonline.org/link/summary/15-1134.00>

- 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.

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

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

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

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 Creative Media

Demonstrate competence in the production and processing of images with current electronic tools and the application of electronic media to all areas of artistic and commercial new media art.

Specialization Digital Video for the Web

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

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 Video Games:

Design core features of video games. Specify innovative game and role-play mechanics, story lines, and character biographies. Create and maintain design documentation. Guide and collaborate with production staff to produce games as designed.

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. 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 Credits

All required courses must be passed with a grade of "C" or better.

Core Requirements

		Credits
ART 112	Digital Art	3
ART 113D	Introduction to Computer Drawing	3
DMED 131	Introduction to Digital Video	3
ART 221	Design for Print and Web	3
DMED 200	Electronic Portfolio	3
Credits		15

General Education

		Credits
One course	Written Communication (FW)	3
One course	Symbolic Reasoning (FS)	3
One course	Global Multicultural Perspective (FG)	3
ICS 170	Ethics for the Digital World (DH)	3
One course	Diversification Social Sciences (DS)	3
One course	Diversification Physical (DP)	3
DMED 150	Film Analysis & Storytelling (DA)	3
Credits		21

Specialization Character Animation

		Credits
ART 113	Basic Drawing	3
DMED 130	Digital Storyboard	3
DMED 140	Principle of Animation	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 Creative Media

ART 107D	Introduction to Digital Photography	3
ART 115D	Digital Design	3
ART 156	Digital Painting	3
ART 166	Digital Printmaking	3
ART 202	Digital Imaging	3
ART 207D	Intermediate Digital Photography	3
ART 229	Interface Design I	3
Elective	One course from any other DMED specializations	3
Credits		24

Specialization Digital Video for the Web

		Credits
DMED 130	Digital Storyboard	3
DMED 132	Principles of Video Editing	3
DMED 133	Sound Design For Digital Media	3
ART 229	Interface Design I	3
DMED 235	Digital Video for the Web	3
DMED 236	Advanced Digital Video for the Web	3
DMED 240	Animation and Special Effects	3
Elective	One course from any other DMED specializations	3
Credits		24

Specialization Internet Publishing		Credits
DMED 120	NetPrep Web Development	3
DMED 122	NetPrep Flash Animation	3
ICS 113	Database Fundamentals	3
ICS 151	Structured Database Programming	3
ART 229	Interface Design I	3
ART 249	Interface Design II	3
ICS 251	Advanced Database Programming	3
Elective	One course from any other DMED specializations	3
Credits		24

Specialization Video Games		
MUS 107	Music in World Cultures	3
ICS 110	Introduction to Programming	3
DMED 122	NetPrep Flash Animation	3
DMED 141	Introduction to 3-D Animation	3
ICS 136	Introduction to Mobile Device Application	3
THEA 221	Beginning Acting I	3
DMED 242	Character Animation	3
Elective	One course from any other DMED specializations	3
Credits		24

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.

(See attachment for questions 8-13.)

Attachments		
History	Version	File Name
<input checked="" type="checkbox"/>	1	Digital Media Production (AS)-Changes.htm

Campus: LEE
 Updated By: WALBRITT
 Updated Date: 02/12/2014 5:26 PM