Comprehensive Program Review Report (Narrative)
College of the Sequoias
Program Review - Graphic Design

Prepared by: Rolando Gonzalez. M. Arch. Professor of Architecture / Architect AIA, Chair I&T

What are the strengths of your area?: The COS drafting technology program culminates in an AS Degree in Graphic Design which allows students to obtain entry level employment and/or transfer to a university. We encourage transfer. As students work towards their degree they also obtain Certificates. Certificates motivate students to continue in the program and their completion aids in obtaining employment should they not complete their degree.

The graphic design faculty are all professional graphic designers and/or animators.

What improvements are needed?: Employment success is poor. Employers do not regularly contact the program for employees. A graphic design website is needed to track those students who do find employment.

Overall program enrollment needs to be increased to prevent having to rotate some courses every other year. Rotating courses slows degree and certificate completion. These courses include GD162 and GD163.

First year enrollment needs to be increased to ensure second year course enrollments are sufficient. Canceling second year courses slows degree and certificate completion.

Open Lab is needed for students to obtain additional coursework assistance and time to complete their work. Currently adjunct faculty supervises Open Lab without compensation.

High school recruiting trips are needed to promote and increase enrollment of the program. Currently adjunct faculty conduct high school recruiting without compensation.

High school recruiting brochures need to be created to attract and track potential students.

Degree completion is poor. As of 2012 we are averaging 0 Degrees per year.

Certificate completion is poor. As of 2012 we are averaging 2 Certificates per year.

A Graphic Design Program Questionnaire needs to be created and distributed to the students to evaluate the overall quality.

Graphic Design courses need to be identified as General Education courses. GD159 is an introductory course that would be a logical candidate.

Graphic Design courses and programs need to be reworked to better link with transfer universities.

Graphc Design courses and programs need to be reworked to better meet the needs of industry.

A new Graphic Design Advisory Committee needs to be created to identify the needs of industry.

Success Rate for the past three (3) years is equal to the State Rate of 72%.

Efficiency (WSCH/FTEF) average for the past five (5) years is 318. 2025 target is 320.

Describe any external opportunities or challenges:

The city of Tulare has a smaller population than Visalia. This affects enrollment.

The move to Tulare has made it more difficult for Visalia campus students to be aware of the graphic design program. This affects enrollment.

The drive from the Visalia campus to Tulare has discouraged some students from entering the graphic design program. This affects enrollment.

Computer program software is an integral part of the program. Keeping this software current is a challenge. It is expensive.
We recently obtained a 3D printer. The resin necessary to use this printer is expensive. Students can not afford these costs.

Students require time outside of class in the form of an Open Lab to complete their coursework. A paid student lab assistant is needed to assist these students.

It is a current challenge to motivate adjunct faculty to promote degrees and certificates.

There may be an opportunity to connect with other outside disciplines, i.e. Business, Art and Computers.

**Overall Outcome Achievement:** Several program learning outcome assessments were successfully completed:

1. Program quality was assessed based on the success of students using their portfolio to obtain employment. It was NOT a positive outcome.
2. Program quality was assessed based on the success of students using their portfolio to transfer to a university. It was NOT a positive outcome.
3. Program quality was assessed based on the success of students completing their AS Degree (not for transfer) in Graphic Design. It was NOT a positive outcome.
4. Program quality was assessed based on the success of students completing their Certificates in Graphic Design. It was NOT a positive outcome.
5. Program quality was assessed based on a 2011-12 Graphic Design Faculty Survey. It was a positive outcome.

**Changes based on outcome achievement:**
A full time faculty member is needed to lead and provide cohesiveness for the program.

**Steps need to be taken to increase Degree and Certificate completion.** Increased enrollment, continued use of Open Lab and additional architecture courses identified as General Education courses will assist in this endeavor.

**Steps need to be taken to increase student employment.**

**Steps need to be taken to increase university transfer.**

**Outcome cycle evaluation:** An Outcomes Assessment 3 Year Cycle has been created.
Faculty have been assigned specific courses and programs.
See "Documents".

**Action: New Full Time Faculty**

Hire a new full time graphic design instructor.

**Implementation Timeline:** 2015 - 2016

- **Start Date:** 10/01/2014
- **Completion Date:** 08/17/2015
- **Status:** New Action

**Identify related course/program outcomes:**

At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

**Person(s) Responsible (Name and Position):**
Rolando Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T

**Rationale (With supporting data):** All of the graphic design courses are taught by adjunct faculty. A full time graphic design faculty member is needed to lead and provide cohesiveness for the program.

See "Documents".

**Priority:** High
**Safety Issue:** No

**Add Resource Request for Action**

<table>
<thead>
<tr>
<th>Resource Description</th>
<th>Why is this resource required for this action?</th>
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<tbody>
<tr>
<td>Funding to hire a new graphic design full time faculty member.</td>
<td>Without this funding compensation for the new full time faculty member will not be available.</td>
<td>Salary: $72,069.55 Benefits: $23,876.00 TOTAL COST, Year 1: $95,945.55</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Resource Type:** Faculty- New/Replacement

**Related Documents:**
- Cost Estimate for New Faculty.msg
- New Full Time Graphic Design Instructor Rationale.docx
- Faculty Growth Template - IT.pdf

11/04/2014 1:04 PM Generated by TracDat a product of Nuventive.
Action: High School Recruiting Brochures
Create high school recruiting brochures to attract and track potential students.

**Implementation Timeline:** 2014 - 2015
- **Start Date:** 12/09/2014
- **Completion Date:** 05/21/2015
- **Status:** New Action

**Identify related course/program outcomes:**
This action affects ALL course outcomes.

At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

**Person(s) Responsible (Name and Position):**
Rolando Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T

**Rationale (With supporting data):**
In order to ensure continued and sufficient enrollment in the graphic design program, high school recruiting brochures to attract and track students are necessary.
- Scheduling data clearly shows low enrolled graphic design courses are cancelled.
- Scheduling data clearly shows second year graphic design courses are sometimes cancelled.

**Priority:** High
**Safety Issue:** No
**External Mandate:** No

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### Add Resource Request for Action

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<td>Funding to create and purchase recruiting brochures.</td>
<td>There will be costs associated with creating the brochures.</td>
<td>Costs per psprint.com</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Resource Type:** Non-instructional equipment

**Related Documents:**
PsPrint Cost Estimate for Brochure.htm

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Action: High School Recruiting
Recruit at local high schools.

**Implementation Timeline:** 2014 - 2015
- **Start Date:** 12/09/2014
- **Completion Date:** 05/21/2015
- **Status:** New Action

**Identify related course/program outcomes:**
This action affects ALL course outcomes.

At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

**Person(s) Responsible (Name)**
Rolando Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T
Rationale (With supporting data): In order to ensure continued and sufficient enrollment in the graphic design program, high school recruiting is necessary. Scheduling data clearly shows low enrolled graphic design program courses are cancelled. Scheduling data clearly shows second year graphic design program courses are sometimes cancelled.

Priority: High
Safety Issue: No
External Mandate: No

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<tr>
<td>Funding to compensate adjunct faculty for recruiting at high schools.</td>
<td>Currently adjunct faculty compensation for high school recruiting does not exist.</td>
<td>10 high schools x 2 hrs. each = 20 hrs. 20 hrs. x $53.35/hr. (Lab Rate for R. Gonzalez) = $1,067</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Add Resource Request for Action

Resource Type: Non-instructional equipment

Action: Computer Program Software Upgrades

Provide computer program software upgrades to keep pace with industry standards.

Start Date: 08/11/2014
Completion Date: 05/21/2015
Status: New Action

Identify related course/program outcomes:
At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

Person(s) Responsible (Name and Position): Rolando Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T

Rationale (With supporting data): Industry demands that students be knowledgeable in the most recent computer program software version. Data: When employers complete the Employment Opportunity Flyer they demand knowledge of the most recent computer program software version. See "Documents".

Priority: High
Safety Issue: No
External Mandate: No

Add Resource Request for Action

Resource Type: Technology

Action: 3D Printer Resin

Provide resin for the 3D printer.

Identify related course/program outcomes: This action affects ALL course outcomes.

At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

Person(s) Responsible (Name and Position): Rolando Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T

Rationale (With supporting data): The resin needed for the 3D printer is expensive. Students cannot afford it. Data: One bottle of resin is $150 per liter.

Priority: Medium
Safety Issue: No
External Mandate: No

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<tr>
<td>Funding to purchase resin.</td>
<td>Students cannot afford to purchase resin.</td>
<td>$150 x 10 liters = $1,500 + shipping = $1,545</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Resource Type: Instructional equipment

Related Documents:
- 2014-15 VTEA Graphic Design.pdf
- 2014-15 VTEA POs for ARCH DRFT GD.xls

Action: Program Questionnaire

Create and distribute a Graphic Design Program Questionnaire to the graphic design students to evaluate the program.

Implementation Timeline: 2015 - 2016

Start Date: 08/17/2015
Completion Date: 05/19/2016

Status: New Action

Identify related course/program outcomes: This action affects ALL course outcomes.

At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

Person(s) Responsible (Name and Position): Rolando Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T

Rationale (With supporting data): A Graphic Design Program Questionnaire will assist in evaluating the program. Data: The data collected will be used to improve the program.

Priority: High
Safety Issue: No
External Mandate: No

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<tr>
<td>Funding to compensate full time faculty for creating rough draft questionnaire.</td>
<td>Without funding the rough draft questionnaire cannot be created.</td>
<td>2 hrs. x $53.35 (Lab Rate for R. Gonzalez) = $106.70</td>
<td>Yes</td>
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</table>

**Resource Type:** Non-instructional equipment

**Related Documents:** Arch Program Questionnaire.pdf, GD.pdf

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**Action: Graphic Design Advisory Committee**

Create new Graphic Design Advisory Committee.

**Implementation Timeline:** 2014 - 2015

**Start Date:** 10/01/2014

**Completion Date:** 10/29/2014

**Status:** New Action

**Identify related course/program outcomes:** This affects ALL course outcomes.

At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

**Person(s) Responsible (Name and Position):** Rolando Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T

**Rationale (With supporting data):** In an effort to improve the quality of the Graphic Design program the faculty have determined a new Graphic Design Advisory Committee is needed to meet the needs of the industry.

Data: The current Graphic Design Program Review document clearly shows improvement is needed.

**Priority:** High

**Safety Issue:** No

**External Mandate:** No

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**Action: VTEA Funding**

Request VTEA funding each year.

**Implementation Timeline:** 2014 - 2015

**Start Date:** 04/01/2015

**Completion Date:** 04/15/2015

**Status:** New Action

**Identify related course/program outcomes:** This action affects ALL course outcomes.

At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.
**Person(s) Responsible (Name and Position):** Rolando Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T

**Rationale (With supporting data):** VTEA funding is requested and utilized each year to support the program. Data: VTEA funding has been used for equipment, software, competitions, and instructional salaries. See "Documents".

**Priority:** High

**Safety Issue:** No

**External Mandate:** No

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<tr>
<td>Funding for equipment, software, competitions, and instructional salaries. See &quot;Documents&quot;.</td>
<td>Without funding equipment, software, competitions, and instructional salaries cannot be obtained.</td>
<td></td>
<td></td>
</tr>
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**Resource Type:** Instructional equipment

### Action: Above Base Budget Funding 1

Request new large format Printer and corresponding supplies.

**Implementation Timeline:** 2014 - 2015

- **Start Date:** 10/01/2014
- **Completion Date:** 10/15/2014
- **Status:** New Action

**Identify related course/program outcomes:** This action affects ALL course outcomes.

- At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

**Person(s) Responsible (Name and Position):** Rolando Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T

**Rationale (With supporting data):** The Graphic Design Department does not have a large format printer. They are currently limited to 11x17. The program would like to print larger documents.

Data: These large format printing skills will increase the quality of the work produced and employment opportunities of the student.

**Priority:** Medium

**Safety Issue:** No

**External Mandate:** No

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<tr>
<td>Funding to purchase Epson Wide Format Inkjet Printer with cartridges, service plan, tax, &amp; shipping</td>
<td>Without this funding Epson Wide Format Inkjet Printer with cartridges, service plan, tax, &amp; shipping cannot be purchased.</td>
<td></td>
<td></td>
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</tbody>
</table>

**Resource Type:** Instructional equipment

**Related Documents:**
- GD Printer and Font quotes.docx
- 2014-15 VTEA Graphic Design.pdf
Action: Above Base Budget Funding 2

Request new Tablet.

Start Date: 10/01/2014
Completion Date: 10/15/2014
Status: New Action

Identify related course/program outcomes:
This action affects ALL course outcomes.

At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

Person(s) Responsible (Name and Position):
Rolando Gonzalez, M. Arch. Professor of Architecture/Architect AIA, Chair I&T

Rationale (With supporting data):
The Graphic Design Department does not have a tablet to accommodate the modern designer. The program would like a tablet to improve the quality of the documents produced. The tablet has illustration, photo editing, and 3D design features.

Data: These tablet skills will increase the quality of the work produced and employment opportunities of the student.

Priority: Medium
Safety Issue: No
External Mandate: No

Add Resource Request for Action

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<tr>
<td>Funding to purchase VT Realm Pro Tablet.</td>
<td>Without funding the VT Realm Pro Tablet cannot be purchased.</td>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

Resource Type: Instructional equipment
Related Documents:
VT Realm Pro cost estimate.mht
2014-15 VTEA Graphic Design.pdf

Action: Above Base Budget Funding 3

Request new Prometheam Board

Start Date: 10/01/2014
Completion Date: 10/15/2014
Status: New Action

Identify related course/program outcomes:
This action affects ALL course outcomes.

At the end of this program, students will create and appraise graphic designs related to graphic design applications, integrated graphics, digital imaging for artists, and web page design & development utilizing various graphic design computer programs such as Adobe Illustrator, PhotoShop, and InDesign.

Person(s) Responsible (Name and Position):
Rolando L. Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T

Rationale (With supporting data):
Prometheam utilizes powerful, flexible interactive whiteboard software. ActivInspire (included free) offers a vast suite of tools for the creation and delivery of dynamic, stimulating lessons. Existing content won’t go to waste. It is possible to import SMART Notebook or PowerPoint® presentations, insert video, music, weblinks and more into new lessons, or use ActivInspire annotation tools to instantly get students actively involved with your existing content and applications.

Data: It is educators’ daily mission to leverage or create engaging, effective educational resources and tools to bring lessons to life and capture their students’ attention and imaginations. Prometheam can help in this endeavor.
Action: Above Base Budget Funding 4

Purchase new Bulletin Boards to promote program and display student work.

**Implementation Timeline:** 2014 - 2015
- **Start Date:** 10/01/2014
- **Completion Date:** 10/15/2014
- **Status:** New Action

**Identify related course/program outcomes:**
This action affects ALL course outcomes.

**Rationale (With supporting data):**
The Graphic Design department does not having any display area to show student work. Data: A display area will allow the program to showcase the program and student work. This will motivate students to improve the quality of their work.

**Person(s) Responsible (Name and Position):**
Rolando Gonzalez, M. Arch. Professor of Architecture / Architect AIA, Chair I&T

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<tr>
<td>Funding to purchase bulletin boards to promote program and display student work.</td>
<td>Without funding bulletin boards to promote program and display student work cannot be purchased.</td>
<td></td>
<td>Yes</td>
</tr>
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</table>