Design and Visual Communication

2018 CTE 2 Year Review

1.   How strong is the occupational demand for the program?

Demand is increasing. As the field of Visual Communications hones areas combining design and digital. Private programs such as the one at Santa Monica city college offers a bachelors in science (BS) in UI/UX. This program is heavenly industry built and supported. SMCC UI/UX's second graduation (Spring 2018) boasts over 90% industry employment before their graduation date.

2.   How does the program address needs that are not met by similar programs in the region?

Colleges and certificates are narrow in their approach for specific skills. However, the Visual Communications certificate allows students to choose related classes within the areas of advertising, print and web so as to customize tangible skills within the broad areas most sought after in the work force. These skills are relevant to today's market as they were determined by those currently working and employing entry level employees.

3.   What are the completion, success, and employment rates for students in the program?

From my own data, a data back created in 2015 of student in the program, 100% are working in the industry. In part because student are sent to ECC by employers for these skills, as well as advertising done in the design area.

4.   **List any licensure/certification exam(s) required for entry into the workforce in the field of study and report the most recent pass rate(s) among program graduates.**

Students need an extremely strong portfolio in addition to strong digital skills. A working knowledge of the Adobe suite and a strong foundational skill set.

5.   Are the students satisfied with their preparation for employment? Are the employers in the field satisfied with the level of preparation of program graduates?

An exit survey a year from graduation has rendered comments such as these.

My name is Keelan Countee. I transferred from ECC in 2010, with an AA in Design, and graduated in 2016 from CSUDH with a BA in Design. I am very satisfied with the level of preparation that I had received in ECC Design program when I was enrolled at ECC. I'm currently working as a Prepress and Graphics Specialist for a Software Development Company in Gardena. And I feel that I made it this far is because of the program. From there I was given a strong foundation in Art and Design that taught me the skill level that is the "industry-standard," which helped me grow and develop my creative abilities that are expected and required in this professional field.

6.   Is the advisory committee satisfied with the level of preparation of program graduates?

How has advisory committee input and feedback been used in the past two years to ensure employer needs are met by the program? Advisory board members are satisfied and show that satisfaction in the hiring of students who have completed the certificate. They too have made suggestions for a no credit class now that repeatability is no longer an option

APPENDIX A

Advisory committee membership list and credentials

1. Keelan Countee California State University Dominguez Hills, Printer/Prepress Specialist; Graphic Designer; Gallery/Signage Installation .

2. Seung Drell is my legal name, BFA in Graphics Design, Art Center College of Design, 2010. Current job title is Senior UX UI Designer, Emerging Platforms

3. Jennifer Lau, BFA Graphic Design, Art Center College of Design, current job: Senior Art Director, No Boundaries Design J

4. Eric Holman, BFA Graphic Design, Art Center College of Design, current job: Senior Art Director Sebastian International, Freelance designer, Royale; Art Director, Durso Design; Graphic Designer, OPI Products; Freelance designer, Praxis fur al Kommunikation, Motion Theory

5. Tina Chang, BFA Graphic Design, Art Center College of Design, current job: Senior Graphic Designer at Sensa Products

APPENDIX B

Advisory committee meeting minutes and other documentation

September 30, 2018

Dinner Meeting at my house in Manhattan Beach, CA

Topics Discussed were:

1. The need for students to increase their knowledge of UI/UX

2. Arrange for smcixd program coordinator to attend next meeting and discuses requirements for program acceptance.

3. How do students complete their AA and AAT requirements yet also be directed to take not required classes that will better prepare and offer skills necessary for real world employment?

4. Currently changing program requirements and the lag in educations ability to keep up. Lack of student basic skills.

5. Lack of student soft skills.