

Program Narrative Design Fundamentals Certificate of Achievement

Program Goal and Objectives

The current Design Fundamentals Proficiency Award is being converted to a Design Fundamentals Certificate of Achievement. This does not modify instructor load nor administrative management of the existing program. No changes to existing program structure/course of study.

These graphic design courses will provide training to understand the digital process for print and screen when designing. Students will be introduced to design principles to both print and screen layouts, and use industry-standard software to produce graphic design layouts that are print-ready digital files.

Catalog Description

The Design Fundamentals Certificate of Achievement provides the student with a foundation in Design and Media Arts and an understanding of the digital process when designing for print and screen. They will also engage in creative processes that combine art and technology to inform, persuade, organize, stimulate, locate, identify, attract attention and provide pleasure. These new skills will give the student the qualifications needed for entry level positions in Design and Media Arts industries, to start their own business, and/or for university transfer.

Program Requirements

The course requirements for the Design Fundamentals Certificate of Achievement include the following courses.

Program: *Design Fundamentals Certificate of Achievement*

Requirements	Dept. Name / #	Name	Units	Sequence
Required Core: Three courses (9 units)	GR M10 or GR M10H	Design and Society Honors: Design and Society	3	Yr. 1, Fall
	GR M23 or MM M10	Introduction to Computer Graphics Introduction to Digital Media	3	Yr. 1, Fall
	GR M30	Design I	3	Yr. 1, Spring

TOTAL UNITS:

9

Enrollment and Completer Projections:

An approximate of 10 annual completers.

Place of Program in Curriculum/Similar Programs:

Similar to the existing Design Fundamentals Proficiency Award, the Design Fundamentals Certificate of Achievement program integrates education and course specific requirements to create an opportunity for students to engage in the Design and Media Arts field. The modification to a Certificate of Achievement program, does not modify instructor load nor administrative management of the existing program. No changes to existing program structure/course of study.

Similar Programs at Other Colleges in Service Area or Justification of need for program in the region:

The Certificate of Achievement in Design Fundamentals introduces students to design principles, tools and concepts. This award will better prepare students seeking a career in the design and media arts industries. After successfully completing a Design Fundamentals Certificate of Achievement, a student could be hired at the entry level design positions and/or pursue the specialization in design and media arts. The Certificate of Achievement in Design Fundamentals creates program options for students.

Master Planning

There are various entry-level opportunities for students in the workforce. According to the Ventura County Adult Education Consortium Working Group approaches need to be created that accelerate a student's progress toward her/his academic or career goals. Stackable credentials (i.e. proficiency awards) has been highlighted as a strategy for a pathway between adult education and community college career technical education programs. This award will provide training for these learners.