

# Applied Digital Media & Printing Department's Advisory Committee Online Survey Spring 2025

We recently created a new ADM certificate - Design Agency Experience. The certificate is still in a proposal stage, and we need feedback and acknowledgement from our advisory committee(you) to advance it forward in our Curriculum process.

A little background story:

- We recently disbanded our Graphix Club (student club) after being a big part of the ADM department for nearly 30 years, and in its place, we have created a student organization instead, and we are calling it *Graphix Connection*. As an organization, we can do what we couldn't do as a club. For example, we can operate the Graphix Connection as a department-based graphic design agency, students of the organization function as student designers, Patrick and I will be art directors, and we can take on outside jobs. Clients will pay at a discounted rate, and the money goes into a trust account that will be used to sponsor students to compete in contests like the ADDYS.
- The Graphix Connection, by school's policy, has to be tied to a class; logically, we choice ADM70, our portfolio class, since students of ADM70 are likely the most prepared for real jobs.

About the new Design Agency Experience certificate:

- It is consisted of six classes that we already have in our ADM lineup:
  - ADM63B - Design for Electronic Publication (Advanced InDesign)
  - ADM71B - Advanced Photoshop
  - ADM74B - Web Design II
  - ADM69B - Advanced After Effects
  - ADM77B - Advanced Illustrator
  - ADM70 - Project Production and Portfolio
    - Or ADM 200 - ADM Work Experience
- In total, it is a 18-unit certificate, like most of our short-term certificates.
- The aforementioned classes are our ADM's "Advanced" classes. For our ADM students, who are pursuing our Graphic Design and Digital Media degree/certificate, then they are already taking all of them.
- In other words, this new certificate is like a bonus achievement for taking all the ADM advanced classes.

1. After reviewing the provided materials for our proposed Design Agency Experience certificate, how would you rate its usefulness and effectiveness? (10 = most effective; 1 = least effective)

2. Do you have any questions/comments/suggestions regarding our proposed Design Agency Experience Certificate?

3. Including the proposed Design Agency Experience certificate, here is our ADM department's complete lineup of certificates and degrees:  
-Graphic Design and Printing Degree/Certificate -Graphic Design and Digital Media Degree/Certificate -Basic Graphic Design Certificate -Basic Graphic Communication Certificate -Electronic Publishing and Design Certificate - Motion Graphics and 3D Animation Certificate -Packaging Design and Printing Certificate -Graphic Art and Visual Storytelling Certificate -Design Agency Experience Certificate

Do you approve of our current lineup?

4. Any suggestion for possible new course/certificate we should consider for our department?

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