

Porterville College

Program Outline Report

Program Basics

Program Title:	Digital Video Production for Business
Program Status:	Active from Summer 2025
Department:	Computer Graphics
Award Type:	Certificate of Achievement (Credit)
Program Description	The Digital Video Production for Business certificate prepares students to work in a wide variety of business fields where the creation of video content are used more than ever in creating marketing and training materials. Students will develop skills in professional video and audio production, narrative message creation, mass consumption of messages, and introductory business practices. With a focus on direct application of these skills in to every day small and large businesses, students will use industry standard camera equipment and digital video editing software to create a mature portfolio of filmic work demonstrating advanced formal, conceptual, and technical development. In postproduction, students will learn motion graphics and how to finalize video content for commercial and creative applications. Program Learning Outcomes: Use appropriate materials, techniques, and media to create 4D projects; synthesize advanced multidisciplinary knowledge into a portfolio of moving image works; identify, describe, analyze various communication contexts in business settings and how those influences should shape their work. Required to Complete 15 units Required Courses: CGRA P105 Film Theory 3.0 units CGRA P113 Digital Video Production 3.0 units COMM P111 Introduction to Mass Communication 3.0 units CGRA P120 Beginning Audio Production 3.0 units Restricted Elective Courses: BSAD P101 Introduction to Business 3.0 units or BSAD P160 Introduction to Entrepreneurship 3.0 units
Control Number:	No value
Credential ID:	No value
Transferability:	Not transferable
Program TOP Code (SP01) :	0612.20
Program TOP Code (SP01) :	Film Production
Program CIP Code:	(50.0602) Cinematography and Film/Video Production.
Student Program Award (SP02) :	Certificate requiring 8 to fewer than 16 semester units (approved by Chancellor's Office)
Maximum Credits:	15
Minimum Credits:	15
Curriculum Committee Approval Date:	10/22/2024
Board of Trustees Approval Date:	No value
External Review Approval Date:	No value

Proposal Details

Proposal Start:	Summer 2025
Rationale for Non-Fall Start:	No value
Program Justification:	The Digital Video Production for Business certificate is in the Fine and Applied Arts Program Review. With a focus on commercial and corporate video genres, the coursework provides students with the opportunity to create a mature portfolio of filmic work demonstrating advanced formal, conceptual, and technical development. The certificate will serve student need by enabling higher prospects for employment in various businesses both small and large where they may use these skills to develop marketing and training content for any business.

Submission Rationale

- New Program

Program Requirements

Required Courses (Total 15)

Complete all of the following	
CGRAP105 - Film Theory	3
CGRAP113 - Digital Video Production	3
CGRAP120 - Beginning Audio Production	3
COMMP111 - Introduction to Mass Communication	3
Select One (Total 3)	
Complete the following number of credits: 3	
BSADP101 - Introduction to Business	3
BSADP160 - Introduction to Entrepreneurship	3

Recommended Sequences

2 Semester Sequence

Term 1 (Total 6)

Required Courses CGRAP113 - Digital Video Production 3

Required Courses COMMP111 - Introduction to Mass Communication 3

Term 2 (Total 6)

Required Courses CGRAP120 - Beginning Audio Production 3

Required Courses CGRAP105 - Film Theory 3

Required Courses (Total 3)

Take one of the following

BSADP101 - Introduction to Business 3

BSADP160 - Introduction to Entrepreneurship 3

4 Semester Sequence

Term 1 (Total 3)

Required Courses CGRAP113 - Digital Video Production 3

Term 2 (Total 6)

Required Courses CGRAP105 - Film Theory 3

Required Courses COMMP111 - Introduction to Mass Communication 3

Term 3 (Total 3)

Required Courses CGRAP120 - Beginning Audio Production 3

Term 4 (Total 3)

Required Courses (Total 3)

Take one of the following

BSADP101 - Introduction to Business 3

BSADP160 - Introduction to Entrepreneurship 3

3 Semester Sequence

Term 1 (Total 6)

Required Courses CGRAP113 - Digital Video Production 3

Required Courses COMMP111 - Introduction to Mass Communication 3

Term 2 (Total 3)

Required Courses CGRAP120 - Beginning Audio Production 3

Required Courses (Total 3)**Take one of the following**

BSADP101 - Introduction to Business 3

BSADP160 - Introduction to Entrepreneurship 3

Term 3 (Total 3)

Required Courses CGRAP105 - Film Theory 3

Program Outcomes**Digital Video Production for Business**

PSLO	Performance
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Use appropriate materials, techniques, and media to create 4D projects	100
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Synthesize advanced multidisciplinary knowledge into a portfolio of moving image works	100
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Identify, describe, analyze various communication contexts in business settings and how those influences should shape their work.	100
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Program Narrative**Item 1. Program Goals and Objectives**

The Digital Video Production for Business certificate prepares students to work in a wide variety of business fields where the creation of video content are used more than ever in creating marketing and training materials. Students will develop skills in professional video and audio production, narrative message creation, mass consumption of messages, and introductory business practices. With a focus on direct application of these skills in to every day small and large businesses, students will use industry standard camera equipment and digital video editing software to create a mature portfolio of filmic work demonstrating advanced formal, conceptual, and technical development. In postproduction, students will learn motion graphics and how to finalize video content for commercial and creative applications.

Program Learning Outcomes

1. Use appropriate materials, techniques, and media to create 4D projects
 2. Synthesize advanced multidisciplinary knowledge into a portfolio of moving image works
 3. Identify, describe, analyze various communication contexts in business settings and how those influences should shape their work.
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Item 2. Catalog Description

The Digital Video Production for Business certificate prepares students to work in a wide variety of business fields where the creation of video content are used more than ever in creating marketing and training materials. Students will develop skills in professional video and audio production, narrative message creation, mass consumption of messages, and introductory business practices. With a focus on direct application of these skills in to every day small and large businesses, students will use industry standard camera equipment and digital video editing software to create a mature portfolio of filmic work demonstrating advanced formal, conceptual, and technical development. In postproduction, students will learn motion graphics and how to finalize video content for commercial and creative applications.

Digital Video Production for Business Certificate

Required to Complete 15 units

Course #	Course Title	Units	Local GE	CalGETC	Sequence (2 semester option)
CGRA P105	Film Theory	3	Area 3	Area 3	Year 1, Fall
CGRA P113	Digital Video Production	3			Year 1, Fall
COMM P111	Introduction to Mass Communication	3	Area 1B		Year 1, Fall
CGRA P120	Beginning Audio Production	3			Year 1, Spring
BSAD P101	Introduction to Business	3			Year 1, Spring
<i>or</i> BSAD P160	Introduction to Entrepreneurship				
Total Units		15			

Because none of the required courses have prerequisites, students may choose to complete the courses in as little as 2 semesters (highlighted above) or take additional semesters based on their schedule and preference. Below we highlight proposed unit loads for a 2 semester and a 3 semester sequence.

Item 3. Program Requirements**Digital Video Production for Business Certificate**

Required to Complete 15 units

Course #	Course Title	Units	Local GE	CalGETC	Sequence (2 semester option)
CGRA P105	Film Theory	3	Area 3	Area 3	Year 1, Fall
CGRA P113	Digital Video Production	3			Year 1, Fall
COMM P111	Introduction to Mass Communication	3	Area 1B		Year 1, Fall
CGRA P120	Beginning Audio Production	3			Year 1, Spring
BSAD P101	Introduction to Business	3			Year 1, Spring
<i>or</i> BSAD P160	Introduction to Entrepreneurship				
Total Units		15			

Because none of the required courses have prerequisites, students may choose to complete the courses in as little as 2 semesters (highlighted above) or take additional semesters based on their schedule and preference. Below we highlight proposed unit loads for a 2 semester and a 3 semester sequence.

Sequence (3 semester option):

Year 1, Fall = 6 units

Year 1, Spring = 6 units

Year 2, Fall = 3 units

Sequence (4 semester option):

Year 1, Fall = 3 units

Year 1, Spring = 6 units

Year 2, Fall = 3 units

Year 2, Spring = 3 units

Sequence (2 semester option):

Year 1, Fall = 9 units

Year 1, Spring = 6 units

Item 4. Master Planning

In the previous and current program reviews for the Fine and Applied Arts division, the development and establishment of Digital Video Production courses and a certificate in the area are stated goals. In anticipation of realizing these plans, the former darkroom in the Fine Art building was cleared for the installation of industry standard computer and filmmaking equipment that was acquired during the 2021-2022 academic year.

Diran Lyons was hired in 2019 as full-time faculty in the art program. His training and expertise in video has been utilized in the writing of the curriculum for new courses in video production, audio production and film theory as well as the creation of this additional certificate in this area. These new courses and certificate will complement the existing courses in video production as well as the other certificate in the discipline that is more focused on short films and the movie industry. The decision to create this new curriculum and certificate was due to the popularity of the other coursework along with advisory board recommendations from the spring of 2024 to focus more on commercial video creation for businesses of all shapes and sizes that will help our students find jobs and/or grow their own businesses.

Item 5. Enrollment and Completer Projections

With multiple local high school pathway programs in digital video production as well as business, our estimation is that approximately 60 students will be in pursuit of a Certificate of Achievement in Digital Video Production for Business in its first year with about 8-10 completers after the first year and a half. These numbers would reflect the Commercial AA, Studio Art AA-T, and Business Administration AS-T programs. The Art programs average roughly 50 majors and 15 completers per year and the Business program has far more majors and roughly 125 completers per year. With this large of a possible student base, our completer projections may prove to be conservative.

In an era dominated by audiovisual content and the popularity of film and video, we anticipate an increase in student enrollment during the second year and afterward once the program gets fully underway.

Item 6. Place of Program in Curriculum/Similar Programs

The Digital Video Production for Business certificate shares three courses with other programs including the Digital Video Production Certificate of Achievement, Commercial Art AA, Communication Studies AA-T, Business Administration AS-T as well as three of those courses being eligible for local general education and/or CalGETC requirement satisfaction.

Commercial Art AA degree. While utilizing Introduction to Digital Art, Commercial Layout and Design, and Digital Video Production options within the field of Commercial Art, the Digital Video Production certificate focuses primarily on 4D media and culminates in an advanced motion media course that concentrates on historical through contemporary filmmaking issues and student response to that body of knowledge.

While our sister certificate (Digital Video Production certificate) is intended for students interested in finding employment in the fields of motion picture and/or commercial motion media production, this certificate will focus more on a wider range of practical application in any business environment. This may include, but is not limited to, the creation of promotional materials such as social media content to the development of training materials for any business and industry regardless of size.

Item 7. Similar Programs at Other Colleges in Service Area

While there are similar programs in the motion picture industry like our first certificate, there are currently no other programs in our service area that focus on the business aspect in this way. The only somewhat comparable program is at Fresno City College, which offers an Associate degree in Graphic Communication: Video Production. This program is geared towards preparing students for technical roles in graphic design, web design, video production, or the print industry.