

2020 Annual Program Review

Program Name: Design Technology

Program Review Author: Josephine Hao

I. PROGRAM DESCRIPTION: In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

Note: If no changes have occurred, feel free to copy and paste from your last review. If it exists, feel free to copy the brief description of your program from the college catalog: <http://www.smc.edu/CollegeCatalog/Pages/default.aspx>

The Design Technology department consists of three interrelated Career Education (CE) programs: Entertainment Technology, Graphic Design and Interior and Architectural Design. The department is also home to the Interaction Design baccalaureate pilot program. Design Technology is committed to providing quality education and lifelong learning opportunities in rapidly evolving design and media fields. All of our programs are intended to prepare students for successful transfer, employment, or professional growth and skill development.

The Entertainment Technology program offers Associate Degrees in Animation and Digital Media. In addition, the ET Program offers a number of Certificates of Achievement in various aspects of the entertainment industry (2D Animation, 3D Animation, 3D Production, Audio Post-Production, Video Post-Production, and Visual Development).

We have successfully reinstated the Architecture program this year. The new program offers foundation courses for both Interior and Architecture students, then students choose their path of specialization. Both the Interior Design and Architecture programs offer a Certificates of Achievement and an Associate Degree. In addition, the programs offer Certificate of Achievement in Set Design/Art Direction and Digital Production and Design.

In existence for over 40 years, the Graphic Design program at Santa Monica College serves both the student who wishes to transfer to a four-year college or an art and/or design school, as well as the student who wants to obtain the skills necessary for entry into the industry as a production artist or designer in graphic design, illustration, user experience (UX) or web design. The Graphic Design program offers a Certificate of Achievement and an Associate Degree.

The Interaction Design (IxD) Bachelor of Science program blends the fields of design, user experience (UX), and technology. Interaction Designers create the experiences we have every day with smart objects, devices, and the web. IxD is a four-year program, the first two years of which are comprised of the existing Graphic Design A.S. degree.

Despite the highly specialized nature of our programs, we attempt to recognize and emphasize our commonalities, reduce our differences and move forward as a one department through communication, collaboration, and the sharing of resources.

II. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES)

Identify the original objectives from your last review, as well as any objectives that emerged during the year (if applicable). For each objective, determine status and explanation for status.

| Objective | Status (Check one) | Status Explanation |
|---|--|---|
| Improve Certificate of Achievement and Associate Degree completions. | <input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed | Program Maps were created to streamline course work for all programs. They were just approved in Spring 2020. Will monitor completions in future semesters. |
| Create a more robust online presence by developing online courses and certificates. | <input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed | We have created 4 online certificates, Web Essentials, UX Essentials, Interior Architectural Design Fundamentals, and Digital production in Architecture. All 4 certificates have been submitted and are waiting for review and |

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|----------------------------------|---|---|
| | | approval by the Online CE Pathways Grant committee. |
| Reinstate Architecture program | <input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed | Architecture program has been submitted and approved by the LAOCRC and the SMC curriculum committee in Spring 2020. |
| Click or tap here to enter text. | <input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed | Click or tap here to enter text. |
| Click or tap here to enter text. | <input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed | Click or tap here to enter text. |

III. ACHIEVEMENTS

(Optional) List any notable achievements your program accomplished in the last year.

During Fall 2019, our department has updated and renamed all ET courses to Animation (ANIM), Digital Post-Production (DMPOST), and Game Design (GAME). Architecture (ARC) and Interior Architectural Design (IARC) courses have been completely revised.

Program maps for our department have been submitted and approved by the curriculum committee.

In Fall 2019, the fourth cohort of 26 students began taking upper-division courses in the Interaction Design program. The third cohort of 23 students completed their final semester of the IxD program and graduated in June 2020. Fall 2020 welcomes the sixth cohort of 26 students to begin the program.

To address known student pain points, IxD faculty created new systems and structures for the program. These included an **IxD Program Calendar** to ritualize program culture including a Annual Fall Orientation and Kick-off, Internal/External Program Info Sessions, Industry Work-In-Progress show, Spring Field Trip, and a IxD Senior Graduate Show. **IxD Career Services Pathways Map** was created to help in collaborating with both Career Services and Counseling to create intentional support and benchmarks for IxD students in their internship and job journey. The **IxD Admissions Process** was also revised and redesigned so that it is now more equitable and transparent.

IV. CURRENT PLANNING AND RESOURCE NEEDS

Part 1: Narrative

Broadly discuss issues or needs impacting program effectiveness for which institutional support or resources will be needed for the next academic/fiscal year.

Three of the four IT and computer lab staff have retired in 2019. A new computer lab staff member was hired in Spring 2020, but due to the hiring freeze of Covid-19, his contract was not renewed after June 30. He helped several instructors and their students adapt to the new online learning environment. We hope to renew his contract and add another staff member who is knowledgeable in specific applications used in Interior Architectural Design such as Autocad, Revit, Sketchup and/or Rhino.

As the bachelor degree program added a fourth student cohort in Fall 2019, bringing the total number of IxD students to 48, a part-time program manager position was approved and funded. This 20-hour per week position coordinates with faculty on curriculum revisions and the application process, creates promotional materials and online resources, buildings and maintains relationships with industry and regional community college partners, acts as liaison with Student Services counselors, and hosts information sessions for prospective students. The funding for the position expires in August of 2020. A new contract for a part-time position was approved from Strong Workforce funds to begin in Fall 2020. It is critical to the future success of the IxD program that this position continues.

The Student Services office at the CMD site has an immediate need for administrative support to manage interactions with students and the general public to handle functions that fall outside the job descriptions of the other classified staff at the site.

The Interaction Design, Architecture, and Interior Architectural Design programs are all in need of a dedicated space for fabricating three-dimensional prototypes. This involves the use of large equipment beyond the 3D printers that department recently purchased, and requires power and ventilation considerations beyond what is available at the CMD. As a result, the IARC and ARC programs are unable to offer a basic fabrication course that is typically required for transfer.

In order to keep current with advancing trends in industry, we need to have access to the most current software and industry standard tools. Design Technology programs provide students with access to a wide range of specialized software applications on state-of-the-art equipment, but ongoing maintenance is a growing concern. Funding to expand and modernize our programs is available through VTEA grants, but all CTE programs across the college must compete each year for the same pool of funds. Also, VTEA funds may not be used for the ongoing maintenance of existing programs, and the college has limited alternatives.

The CMD computer lab also requires additional data switches to the Avid Nexus server to the editing classrooms. This would allow students to save post-production projects in the classroom and continue working on them in the computer lab without reserving one of the editing bays.

Ideally, though, the college would make a more concerted effort to support students bringing their own devices (BYOD) into the classroom. This would include providing high bandwidth wireless connectivity in all classrooms as well as providing cloud-based software licenses and storage for students. In the long term, this would enable the college to greatly reduce the cost of maintaining computer classrooms and labs.

[Click or tap here to enter text.](#)

Part 2: List of Resources Needed

Itemize the specific resources you will need to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives for next year.

While this information will be reviewed and considered in institutional planning, the information does not supplant the need to request support or resources through established channels and processes.

| Resource Category | Resource Description/Item | Rationale for Resource Need (Including Link to Objective) |
|---|--|--|
| Human Resources | Computer Lab tech staff Full time IXD Coordinator | Three of the four IT and computer lab staff have retired in 2019. The funding for the position expires in June of 2020. It is critical to the future success of the IxD program that this position continues. |
| Facilities <i>(info inputted here will be given to DPAC Facilitates Comm.)</i> | Fabrication Lab | Both the newly reinstated ARC program and the IARC program are unable to offer a basic fabrication course that is typically required for transfer. |

| | | |
|--|--|----------------------------------|
| Equipment, Technology, Supplies <i>(tech inputted here will be given to Technology Planning Committee)</i> | Funding to expand and modernize current software and hardware. Provide high bandwidth wireless connection in classrooms. | |
| Professional Development | Online Teaching Professional conferences | Click or tap here to enter text. |

V. CHALLENGES RELATED TO SPRING 2020 COVID-19 CRISIS AND RESPONSE:

List significant challenges your program faced in Spring 2020 due to COVID-19. Please also include your responses and solutions to this crisis.

The main challenge during the Covid-19 crisis was the lack of access to the internet, powerful laptops, and various software for students, faculty, and staff. All programs in our department use specialized software which require a strong computer. Chromebooks are not sufficient for our program needs. We were fortunate to have purchased some laptops from the Perkins fund before the crisis. Those laptops were loaned out to students with specific needs. The distributing and collecting process was constantly changing which made communication and management of the laptops very challenging. We are continuously working with IT and the bookstore to find a consistent check out and return process.

Hand drawing classes were difficult to teach remotely, but our faculty managed to get through it. The faculty needed access to cameras at home to video-tape demonstrations to students. Cameras on a computer are not sufficient for this kind of demonstration. Our department had purchased a couple cameras in preparation for online course deployment which was planned for before the quarantine.

For many instructors, training in the use of Canvas was a challenge. Our programs were implementing new online courses and had a few instructors trained in online teaching in Canvas. These instructors held mini training sessions and developed and shared templates for other instructors to use. We held department weekly and bi-weekly meetings to address any questions or concerns. This helped the instructors who needed more direction for teaching online.

VI. THE NEXT SECTION IS FOR CTE PROGRAMS ONLY

PARTNERSHIPS:

Part 1: Industry advisory meeting dates and attendance for 2019-2020.

| Date of Meeting | # of SMC Attendees | # of Non-SMC Attendees |
|---|----------------------------------|----------------------------------|
| Graphic Design and IxD—plan for Fall 2020 | Click or tap here to enter text. | Click or tap here to enter text. |
| ARC and IARC – plan for Fall 2020 | Click or tap here to enter text. | Click or tap here to enter text. |
| | Click or tap here to enter text. | Click or tap here to enter text. |
| Click or tap to enter a date. | Click or tap here to enter text. | Click or tap here to enter text. |
| Click or tap to enter a date. | Click or tap here to enter text. | Click or tap here to enter text. |

Part 2: Employer partnerships/collaborations for 2019-2020. Identify the most salient partnerships or collaborations.

| Employer Name | Type of partnership or Collaboration | Optional: Additional information about partnership or collaboration |
|---------------|---|---|
| | <ul style="list-style-type: none"> • Advisory attendance • Internship site • Donations | |

| | <ul style="list-style-type: none"> • Job placement • Other | |
|---------------------------|--|-------------------------------------|
| HLW International | Internships | Click or tap here to enter text. |
| Dunn Edwards | Job Placement | Click or tap here to enter text. |
| Children’s Hospital of LA | Other | IXD 430 Classroom Sponsored Project |
| Red Bull Media House | Other | IXD 370 Classroom Sponsored Project |
| KCRW | Other | IXD 470 Classroom Sponsored Project |
| SNAP Academy | Internships | Engineering and Design Academy |

CONGRATULATIONS – that’s it! Please save your document with your program’s name and forward it to your area Vice President for review.

The following section will be completed by your program’s area VP

Vice Presidents:

First, please let us know who you are by checking your name:

- Christopher Bonvenuto, Vice President, Business and Administration
- Don Girard, Senior Director, Government Relations & Institutional Communications
- Sherri Lee-Lewis, Vice President, Human Resources
- Jennifer Merlic, Vice President, Academic Affairs
- Teresita Rodriguez, Vice President, Enrollment Development
- Michael Tuitasi, Vice President, Student Affairs

Next, please check this box to indicate that you have reviewed the program’s annual report Provide any feedback and comments for the program here:

Click or tap here to enter text; the box will expand when you enter text.

Finally, please **save the document** and email it to both Stephanie Amerian (amerian_stephanie@smc.edu) and Erica LeBlanc (leblanc_eric@smc.edu). If you have any questions, please contact us!

Thank you for your input!