1. Catalog description of the program (program goals and objective)

De Anza College's Graphic and Interactive Design program offers students comprehensive preparation in visual communication and production. The program includes a solid foundation in art and design concepts, as well as an introduction to digital image production and manipulation, design software, and multimedia applications. Students gain expertise in all aspects of the creative process: conceptualizing, drawing, typography, color selection, and image modification and enhancement. As many graphic designers and multimedia artists are self-employed, the Graphic Design includes courses on business practices and production techniques. De Anza College's Graphic and Interactive Design faculty are established professionals who bring their years of print, Web, and multimedia design experience to the classroom and offer practical advice and guidance about running a design business.

The Graphic and Interactive Design program is housed in De Anza's Creative Arts Division. This juxtaposition with the college's fine arts programs gives Graphic Design students a solid foundation in traditional art concepts in addition to developing their technical skills in using design software, tablets, scanners, and other peripheral equipment. The Graphic and Interactive Design programs serves the needs of individuals who are preparing for a first career in design, as well as those currently employed or wishing to reenter the workforce in the graphic or interactive media design fields. Individuals who enroll in the program with previous education and training in the fine arts can begin producing professional-quality work at an earlier stage in their studies.

2. Certificate and degree programs offered (title and units)

Graphic Design
Certificate of Achievement – **Graphic Design** – 18 units
Certificate of Achievement-Advanced – **Graphic Design** – 42 units
A.A. Degree – **Graphic Design** – 42 units plus General Education

Interactive Design
Certificate of Achievement-Advanced – **Interactive Design** – 45 units
A.A. Degree – **Interactive Design** – 45 units plus General Education

3. Program-level Student Learning Outcomes

4. Data on certificate and degree awards for previous year (2009-10)

<u>Certificates of Achievement</u>

Graphic Design – 13

<u>Certificates of Achievement-Advanced</u>
formerly Certificates of Proficiency

Graphic Design – 5
Interactive Design – 5

<u>Associate in Arts degrees</u>

Graphic Design – 14
Interactive Design – 9

5. Regional and State Labor Market Data

Employment opportunities for Graphic and Interactive Design graduates exist in design firms, advertising agencies, and production companies. Many designers are self-employed, independent artists. Individuals with a larger repertoire of technical skills and artistic ability have the greatest potential for securing employment. According to the California Employment Development Department's Labor Market Information data for the San Jose-Sunnyvale-Santa Clara MSA, there are projected to be 77 annual openings for graphic designers and 20 for multimedia artists for the period 2006-2016. However, the size of the labor market for graphic and multimedia design is considerably larger for the adjacent San Francisco-San Mateo-Redwood City MSA, with projections for 132 openings annually. There is also expected be a demand for graphic artists and multimedia designers statewide, with 1,560 annual openings projected around California over the period 2008-2018. It should also be noted that the actual number of employment opportunities for individuals in the graphic and multimedia design sectors is not fully captured by labor market projections, as professions that include many self-employed individuals are not easily surveyed. Similarly, a significant number of employment opportunities exist in emerging sectors under nomenclature that does not conform to the "official" title of "graphic designer."

6. Areas for new course and/or program development

7. Recommendations of Advisory Committee (retain or delete program)