

Digital Video Program Review Response Spring 2014:

Mike McKee, Tonya McMillion, Tom Ottinger, Marshall Pittman

1. **Advisory Committees** - A list of attendees is provided for the Fall 2013 meeting, but not for the other meetings. A list of all Advisory Committee members and their roles and affiliations is needed.

Fall 2012 Advisory Board Committee	
Deidre Woodard	CEO, Creative Director, Platinumstar Productions
Kristin Cobb	Freelance, Designer and Consultant
Ray Gallegos	Founder, Owner, Designer, Utility Design Co.
Ana Gonzalez	Video Producer
Tim Hale	Senior Vice President, Design Management, Fossil
Augusto Schillaci	Digital Director, ReelFX
Don Stokes	President, Post Asylum
Fall 2011 Advisory Board Committee	
Jeff Baker	Photographer
Kristin Cobb	Freelance, Designer and Consultant
Ray Gallegos	Founder, Owner, Designer, Utility Design Co.
Ana Gonzalez	Video Producer
Brad Herbert	Producer, Element X Creative
Kevin MacPhail	Technical Director, ReelFX
Don Stokes	President, Post Asylum
Fall 2010 Advisory Board Committee	
Don Stokes	President, Post Asylum
Trey Davenport	Animation and Audio Producer,

	Gearbox Software
Fall 2009 Advisory Board Committee	
Tim Hale	Senior Vice President/Design Management
Don Stokes	President, Post Asylum
Samantha Reitmayer	Principal, Rovillo + Reitmayer
Fall 2008 Advisory Board Committee	
Trey Davenport	Animation and Audio Producer, Gearbox software
Tom Lout	Owner, Tom Lout and Company, Inc.
Samantha Reitmayer	Principal, Rovillo + Reitmayer

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2. Advisory Committee recommendations are included only in the meeting minutes. No summary outside of the minutes is included. Documentation of implementation is not provided.

Fall 2013 Summary – Presented THECB’s requirement for 60-hour AAS programs effective fall 2015. Reviewed curriculum changes for Animation, Commercial Photography, Digital Video and Graphic Design to bring each AAS down to the 60-hour requirement.

Fall 2013 – Implementation – 60-hour curricular proposals will be submitted to CAB in Summer 2014.

Fall 2012 Summary – Minor curricular changes involving replacement of WECM-terminated course with a replacement (3D Animation), prerequisites and course sequencing were made to 3D Animation and Graphic Design programs. MSAA to be added to Digital Video program.

Fall 2012 – Implementation – All curricular proposals were presented to CAB, approved and implemented in 2013-2014 catalog.

Fall 2011 Summary – Minor curricular changes involving replacement of IMED2349 with IMED2359 (Graphic Design), prerequisites and course sequencing were made to 3D Animation, Commercial Photography, Digital Video and Graphic Design programs.

Fall 2011 – Implementation – All curricular proposals were presented to CAB, approved and implemented in 2012-2013 catalog.

Fall 2010 Summary - Minor curricular changes involving prerequisites and course sequencing were made to 3D Animation and Digital Video programs.

Fall 2010 – Implementation – All curricular proposals were presented to CAB, approved and implemented in 2011-2012 catalog.

Fall 2009 Summary – Minor curricular changes involving replacement of ARTC2313 with ARTC2347 (Graphic Design), prerequisites and course sequencing were made to 3D Animation, Commercial Photography and Graphic Design programs.

Fall 2009 – Implementation – All curricular proposals were presented to CAB, approved and implemented in 2010-2011 catalog.

Fall 2008 Summary – Digital Video proposed as a standalone program, moving web-related courses under the Graphic Design program to create a 2nd track. Courses in photography, lighting and audio were also added to Digital Video. Prerequisite and course sequencing changes to 3D Animation, Commercial Photography and Graphic Design programs.

Fall 2008 – Implementation – All curricular proposals were presented to CAB, approved and implemented in 2009-2010 catalog.

3. Curriculum concerns noted:

- No identical degree program at peer schools. (No data provided.)
 - *In the local area there is one peer program offering a similar degree. Collin College offers an Associate's degree in Digital Video whereas North Lake College, a Dallas County Community College, offers a Video Technology degree. However, if you look at the side by side comparison in the following table you will see that Collin College is offering a more comprehensive and innovative curriculum versus a peer school.*

Collin College		Northlake College	
ARTC 1325	Introduction to Computer Graphics	RTVB 1305	TV Studio Production
ARTV 1371	Storyboard	RTVB 2430	Film and Video Editing
DRAM 2366	History of Filmmaking	RTVB 1320	Television Lighting
ARTS 2348	Digital Arts (Photography)	RTVB 1421	TV Field Production
		RTVB 2370	Business Aspects of

			Video Technology
ARTC 1302	Digital Imaging I	DRAM 2366	Film Appreciation
ARTV 1303	Basic Animation	RTVB 1345	Broadcast Engineering
ARTV 1351	Digital Video	FLMC 1331	Video Graphics and Visual Effects
RTVB 1329	Scriptwriting	RTVB 2455	TV Production Workshop II
FLMC 2336	Production Development – Producing	RTVB 2381	Cooperative Education Radio and Television Broadcasting Technology/Technician
ARTV 1343	Digital Sound		
RTVB 2330	Film and Video Editing		
ARTV 2320	Team Production I		
RTVB 2340	Portfolio Development – Production		

- Program completers do not meet state standard of 25 over five years.
 - *Completers from the Digital Video program meet THECB requirements because they are added to completers from other Communication Design department programs: Graphic Design, Animation, Commercial Photography. Combined, these four programs exceed the 25/5 years standard. Looking at just the Digital Video completers, ongoing recruitment/outreach both at Collin and at area high schools is targeted at increasing program enrollment, and hopefully, completers. In recent semesters we have seen an uptick in students moving into the Digital Video program, sometimes from one of our other programs.*

- Insufficient enrollment to permit courses to make with a 15 student minimum/there is no plan to reduce the need for frequent substitutions of required courses
 - *The retention rate documents are not necessary for this point. The program contains only 2 courses that are not shared among other programs. The two courses are FLMC 1304 Lighting for Video and Film and ARTV 2341 Advanced Digital Video. In the next year the Digital Video program will undergo a drastic revision. The program will no longer share 90% of its courses with other Communication Design courses. The Lighting for Film course, which consistently has low enrollment, will be absorbed by ARTV 1351 Digital Video. We have discussed proposed curriculum changes with our Advisory Board which will be effective in fall 2015. These changes are targeted at strengthening the program, student outcomes and increasing student enrollment in the long run.*

4. Retention rates were not provided or adequately addressed. Data on graduates would be useful.

- *As per the Institutional Research office this information is not available for the Digital Video Program*

5. The department brochure was last updated in 2006; the department program poster, in 2010. Review dates are not within the last three months. It appears that updates are needed.

- *The use of a printed brochure has been replaced by (1)a compilation of student work in Digital Video that is featured on monitors or computers in a display window at the entrance to the Communication Design computer labs on the first floor of the K wing at Spring Creek campus, (2)several posters featuring Communication Design Degree Programs that are also on display in that window, and (3)the Communication Design Program Guide, which is updated at least once per semester, or when curriculum changes, and which is available in every Communication Design computer lab. These materials are also used during presentations at recruitment events, with a table-top version of the posters. The Program Guide lists all of the Department’s Degrees, Certificates, and Awards, and current contact information for all Full-time Faculty. The compilations of student work in Digital Video are reviewed at the end of each semester, and juried during the biannual Energy student show, the annual Advanced Student Art Show, and in preparation for recruitment events.*

6. Employment – *No data are provided for areas in which no responses are given about employment in the field.*

- There is insufficient evidence of local job demand. Program doesn’t currently meet the state standard of 25 graduates over past five years.
 - *The following chart shows employees currently employed and the number of workers who will retire from the industry. If the number of workers are added to estimated annual jobs you will see there is local demand in the Dallas Fort Worth metroplex for students interested in Digital Video..*

Job	Salary	Employed in Local Area	Estimated Annual jobs	# of workers Approaching retirement
Director – Stage, Motion	\$14.22 – \$45.23 an	1297	47	169

Pictures, Television, and Radio	hour			
Audio and Video Equipment Technician	\$12.88 – 32.33 an hour	1,166	58	122
Audio-Visual and Multimedia Collections Specialist	\$13.01 – 35.24 an hour	364	18	95
Broadcast Technician	\$9.56 – 34.36 an hour	394	16	63
Camera Operator	\$10.22 – 30.08 an hour	447	10	51
Film and Video Editor	\$14.24 – 36.34 an hour	426	11	42
Producer	\$14.22 – 45.23 an hour	1297	47	169
Program Director	\$14.22 – 45.23	1297	47	169

- In face of low demand, there is no explanation supported by evidence that the near-future demand will be sufficient.
 - *Enrollment is a key issue for the Digital Video program. The program began in the 2009 – 2010 academic year. Therefore, each academic year it is imperative that the faculty continue to look at the demands of the local industry and courses offered at competing colleges.*
 - *Communication Design faculty are actively engaged in soliciting articulation agreements with regional colleges. Recently, the Digital Video faculty started offering online courses, which consistently fills courses to their capacity. In addition to revising the curriculum, online course offerings are opportunities*

for the program to help support enrollment and program completion by students.

- 5 or more of graduates have not been shown to have secured employment in the field and there is no plan provided to improve the graduate employment.
 - *As per the Institutional Research office this information is not available for the Digital Video Program*
- No information is provided about salaries of graduates.
 - *As per the Institutional Research office this information is not available for the Digital Video Program*
- No plan is provided to alter the curriculum to add economic value for graduates.
 - *In order to improve academic and economic success the Digital Video program is focused on implementing more advising as a strategy for increasing program completion. Communication Design faculty with the recommendation from their Advisory board plan to revise the curriculum to not only reach the 60 credit hour standard, but also to update and add relevant courses.*
- There is no response about the average time to employment of graduates.
 - *As per the Institutional Research office this information is not available for the Digital Video Program*
- No actions of program personnel are described to assist the college in obtaining information required for Gainful Employment.
 - *Work closely with IRO*
 - *Continue communicating with students through social networking(the department hosts a Facebook page)*
 - *Have students fill out degree plan information in the program's introductory course ARTC 1325*

8. Continuous Improvement Planning –Only one, partially completed CIP is attached. The program profile (or first half of a plan) is present and it is not clearly labeled. The CIP measures focus on the portfolio course, which is only minimally mentioned in the document. It isn't clear how this portfolio will help the overall development of the program.

There is no action plan or results in the CIP template (page 2) but the general discussion of future improvement described in the Program Review Report Pathway does not logically flow from the data/results.

- *Continuous Improvement Plan/Action Plans for 2011 and 2013 are as follows:*

CIP Fall 2011			
Program Coordinator: Laura Flores			
Student Learning Outcome	Assessment	Results/ Findings	Action Plan

Students demonstrate proficiency in <u>concept development</u> .	Student's projects produced across various program courses that focus on concept as the projects core	Department has observed a need for further improvement in students' concept development	Incorporate concept development text in ARTC 1305 Basic Graphic Design
Students demonstrate effective <u>communication skills</u> in the development and execution of applicable digital video projects.	Application of scriptwriting, storyboard development, and collaboration in the execution of digital video projects	Department has observed a need for further improvement in students' communication skills, specific emphasis in visual communication of concepts and ideas	Continue to emphasize the communication of creative concepts and production techniques in ARTV 1211 Storyboard, ARTV 1303 Basic Animation, ARTV 1351 Digital Video, ARTV 2341 Advance Digital Video and ARTV 2335 Portfolio
Students demonstrate proficiency in application of <u>design principles</u> during the execution of applicable digital video projects.	Student's projects produced across various program courses utilize design principles in project execution	Department has observed a need for further improvement in students' application of design principles	Continue implementation of standardized curriculum in ARTC 1305 Basic Graphic Design reinforcing basic design principles
Students demonstrate <u>technical competency</u> in development and execution of professional level video productions.	Student's projects produced across various program courses, each focusing on a collection of technical skill sets	Department has observed a need for further improvement in students' technical competency with specific emphasis on equipment usage	During ARTV 1351 Digital Video I increase in-class instruction on the operation of digital video equipment. Emphasis placed on instructors' direct involvement in instruction
Students demonstrate effective <u>project management</u> during	Student's performance in executing	Department has observed a need for further	During program courses increase emphasis on students' management of their own time in coordinating

execution of professional level video productions.	each aspect of the production process	improvement in students' project management skills specifically the management of their own time in completing assigned tasks	assigned tasks
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CIP Fall 2013			
Program Coordinator: Tonya McMillion			
Student Learning Outcome	Measures	Targets	Action Plan
<p>Software Proficiency</p> <p>Understands and expertly uses appropriate software to achieve desired outcomes.</p>	<p>Consistently knows what software/tools to use to create desired elements and effects or uses resources effectively and independently to find out. Uses software efficiently</p>	<p>Passing $\geq 75\%$ -</p> <p>Evaluated by the instructor based professional practices and standards.</p>	<p>Continue implementation of standardized curriculum in ARTC 1325 Introduction to Computer Graphics reinforcing basic design principles</p>
<p>Concept Development/ Critical Thinking</p> <p>Demonstrates deep conceptual understanding, high order thinking skills, and knowledge construction of the concepts being taught</p> <p>Portfolio captures the goal of the established criteria is engaging and</p>	<p>Portfolio clearly and effectively communicates to the target audience. The project is original concise and attention-grabbing</p>	<p>Passing $\geq 75\%$ -</p> <p>Evaluated by the instructor based professional practices and standards.</p>	<p>Incorporate concept development production starting in ARTV Digital Video Production and continue assessing throughout the student's digital video program and including the capstone project.</p>

preplanning preparation is evident in the final product			
Communication Skills Problem solving/communication skills are clearly evident throughout the process of completing the project.	Projects throughout the student's degree program are assessed to measure results.	Passing \geq 75% - Evaluated by the instructor based professional practices and standards.	Continue to emphasize the communication of creative concepts and production techniques in ARTV 1211 Storyboard, ARTV 1303 Basic Animation, ARTV 1351 Digital Video, ARTV 2341 Advance Digital Video and ARTV 2340 Portfolio
Proficiency in Design	Original and creative portfolio showcasing exceptional use of design principles and clear and distinct connections to key design concepts.	Passing \geq 75% - Evaluated by the instructor based professional practices and standards.	Introduce implementation of standardized curriculum in ARTV 1351 Digital Video by reinforcing basic production design principles.

7. Facilities- Table V-C-i is not complete. Room size is missing

Room Office/Location	Size	Type	Special Characteristics	Meets current needs	Will meet needs in next 5 years	Describe Additional Needs
H231A	8'X12'	Fac. office		N	N	

K118	8'X12'	Fac. office		Y	Y	
K121	8'X8'	Fac. office		Y	Y	
K129A	8'X12'	Fac. office		Y	Y	
K241	8'X12'	Fac. office		Y	Y	
H232	30'X32'	Classroom	Mac lab	Y	N Standard furniture and equipment updates will be needed over five year period due to normal wear, changing technology and functionality.	Lab needs hardwired network capabilities. Currently Lab is WIFI dependent which is not compatible with instructional needs
I116	30'X32'	Classroom	Lecture	Y	Y	
J121	30'X32'	Classroom	Mac lab	Y	N Standard furniture and equipment updates will be needed over five year period due to normal wear, changing technology and functionality.	

K122	30'X32'	Classroom	Mac lab	Y	N Standard furniture and equipment updates will be needed over five year period due to normal wear, changing technology and functionality.	
K129	30'X32'	Classroom	PC lab	Y	N Standard furniture and equipment updates will be needed over five year period due to normal wear, changing technology and functionality.	
K130	30'X32'	Classroom	Mac lab	Y	N Standard furniture and equipment updates will	

					be needed over five year period due to normal wear, changing technology and functionality.	
PRC						
L203	30'X32'	Classroom	Lecture	Y	N Lab's functional needs evolving over five year period requiring the need for additional equipment and furniture.	
L205	30'X32'	Classroom	Mac lab	N	N Standard furniture and equipment updates will be needed over five year period due to normal wear, changing technology	

					and functionality.	
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