

CUESTA COLLEGE GRAPHIC DESIGN



CAREER TECHNICAL EDUCATION (CTE)
TWO-YEAR PROGRAM REVIEW FOR 2021

2021



Program : Graphics

Planning Year : 2021-2022

Unit : Fine Arts

Cluster : Arts, Humanities & Social Sciences

Last Year of CPPR/Voc. Ed Review : 2019-2020

Occupation	Occupational Guide	Industry Report	Occupational Profile
Art Directors			Profile
Camera Operators, Television, Video, and Motion Picture			Profile
Commercial and Industrial Designers			Profile
Fashion Designers	Guide		
Fine Artists, Including Painters, Sculptors, and Illustrators			Profile
Interior Designers	Guide		
Makeup Artists, Theatrical and Performance			Profile
Producers and Directors			Profile
Set and Exhibit Designers			Profile

2021 Labor Market Data Scope

System	Code
SOC - Standard Occupational Classification	27-1024
O*NET - Occupational Information Network	
Graphic Designers	27-1024.00
Interest Codes (RIASEC)	ARE
CIP - Classification of Instructional Programs	
Web Page, Digital/Multimedia & Information Resources Design	110801
Computer Graphics	110803
Design and Visual Communications, General	500401
Commercial and Advertising Art	500402
Graphic Design.	500409
TOP - Taxonomy of Programs (California Community Colleges)	
Website Design and Development	061430
Computer Graphics and Digital Imagery	061460
Applied Design	100900
Commercial Art	101300
Graphic Art and Design	103000

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INSTRUCTIONS: CTE programs will complete and submit the below Two-Year Program Review as part of a regular two-year program review cycle (Ed Code 78016). In addition, CTE programs will complete and submit an APPW on an annual basis and an Instructional Comprehensive Program Planning and Review (CPPR) every four years according to the institutional comprehensive planning cycle for instructional programs.

California Ed Code 78016

Every vocational or occupational training program offered by a community college district shall be reviewed every two years by the governing board of the district to ensure that each program, as demonstrated by the California Occupational Information System, including the State-Local Cooperative Labor Market Information Program established in Section 10533 of the Unemployment Insurance Code, or if this program is not available in the labor market area, other available sources of labor market information, does all of the following:

1. Meets a documented labor market demand.
 2. Does not represent unnecessary duplication of other manpower training programs in the area.
 3. Is of demonstrated effectiveness as measured by the employment and completion success of its students.
- A. Any program that does not meet the requirements of subdivision (A) and the standards promulgated by the governing board shall be terminated within one year.
 - B. The review process required by this section shall include the review and comments by the local Private Industry Council established pursuant to Division 8 (commencing with Section 15000) of the Unemployment Insurance Code, which review and comments shall occur prior to any decision by the appropriate governing body.
 - C. This section shall apply to each program commenced subsequent to July 28, 1983.
 - D. A written summary of the findings of each review shall be made available to the public.

NARRATIVE: Review your CTE program according to the following three prompts with analysis of data provided by the State: <http://www.labormarketinfo.edd.ca.gov/>.

If assistance is needed to retrieve data, please contact the Dean of Instruction for Health, Workforce and Kinesiology.

Provide a written summary for each prompt. If yes, explain why and/or how. If no, explain why.

Meets a documented labor market demand

<http://www.labormarketinfo.edd.ca.gov/>

As shown in the charts below from the labor marketing info website and other job market researched, the need for Digital Graphic Design related workers remains in high demand. There is a massive growth potential of graphic design positions in the future, both part-time for freelancers and full-time positions for those who are interested in working for graphic design firms long-term.

The occupations included are “Art Directors (SOC Code : 27-1011)”, “Designers, All Other (SOC Code : 27-1029)”; “Film and Video Editors (SOC Code : 27-4032)”; “Graphic Designers (SOC Code : 27-1024)”; “Multi-Media Artists and Animators (SOC Code : 27-1014)”;

Key index indicate that increasing labor market demand and higher annual avg openings for Graphic and Design fields.



	Estimated Year-Projected Year	Estimated	Projected	Number Change	Change Percent	Annual Avg Openings
27-1011	2016 - 2026	16,000	17,100	1,100	6.9	1,400
27-1029	2016 - 2026	2,300	2,600	300	13	250
27-4032	2016 - 2026	16,200	17,200	1,000	6.2	1,650
27-1024	2016 - 2026	36,800	39,400	2,600	7.1	37,500
27-1014	2016 - 2026	26,900	29,500	2,600	9.7	2,460

More Graphics training programs needed in California

<http://www.labormarkinfo.edd.ca.gov/>



II. Does not represent unnecessary duplication of other manpower training programs in the area.

MORE TRAINING PROGRAM NEEDED FOR BLOOMING GRAPHIC DESIGN JOB MARKET IN CALIFORNIA

California is one of the largest design job market and the demand for graphic design related workers are increasing. According to LinkedIn the highest echelon of the technology industry is vying for more design talent - Facebook, Google, and Amazon have collectively grown art and design headcounts by 65% in the past year - with much headroom to hire more.

There are seventy California graphic design programs listed on the Labor Market Information website, and it is a necessary to have even more as the current high demanding and the optimistic view of the future design job needs.

CUESTA GRAPHIC DESIGN CTE OFFER ADVANCED SKILLS TRAINING AT COMMUNICATE COLLEGE LEVEL

Cuesta Graphic Design CTE aim to offers a remote-friendly and cutting edge design education at community college level to accepts as much as possible students from different groups. Our curriculum help our students develop real-world skills that will help them succeed in the workforce. Students learn how to communicate ideas visually, play with the tools of the field, frame points of view and messages, build community and embrace a fluid, networked culture.

After a few years of expanding, now we have an optimized graphic design curriculum include interactive design and motion design, those areas are highly demanding in the industry. Based on recent Adobe research, most tech companies tend to put Designer the same priority as Developers. Graphics will continues work to expanding the range to cover more high demand areas to help plan their future. We plan to finish and completed two small certificates for Motion and UX design in this academic year and build small or minimal documents to enhance and endorse student resume.

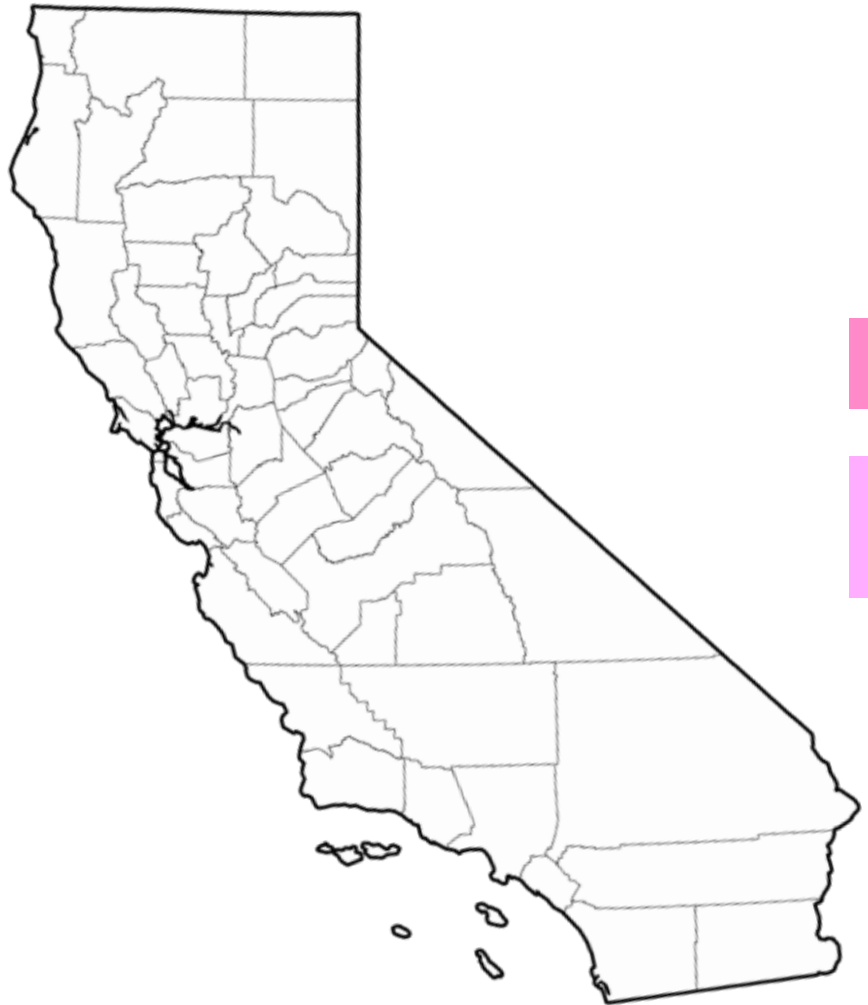
TRAINING PROVIDERS IN CALIFORNIA

GRAPHIC DESIGN

A program that prepares individuals to apply artistic and computer techniques to the interpretation of technical and commercial concepts. Includes instruction in computer-assisted art and design, printmaking, concepts sketching, technical drawing, color theory, imaging, studio technique, still and life modeling, multimedia applications, communication skills and commercial art business operations.

Panamerican Learning Center
 Colourgraphix Technical School
 The Art Institute of California Los Angeles
 California Institute of the Arts
 Otis College of Art and Design
 Truckee High School - 49Er Rop
 Sierra College - Nevada County Campus
 Laguna College of Art & Design
 Chapman University - Orange Campus
 The Fashion Institute of Design and Merchandising
 Platt College
 Westwood College of Technology
 Universal Career Institute - Santa Ana
 California Baptist University
 AGI Technology Institute
 Art Institute of California - San Diego
 Cuyamaca College
 Platt College - San Diego
 San Diego City College
 Art Institute of California - San Francisco
 The Fashion Institute of Design and Merchandising
 Academy of Art University
 Academy of Art University
 Computer Graphic Workshops
 College of San Mateo
 American Business College International - Daly City
 Mission College
 Computer Training Consultants
 Santa Rosa Junior College
 Fresno Institute of Technology
 Modesto Junior College
 Yosemite ROP
 Moorpark College
 Brooks Institute of Photography
 Santa Barbara County Education Office ROP-South
 El Monte-Rosemead Adult School
 Riverside Adult School
 Sierra Sands Unified School District Adult School Office
 Southeast Regional Occupational Program
 Santa Clara County Regional Occupational Program
 49er Regional Occupational Program
 California State Polytechnic University, Pomona
 Brooks College - Silicon Valley
 Universal Career Institute - Anaheim
 San Diego County ROP Oceanside Unified School District
 San Diego Unified School District
 Digital Launch
 California College of Arts
 Laney College
 Northwestern Polytechnic University
 American Business College International - Fremont
 The Spot! Computer Software Training Ins
 California State University, Chico
 The Fashion Institute of Design and Merchandising
 Fresno Regional Occupational Program
 Stockdale High School
 Brooks College - Long Beach

Harbor Occupational Center
 Mount St. Mary's College
 College of the Canyons
 California State University, Los Angeles
 ABC Adult School
 Venice Skills Center
 Institute of Computer Technology
 Platt College - Los Angeles
 California Design College
 Compumatics Computer Training
 Computer Institute of Technology
 Power Skills Center
 Gotrain DBA Eneke, Inc.



TRAINING PROVIDERS IN CALIFORNIA

COMMERCIAL AND ADVERTISING ART

Commercial and Advertising Art. A program in the applied visual arts that prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of digital or printed media. Includes instruction in concept design, layout, paste-up, and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage, and computer graphics.

California College of Arts
 Santiago Canyon College
 Saddleback College
 Sierra College - Rocklin Campus
 Riverside Adult School
 California State University, Sacramento
 Platt College
 Fashion Institute of Design and Merchandising - San Diego
 Comprehensive Training Systems Inc. - Imperial Beach
 Comprehensive Training Systems Inc. - San Diego
 New Horizons Computer Learning Center
 Art Institute of California - San Francisco
 The Fashion Institute of Design and Merchandising
 Academy of Art University
 City College of San Francisco
 Santa Clara County Regional Occupational Program
 Contra Costa County ROP
 Glenn County Regional Occupational Program
 Sacramento County Regional Occupational Group
 San Bernardino County Regional Occupational Program
 Santa Cruz County Regional Occupational Program
 Ventura County Regional Occupational Program
 Tri- County Regional Occupational Program
 Career Education / Kings Regional Occupational Program
 Central Sierra Regional Occupational Program
 Los Angeles County ROP
 Ventura College East Campus
 University of California Extension, Santa Barbara
 Worldwide Educational Services
 Trinh College
 University of California Extension, Los Angeles
 Porterville College
 College of the Sequoias
 Moorpark College
 Simi Valley Adult School & Career Institute
 Conejo Valley Adult Education
 New Horizons Computer Learning Centers
 Lynda.Com, Inc.
 Eden Area Regional Occupational Program
 Mission Valley ROP
 Capistrano - Laguna Beach Regional Occupational Program
 Valley Regional Occupational Program
 New Horizons Computer Learning Center
 San Diego County ROP SDCOE/JCCS
 Santa Barbara City College
 Computer Support Services
 Allan Hancock College
 Allan Hancock College
 San Jose State University
 West Valley College
 Foothill College
 American Business College International - San Jose
 Silicon Valley College
 Computer Training Institute
 Fremont Union High School District Adult
 Occupational Training Institute
 California State University, Dominguez Hills

Los Angeles ORT Technical Institute
 American Inter-Continental University
 Computer Institute of Technology
 EdNet Career Institute
 Imperial Valley College
 Los Angeles Pierce College
 West Los Angeles College
 The Art Institute of California Los Angeles
 Gnomon Inc., School of Visual Effects fo
 Otis College of Art and Design
 Santa Monica City College
 ABC Adult School/Cabrillo Lane Campus
 American Animation Institute
 SGI Worldwide
 University of California, Davis - University Extension
 Rebecca`s Vocational School
 College of the Redwoods - Mendocino
 North Orange County ROP - Acacia Facility
 North Orange County ROP - East Ball Facility
 National University
 Pacific Union College
 Golden West College
 Orange Coast College
 Platt College
 Irvine Valley College
 Wolden Multimedia Institute
 Linographics, Inc.
 Tulare Co Office of Education/SEE
 California State University, East Bay
 Chabot College
 Laney College
 Morongo Unified School District
 Westwood College of Technology
 Butte College
 California State University, Chico
 Western Career College
 Reedley College
 Business Productivity Group Institute
 Cabrillo College
 Taft College
 Cerro Coso Community College
 East Los Angeles Education and Career Center
 Antelope Valley College
 California State University, Northridge
 West Valley Occupational Center
 Pasadena City College
 Art Center College of Design
 Abram Friedman Occupational Center
 California State University, Los Angeles
 California State University, Long Beach
 Zoom Graphics
 Inyo County Regional Occupational Program
 Citrus College
 Fashion Institute of Design and Merchandising - Los Angeles
 Marymount College



TRAINING PROVIDERS IN CALIFORNIA

DESIGN AND VISUAL COMMUNICATIONS, GENERAL

Design and Visual Communications, General. A program in the applied visual arts that focuses on the general principles and techniques for effectively communicating ideas and information, and packaging products, in digital and other formats to business and consumer audiences, and that may prepare individuals in any of the applied art media.

The Fashion Institute of Design and Merchandising
College of the Redwoods
Fashion Institute of Design and Merchandising - Los Angeles
Bethesda Christian University
Gotrain DBA Eneke, Inc.
Otis College of Art and Design
College of the Redwoods - Mendocino
The Fashion Institute of Design and Merchandising
New Horizons Computer Learning Center
Platt College
Wolden Multimedia Institute
Westwood College of Technology
Grossmont College
Palomar College
Point Loma Nazarene University
Platt College - San Diego
Art Institute of California - San Francisco
The Fashion Institute of Design and Merchandising
Computer Graphic Workshops
Silicon Drafting Institute
New School of Architecture & Design
University of California, Davis
Santa Clara Adult Education
Valley Regional Occupational Program
Hart District Regional Occupational Program

DIGITAL ARTS

A general, undifferentiated program that focuses on the use of computerized digital images as the primary medium of expression in the visual and performing arts, and that may prepare individuals for a wide variety of careers using new media, including graphic design, digital animation, motion graphics, 3D visualization, game and interactive media design, music and sound design, video production, web design, photography, and other fields

American River College
Sacramento City College
Sacramento City College
San Jose City College
San Jose City College



III. Is of demonstrated effectiveness as measured by the employment and completion success of its students

https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_CoreIndi_TOPCode.aspx

Core 1 - Skill Attainment, GPA 2.0 & Above: 91.75% Performance Goal - (2017- 2018)


Core 2 - Completions, Certificates, Degrees and Transfer Ready: 89.00% Performance Goal - (2017- 2018)

Core 3 - Persistence in Higher Education: 91.00% Performance Goal - (2017- 2018)

Core 4 - Employment: 73.23% Performance Goal - (2017- 2018)

Core 5 - Training Leading to Non-traditional Employment: Greater than 23.93% Participation & 28.02% Completion - (2017- 2018)

Recent date from PERKINS IV Core Indicators of Performance by Vocational TOP Code shows 103000 GRAPHIC ART AND DESIGN demonstrated effectiveness, Our Core 4 above the 73.23% goal at **80%**; and Training Leading to Non-traditional Employment: Greater than 23.93% Participation & 28.02% Completion at **55.17% and 44.44%**.



PERKINS IV Core Indicators of Performance by Vocational TOP Code
 Indicators for 2020-2021 Fiscal Year Planning
 Summary by College for: CUESTA - SAN LUIS OBISPO

To display 4 or 6 digit TOP codes, click on the plus sign to the left of the TOP code.

	Core 1 Skill Attainment	Core 2 Completion	Core 3 Persistence	Core 4 Employment	Core 5a NT Participation	Core 5b NT Completion
01 AGRICULTURE AND NATURAL RESOURCES	25.00	100.00	100.00	33.33	75.00	75.00
02 ARCHITECTURE AND RELATED TECHNOLOGIES	93.10	100.00	93.10	40.00	27.59	32.00
05 BUSINESS AND MANAGEMENT	85.62	97.42	94.50	73.91	52.21	55.39
06 MEDIA AND COMMUNICATIONS	84.78	96.88	95.65	100.00	25.93	27.78
07 INFORMATION TECHNOLOGY	97.30	97.87	91.89	55.56	9.46	8.16
08 EDUCATION	95.00	87.50	90.00	75.00		
09 ENGINEERING AND INDUSTRIAL TECHNOLOGIES	91.23	85.23	88.30	82.29	6.44	7.45
10 FINE AND APPLIED ARTS	100.00	85.19	90.48	86.67	50.00	47.62
1005 COMMERCIAL MUSIC	100.00	100.00	100.00	100.00	28.57	66.67
1006 TECHNICAL THEATER	100.00	100.00	100.00			
1030 GRAPHIC ART AND DESIGN	100.00	88.89	92.86	80.00	55.17	44.44
103000 GRAPHIC ART AND DESIGN	100.00	88.89	92.86	80.00	55.17	44.44