2019 INSTRUCTIONAL ANNUAL PROGRAM PLANNING WORKSHEET

CURRENT YEAR: 2018 - 2019 **PROGRAM: GRAPHICS**
CLUSTER: HUMANITIES **LAST YEAR CPPR COMPLETED: 2017-2018**
NEXT SCHEDULED CPPR: 2019-2020 **CURRENT DATE: 3/4/2018**

The Annual Program Planning Worksheet (APPW) is the process for:

- reviewing, analyzing and assessing programs on an annual basis
- documenting relevant program changes, trends, and plans for the upcoming year
- identifying program needs, if any, that will become part of the program's resource plan
- highlighting specific program accomplishments and updates since last year's APPW
- tracking progress on a Program Sustainability Plan if established previously.

Note: Degrees and/or certificates for the same program may be consolidated into one APPW.

This APPW encompasses the following degrees and/or certificates:
GRAPHICS CERTIFICATE OF ACHIEVEMENT

GENERAL PROGRAM UPDATE

Describe significant changes, if any, to program mission, purpose or direction. *If there are not any, indicate: NONE.*

Since the last report, Graphic Design is work to keep enhancing our class contents and experience, upgrade our equipment and knowledge to serve our student needs.

Cuesta Graphic Design (CTE) has grown dramatically with support from Dean John Cascamo and Dean Madeline Medeiros Taylor. After getting support for an upgraded Printer, We can print higher quality student works for them to create a solid portfolio work in large scale. During this academic year, with new $64,000 fundings directly from the CTE program, we can now focus to build a professional grade studio experiences for a student to learn VR and AR content making software and grain experience that the industry demand.

We hosted two Graphic Design Advisory Board in meetings in Spring 2018 and Spring 2019 and both meetings were very productive on topic about new lighter certificates on Motion design and UX design. Based on the most recent research, the whole industry tends to hire more UX/UI designer with strong Graphic Design background, we have been work very hard to improve our syllabus and software to close to current trending.

We are proud that we are the very few community colleges to offer real-world UX/UI design content that really can help a student to create a more competitive portfolio. With approve equipment plan from the Advisory Board, we believed our next move to VR/AR contents will ultimately make us a leading multi-discipline community college design program choice for local, national and international students.

PROGRAM SUSTAINABILITY PLAN UPDATE

Was a Program Sustainability Plan established in your program's most recent Comprehensive Program Plan and Review?

Yes ☐ If yes, please complete the Program Sustainability Plan Progress Report below.
No ☒ If no, you do not need to complete a Progress Report.

If you selected yes, please complete the Program Sustainability Plan Progress Report below after you complete the Data Analysis section. That data collection and analysis will help you to update, if necessary, your Program Sustainability Plan.

DATA ANALYSIS AND PROGRAM-SPECIFIC MEASUREMENTS

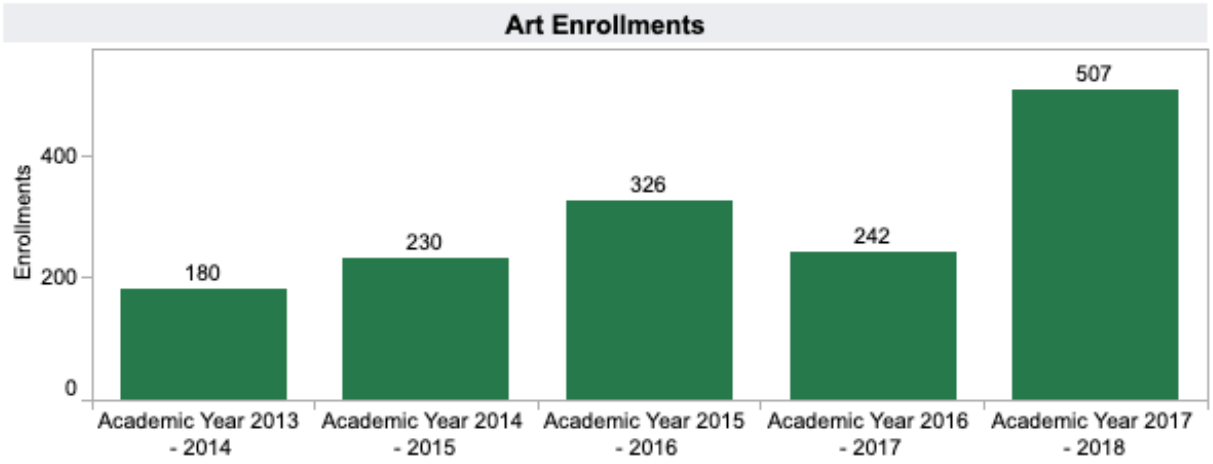
Your responses to the prompts for the data elements below should be for the entire program. If this APPW is for multiple degrees and/or certificates then you MAY want to comment on each degree and/or certificate, or discuss them holistically for the entire program being sure to highlight relevant trends for particular degrees and/or certificates, if necessary. Responses in this document need only reference the most recent year's available data.

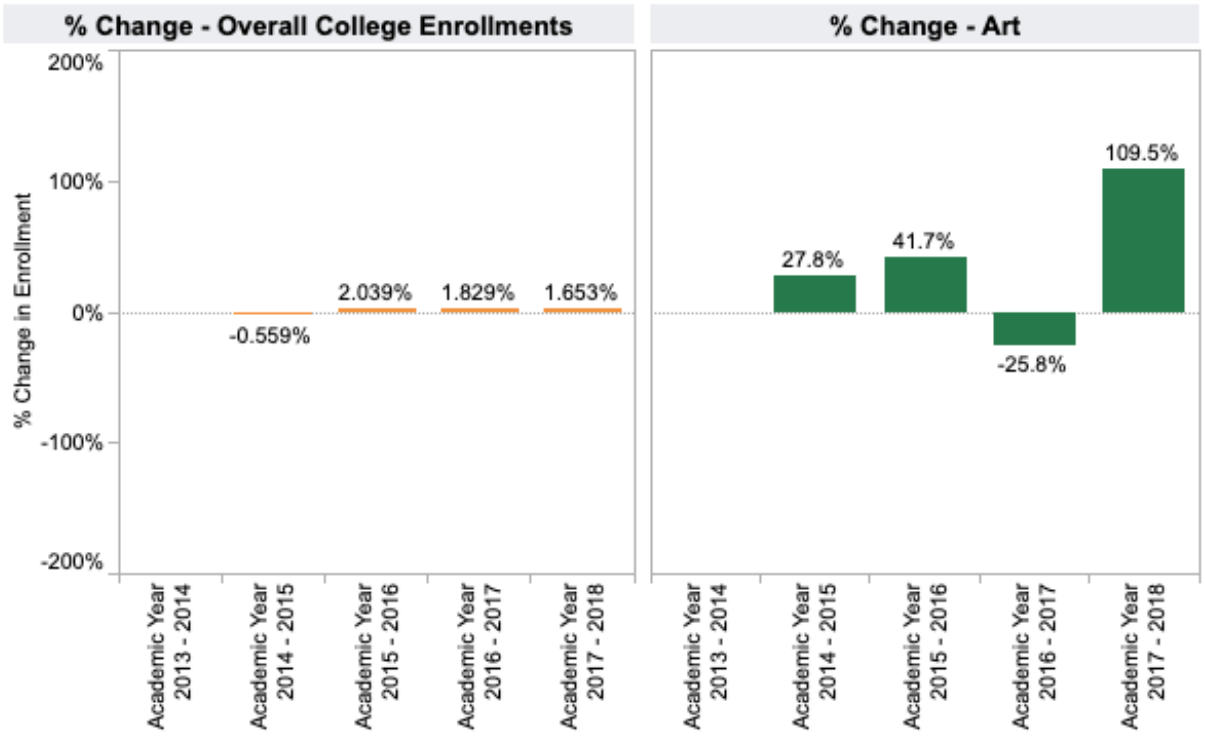
General Enrollment (Insert Aggregated Data Chart)

Insert the data chart and explain observed differences between the program and the college.

SLOCCCD Program Review Data - Enrollment

Department:	Course:	Dual Enrollment:	Prison:
Art	(Multiple valu…	(All)	(All)





Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

The current Graphics Certificate of Achievement includes Art 220: FUNDAMENTALS OF 2-D DESIGN, Art 255: FOUNDATION OF DIGITAL GRAPHIC ART, Art 256: FOUNDATION OF DIGITAL IMAGING ART, Art 258: FOUNDATION OF DIGITAL LAYOUT DESIGN, Art 259: FOUNDATION OF WEB AND UX DESIGN and Art 266: GRAPHIC DESIGN I, ART 267: GRAPHIC DESIGN II and ART 268 DIGITAL TYPOGRAPHY ART. Art 220 are fundamental courses in our studio art degrees and are extremely popular GE for non-art majors. For data analysis we choose to exclude Art 220 and use all courses in the graphics area except Art 253: Digital Art (a course for studio art majors).

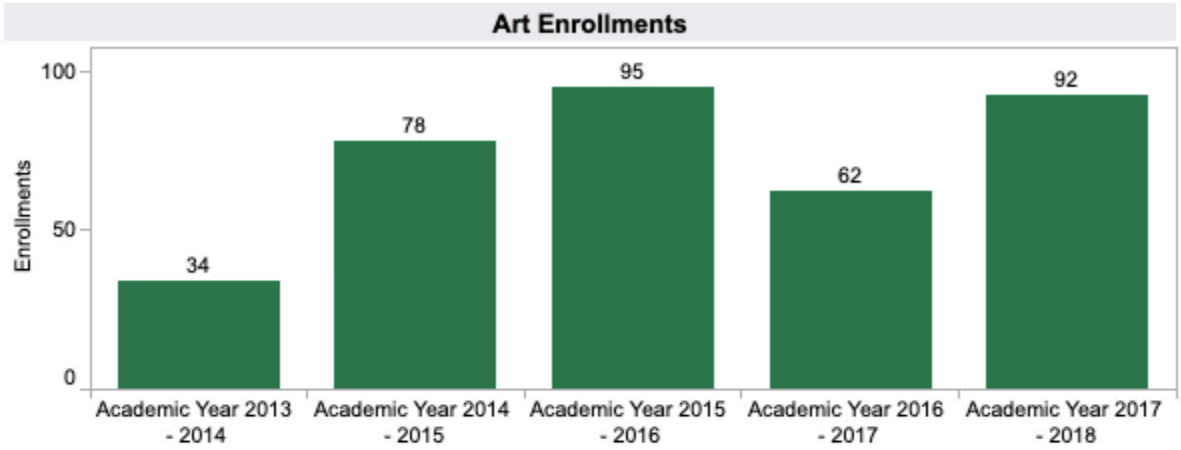
The data is based on the following graphics courses:

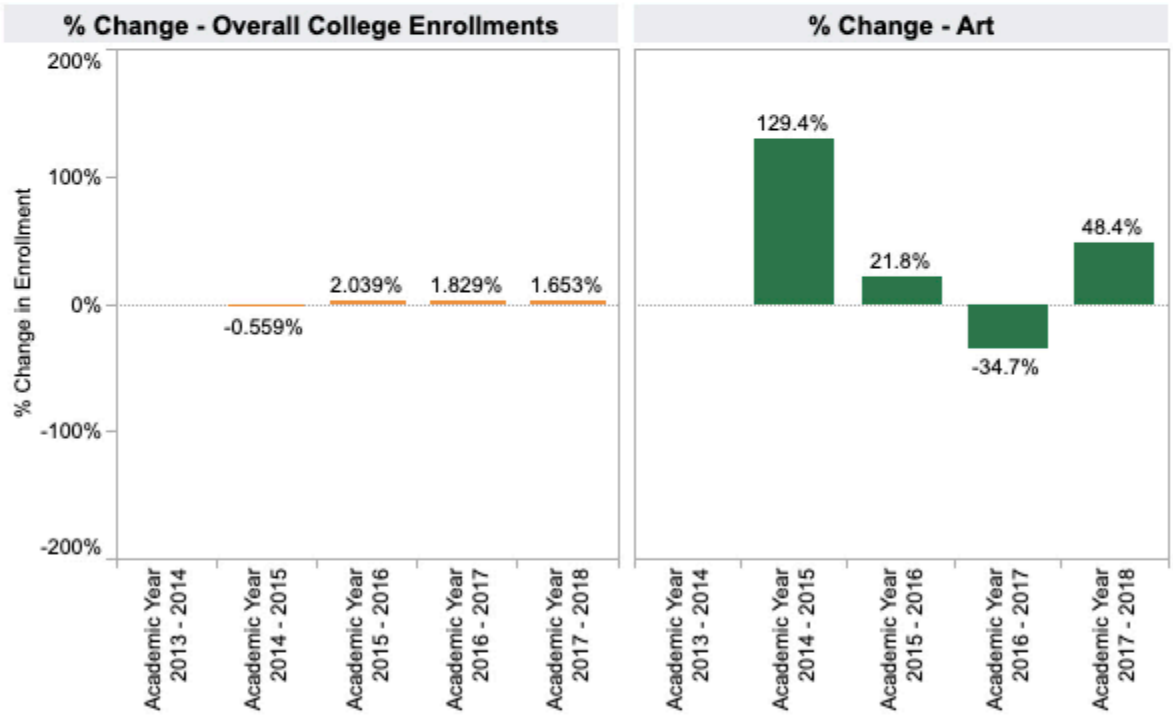
Art 255: Illustrator, Art 256: Photoshop, Art 258: InDesign Art 259: UX/UX Design, Art 265 Motion, 266: Graphic Design, 267: Graphic Design II, Art 268: Typography.
Also due-enrollment, ART 255, ART 256 and ART 258

Enrollment in graphics courses increased 109.5% from the last APPW year in as we have good enrollment in our face-to-face graphics courses and duo-enrollment courses.

SLOCCCD Program Review Data - Enrollment

Department:	Course:	Dual Enrollment:	Prison:
Art	ART 255	(All)	(All)



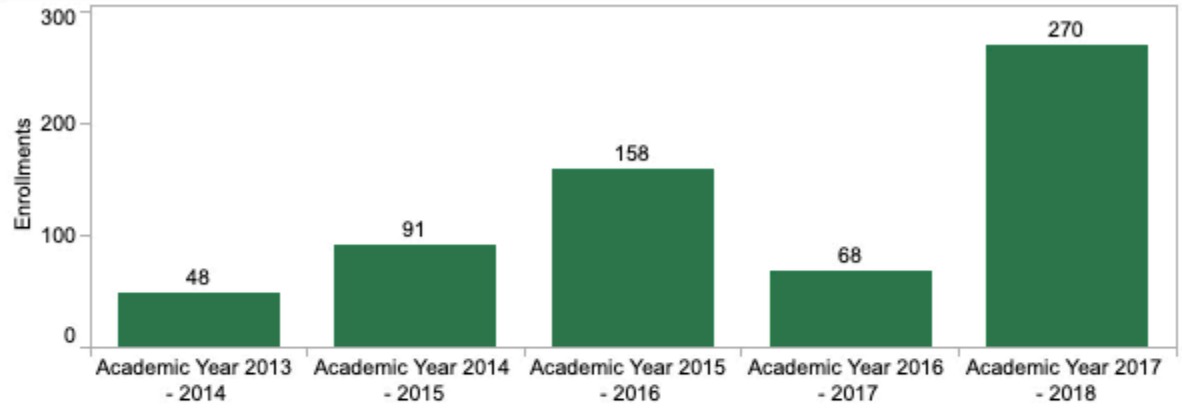


Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

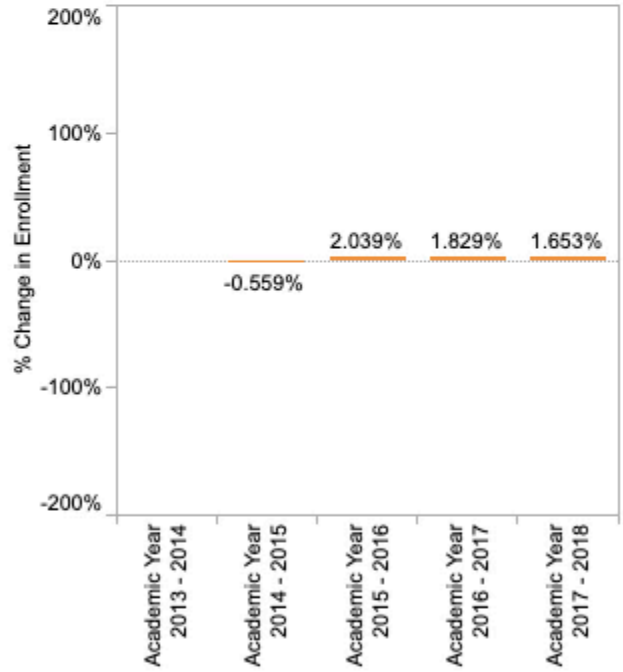
SLOCCCD Program Review Data - Enrollment

Department: Art | **Course:** ART 256 | **Dual Enrollment:** (All) | **Prison:** (All)

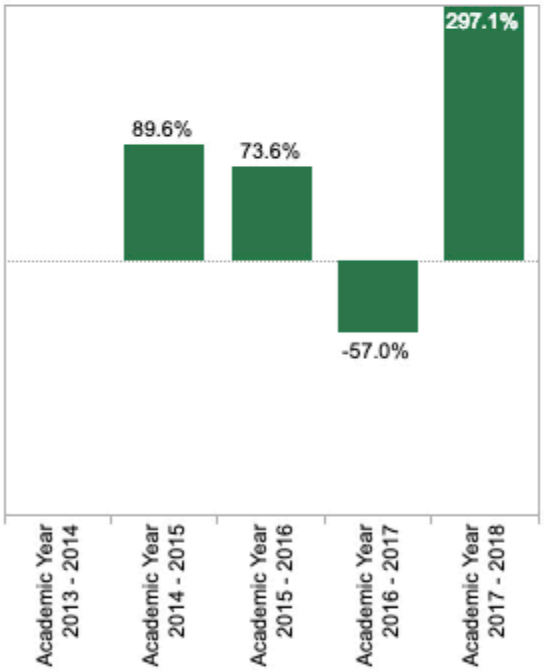
Art Enrollments



% Change - Overall College Enrollments



% Change - Art

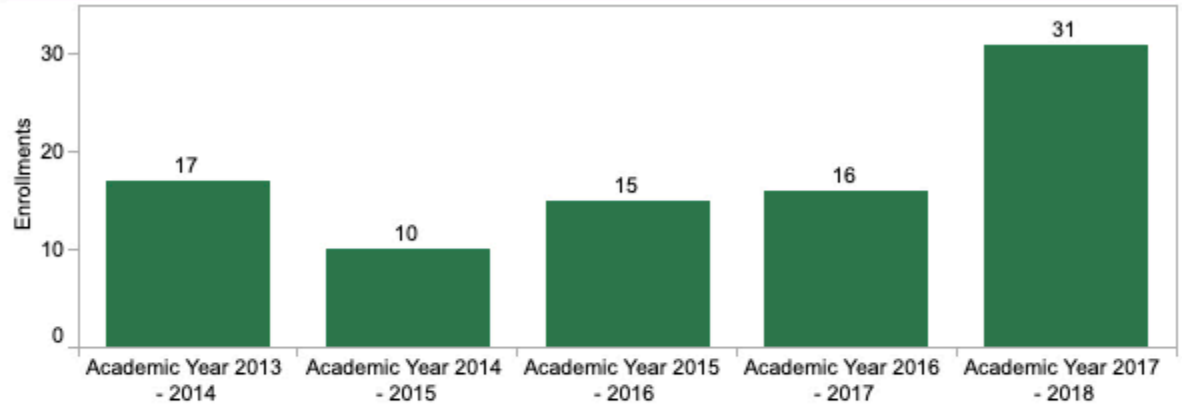


Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

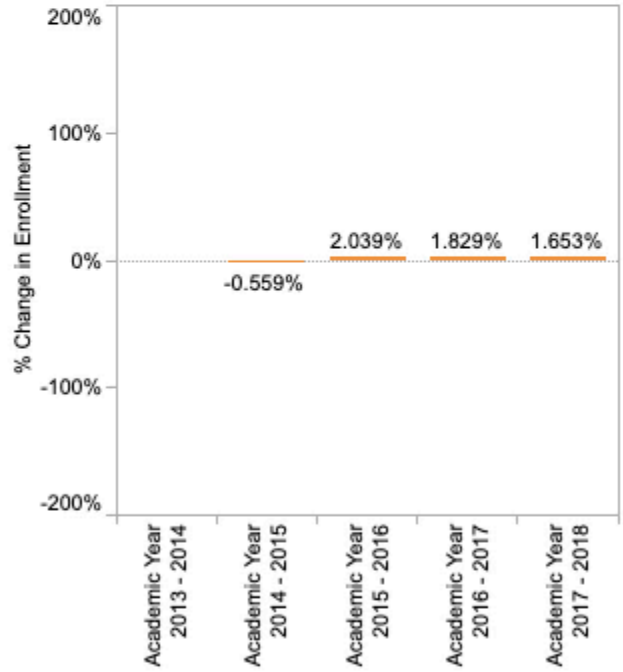
SLOCCCD Program Review Data - Enrollment

Department:	Course:	Dual Enrollment:	Prison:
Art	ART 258	(All)	(All)

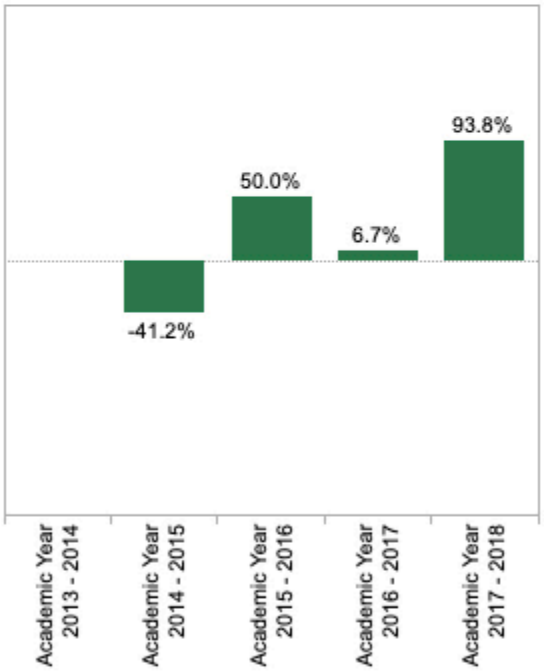
Art Enrollments



% Change - Overall College Enrollments



% Change - Art

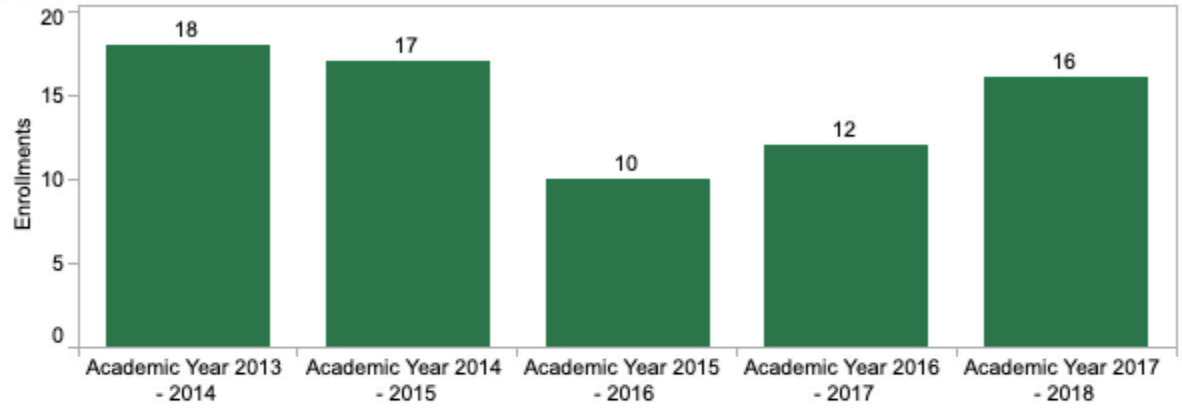


Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

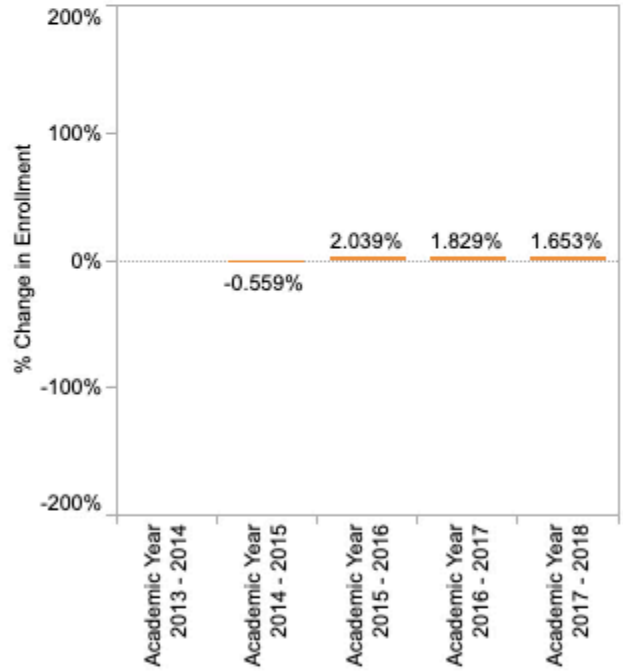
SLOCCCD Program Review Data - Enrollment

Department:	Course:	Dual Enrollment:	Prison:
Art	ART 259	(All)	(All)

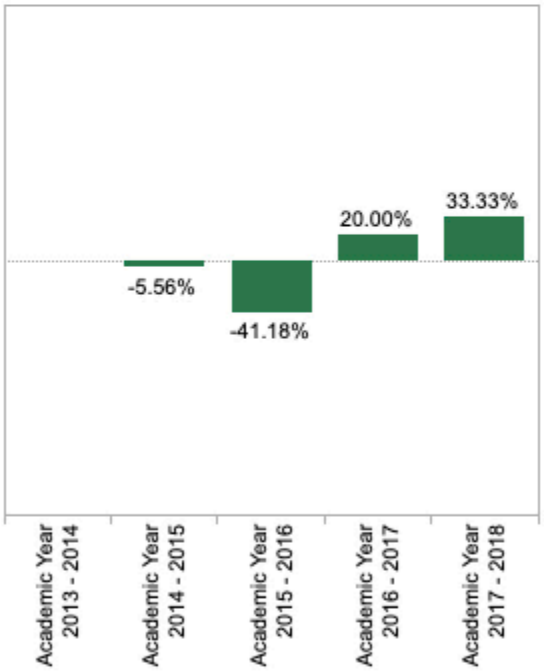
Art Enrollments



% Change - Overall College Enrollments



% Change - Art

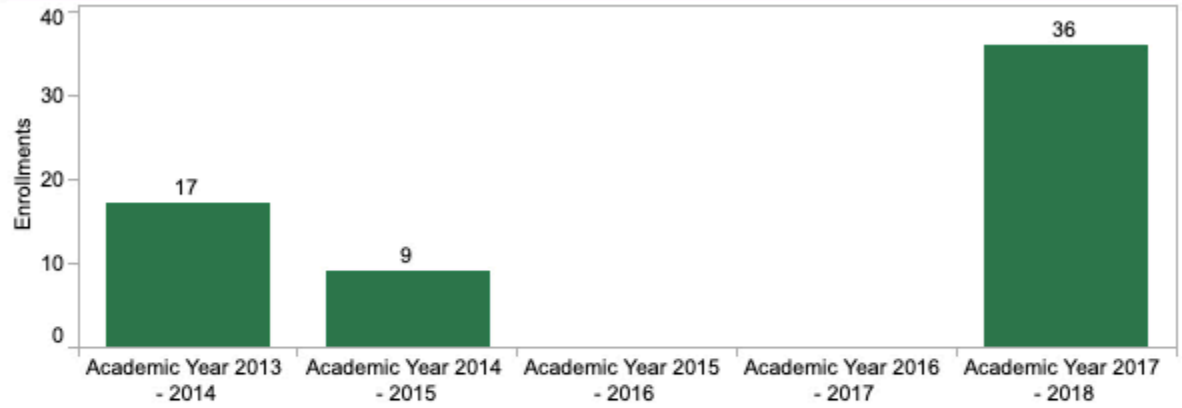


Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

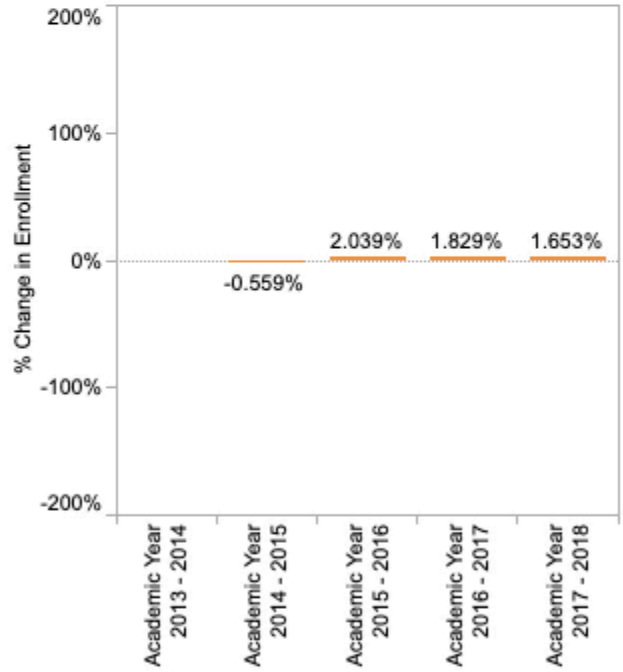
SLOCCCD Program Review Data - Enrollment

Department: Art | **Course:** ART 265 | **Dual Enrollment:** (All) | **Prison:** (All)

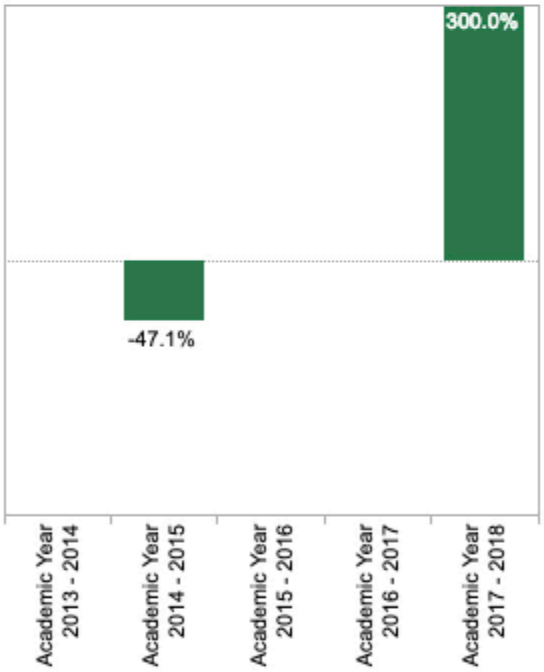
Art Enrollments



% Change - Overall College Enrollments



% Change - Art

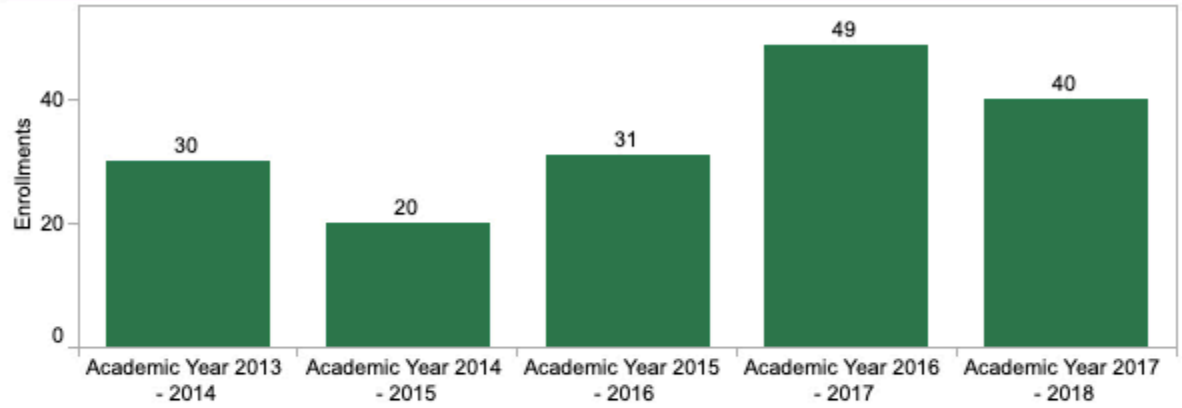


Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

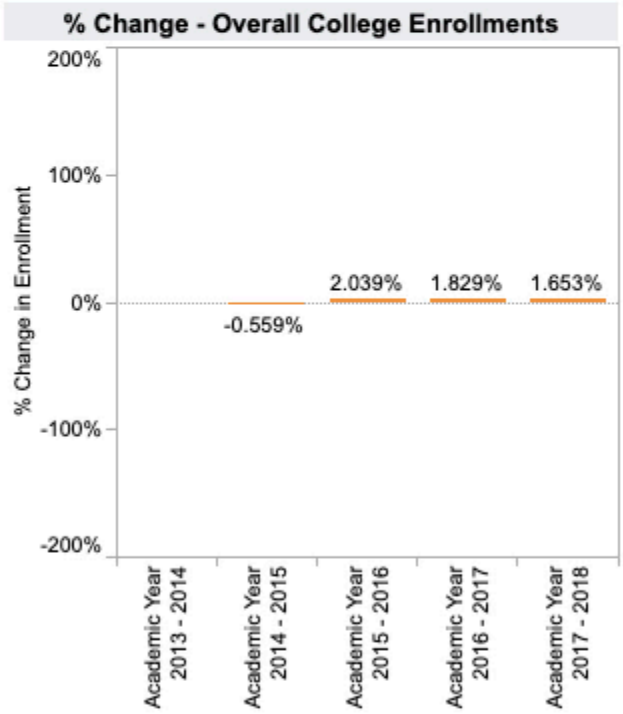
SLOCCCD Program Review Data - Enrollment

Department: Art | **Course:** ART 266 | **Dual Enrollment:** (All) | **Prison:** (All)

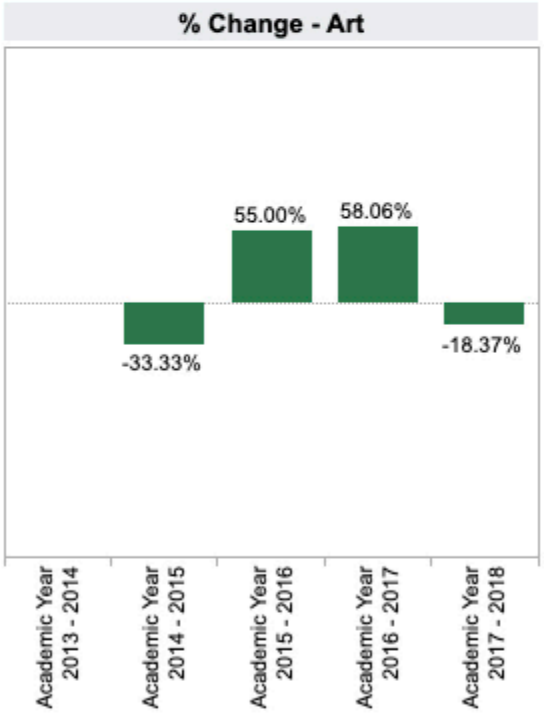
Art Enrollments



% Change - Overall College Enrollments



% Change - Art

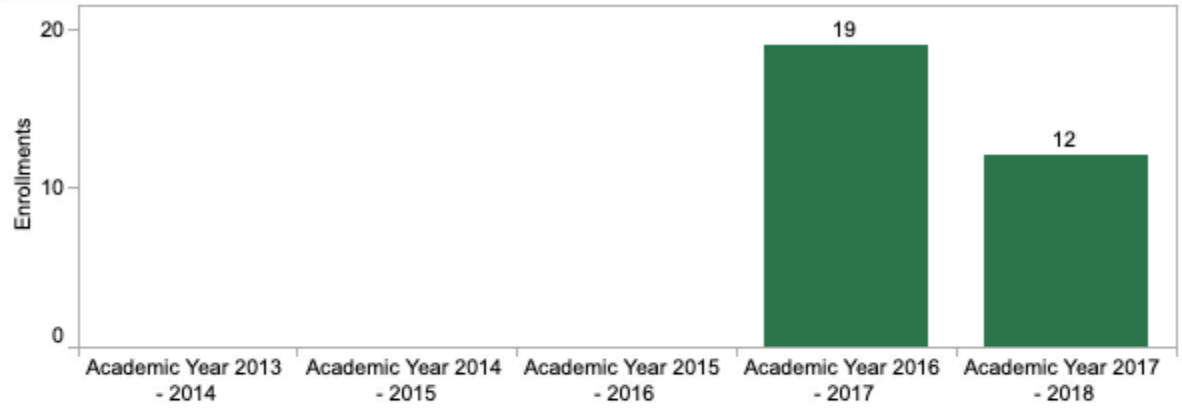


Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

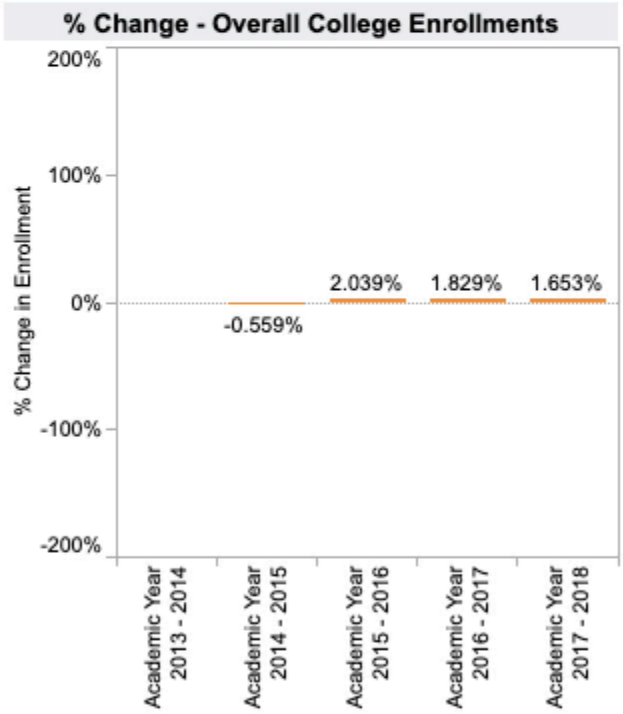
SLOCCCD Program Review Data - Enrollment

Department:	Course:	Dual Enrollment:	Prison:
Art	ART 267	(All)	(All)

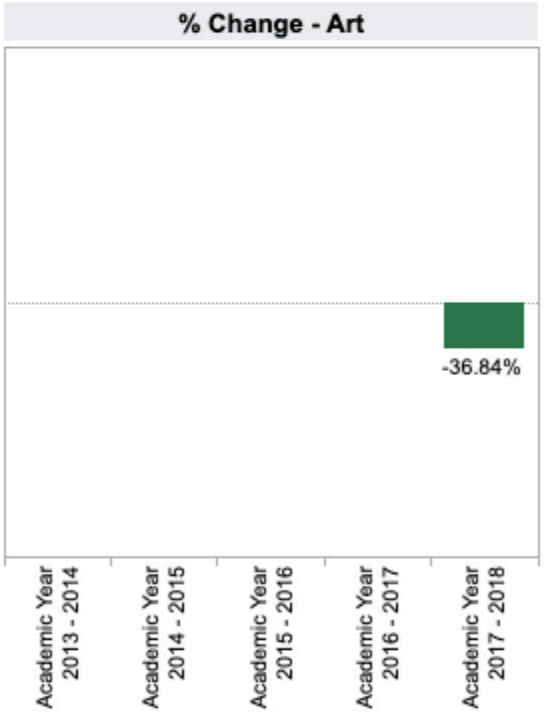
Art Enrollments



% Change - Overall College Enrollments



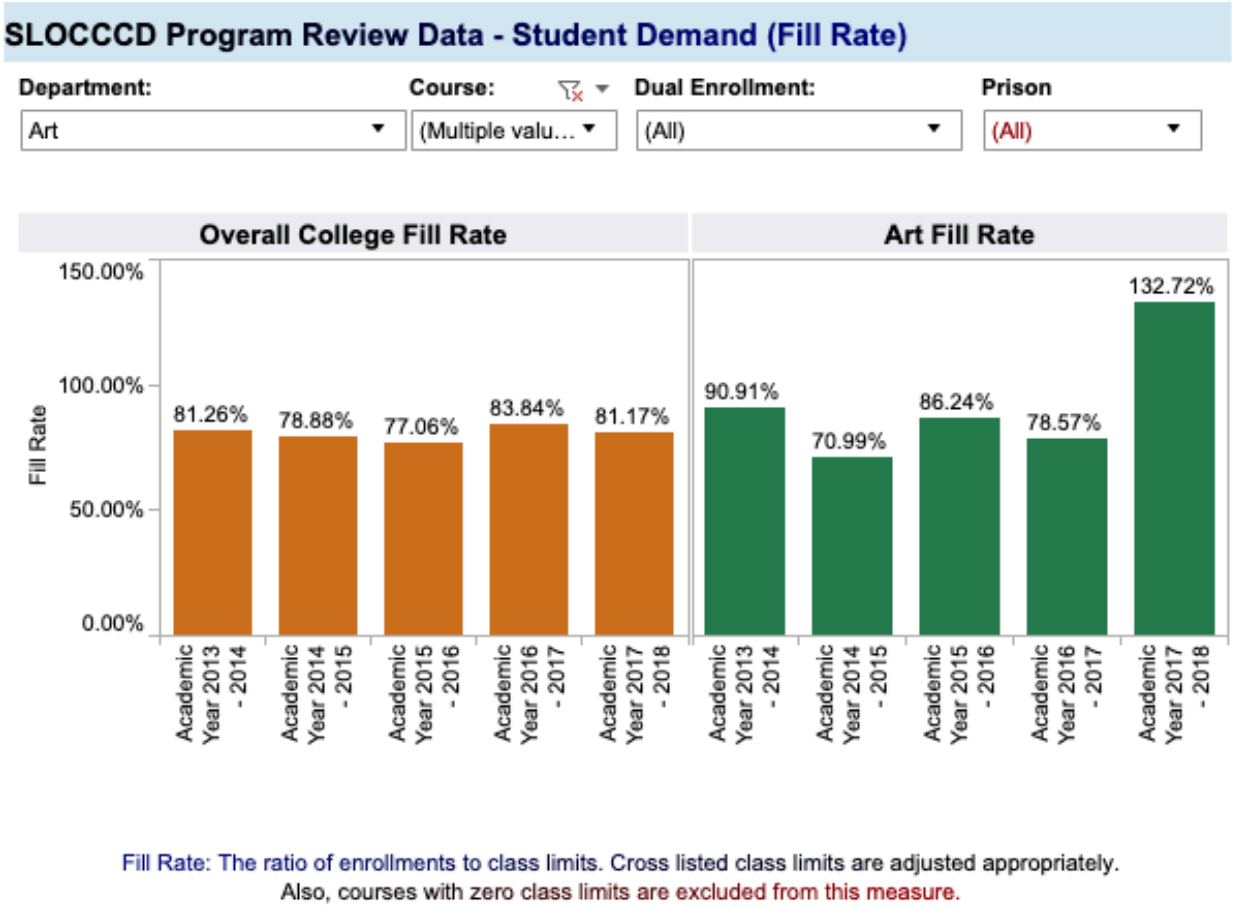
% Change - Art



Enrollment: Duplicated count of students who completed greater than 0 units in positive attendance courses or were present on census for all other accounting methods.

General Student Demand (Fill Rate) (Insert Aggregated Data Chart)

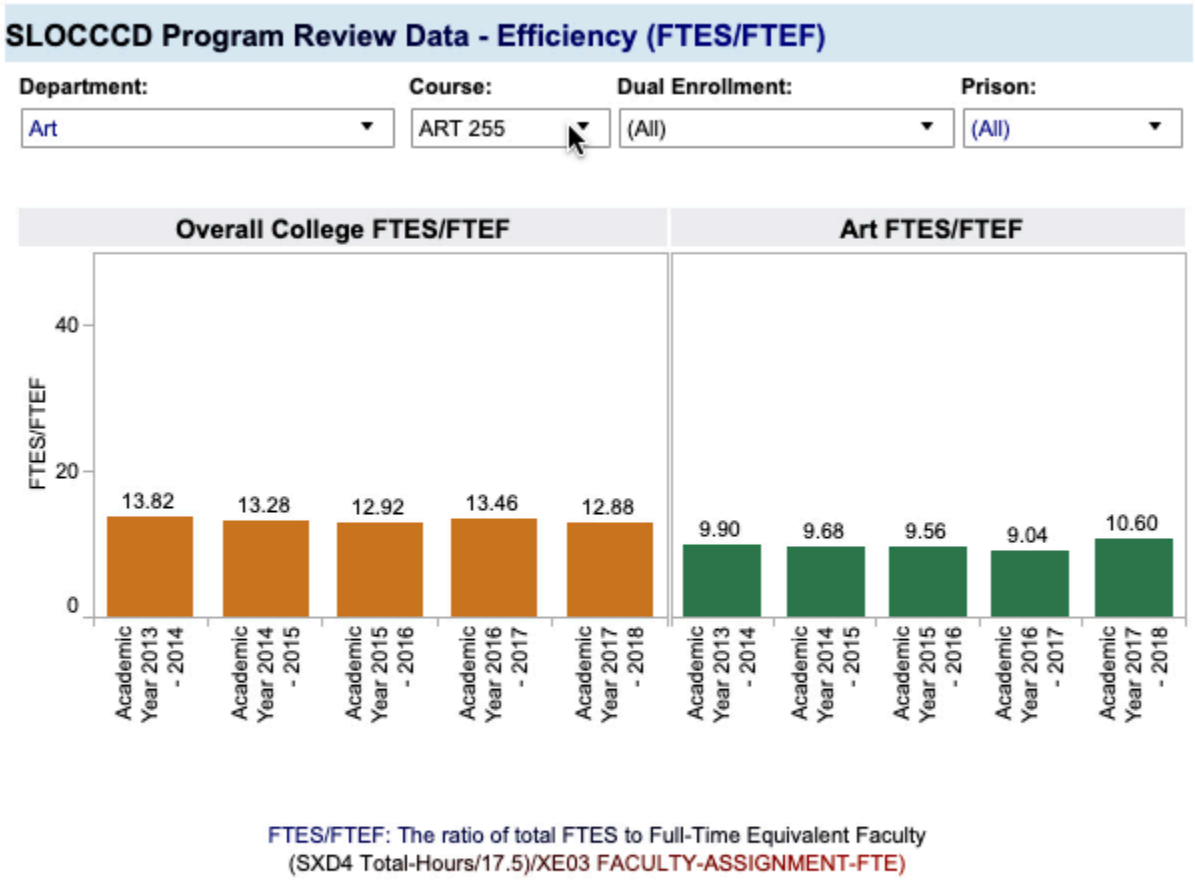
Insert the data chart and explain observed differences between the program and the college.



Graphic student demand increased from last APPW 78.57% to this year 132.72%. Our class start more attractive to students and last update with four new computer did make us be able to hold more students. We are planning more promotion and new class time to attractive more students to increase and keep the higher fill rate.

General Efficiency (FTES/FTEF) (Insert Aggregated Data Chart)

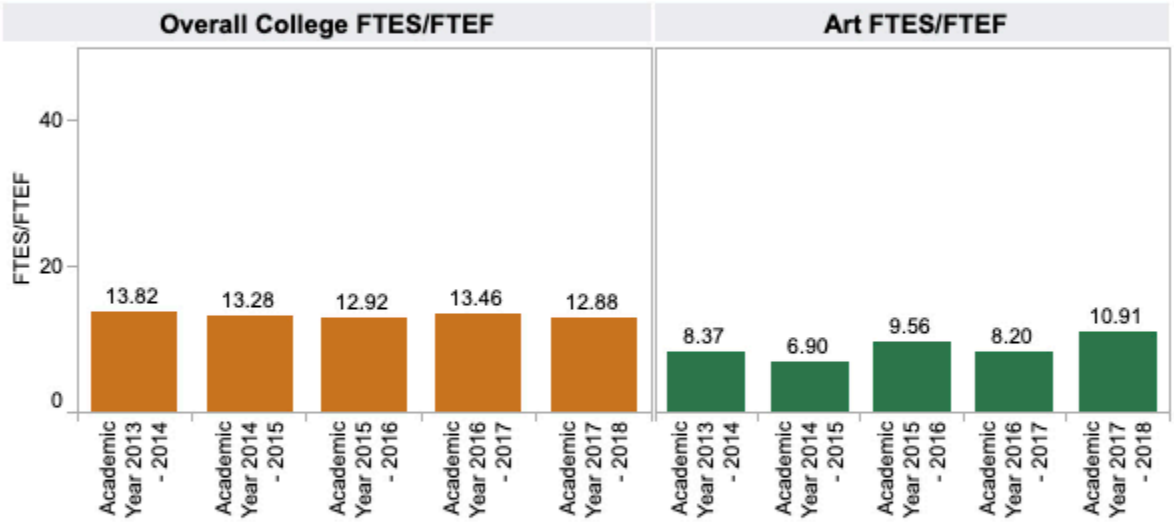
Insert the data chart and explain observed differences between the program and the college.



Efficiency in graphics courses has increased from last APPW 9.04 to 10.60 , We are continuing to offer more fundamental courses and dual-enrollment to create a base for enrollment in graphics courses. Lower efficiency in intermediate courses will need to be tolerated for a couple years as we build the program.

SLOCCCD Program Review Data - Efficiency (FTES/FTEF)

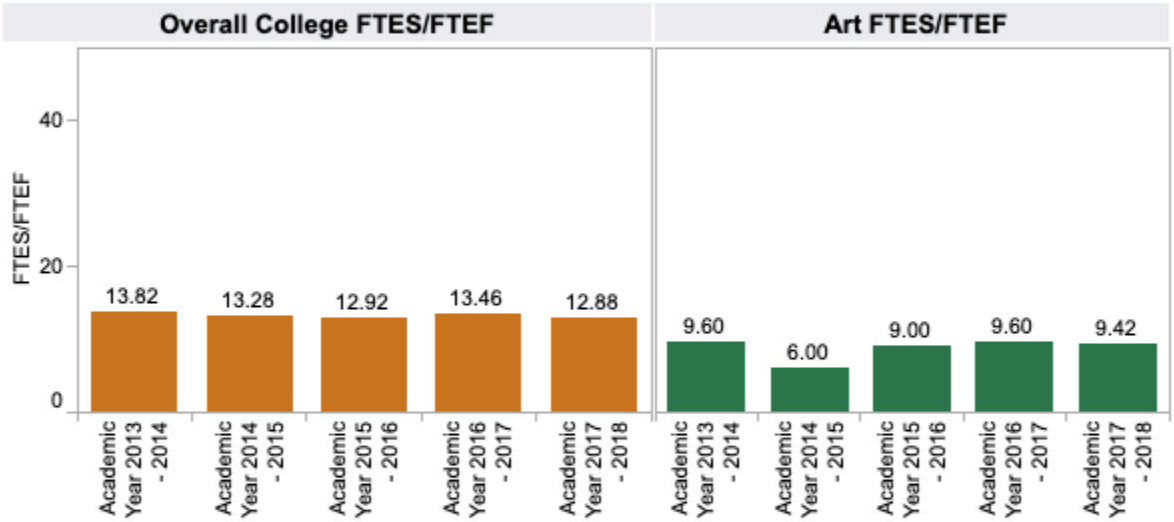
Department:	Course:	Dual Enrollment:	Prison:
Art	ART 256	(All)	(All)



FTES/FTEF: The ratio of total FTES to Full-Time Equivalent Faculty
(SXD4 Total-Hours/17.5)/XE03 FACULTY-ASSIGNMENT-FTE)

SLOCCCD Program Review Data - Efficiency (FTES/FTEF)

Department:	Course:	Dual Enrollment:	Prison:
Art	ART 258	(All)	(All)



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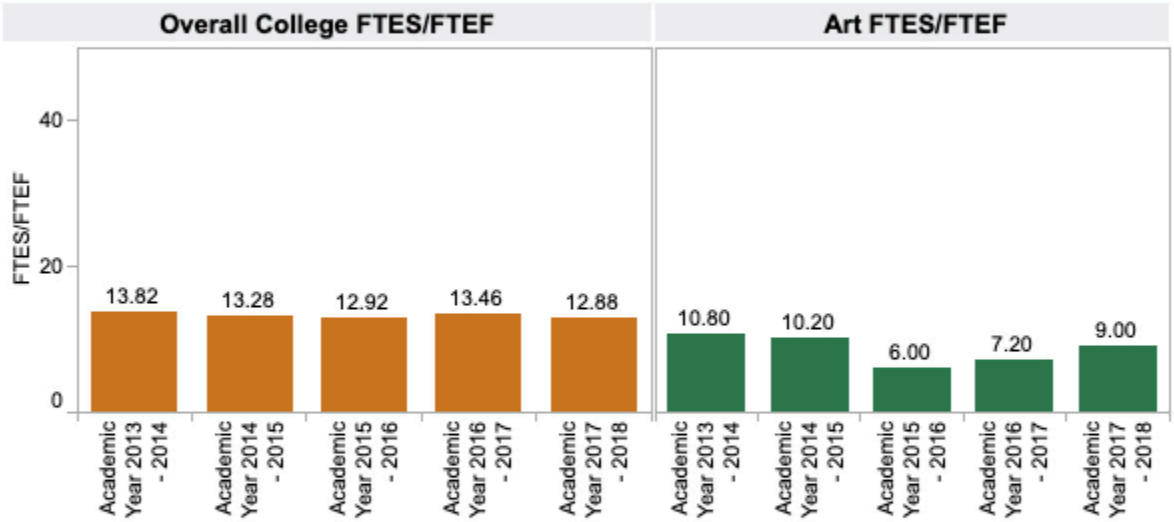
SLOCCCD Program Review Data - Efficiency (FTES/FTEF)

Department:	Course:	Dual Enrollment:	Prison:
Art	ART 259	(All)	(All)



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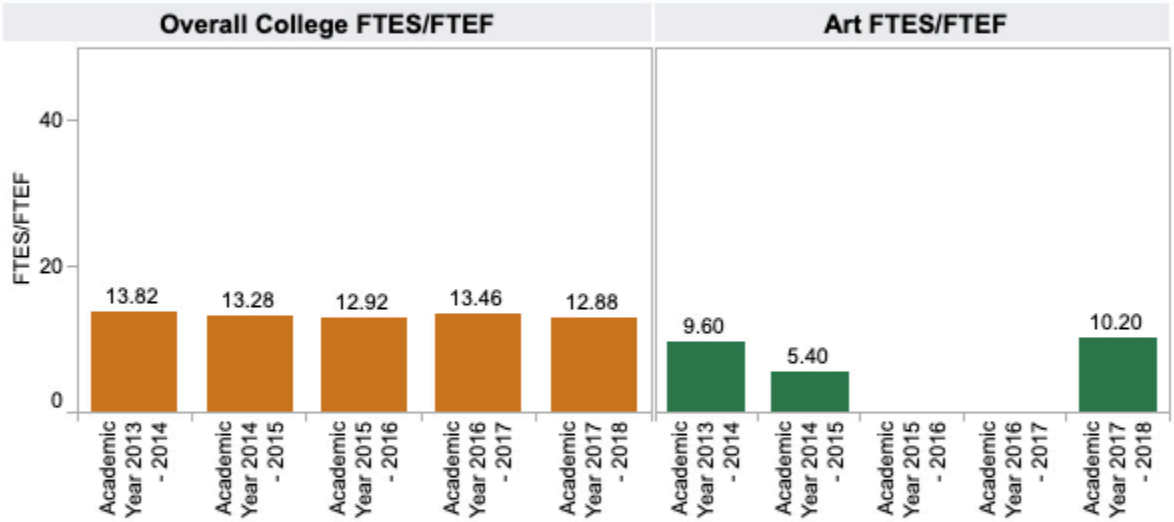
(SXD4 Total-Hours/17.5)/XE03 FACULTY-ASSIGNMENT-FTE)

SLOCCCD Program Review Data - Efficiency (FTES/FTEF)

Department:	Course:	Dual Enrollment:	Prison:
Art	ART 265	(All)	(All)



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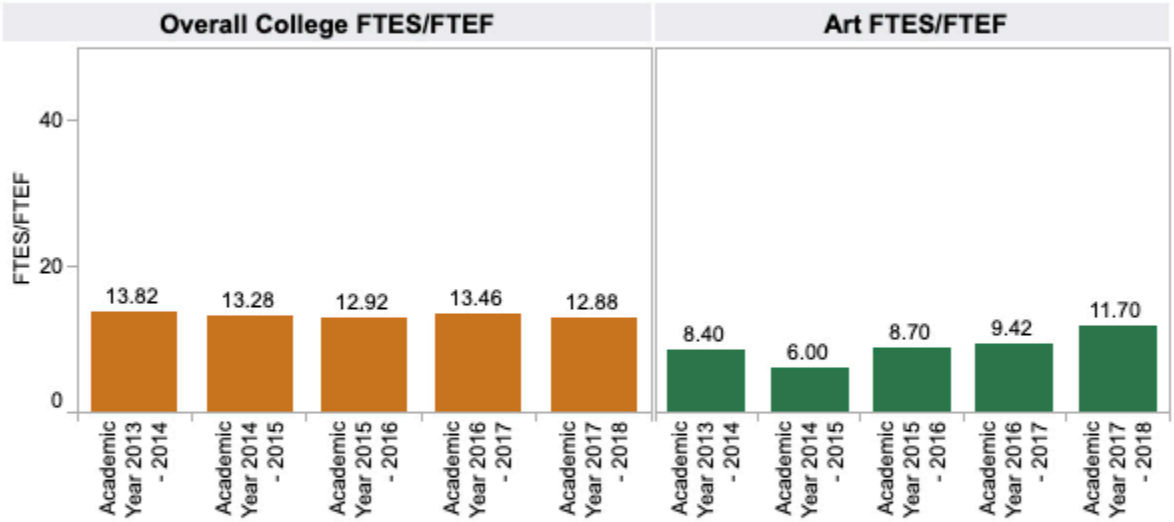
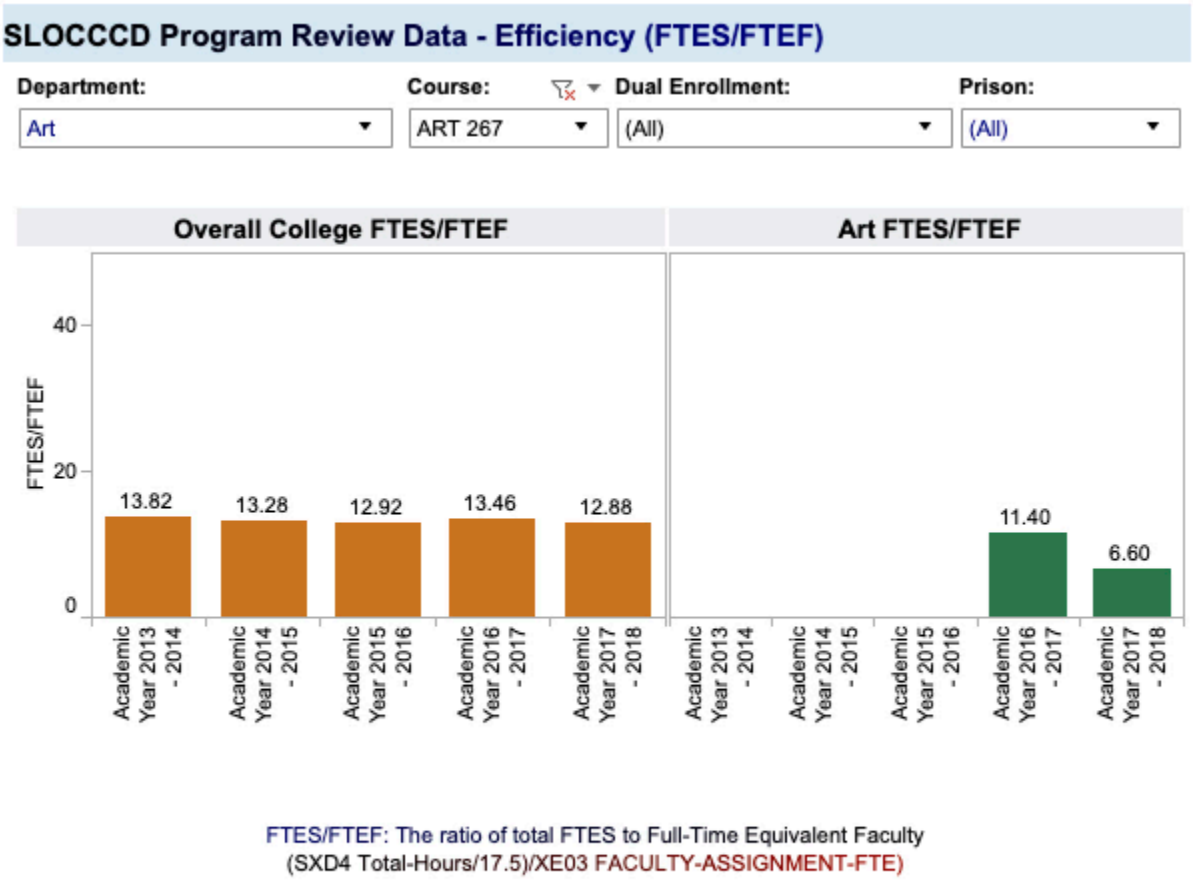
SLOCCCD Program Review Data - Efficiency (FTES/FTEF)

Department:	Course:	Dual Enrollment:	Prison:
Art	ART 266	(All)	(All)



FTES/FTEF: The ratio of total FTES to Full-Time Equivalent Faculty
(SXD4 Total-Hours/17.5)/XE03 FACULTY-ASSIGNMENT-FTE)



Student Success—Course Modality (Insert Data Chart)

Insert the data chart and explain observed differences between the program and the college.

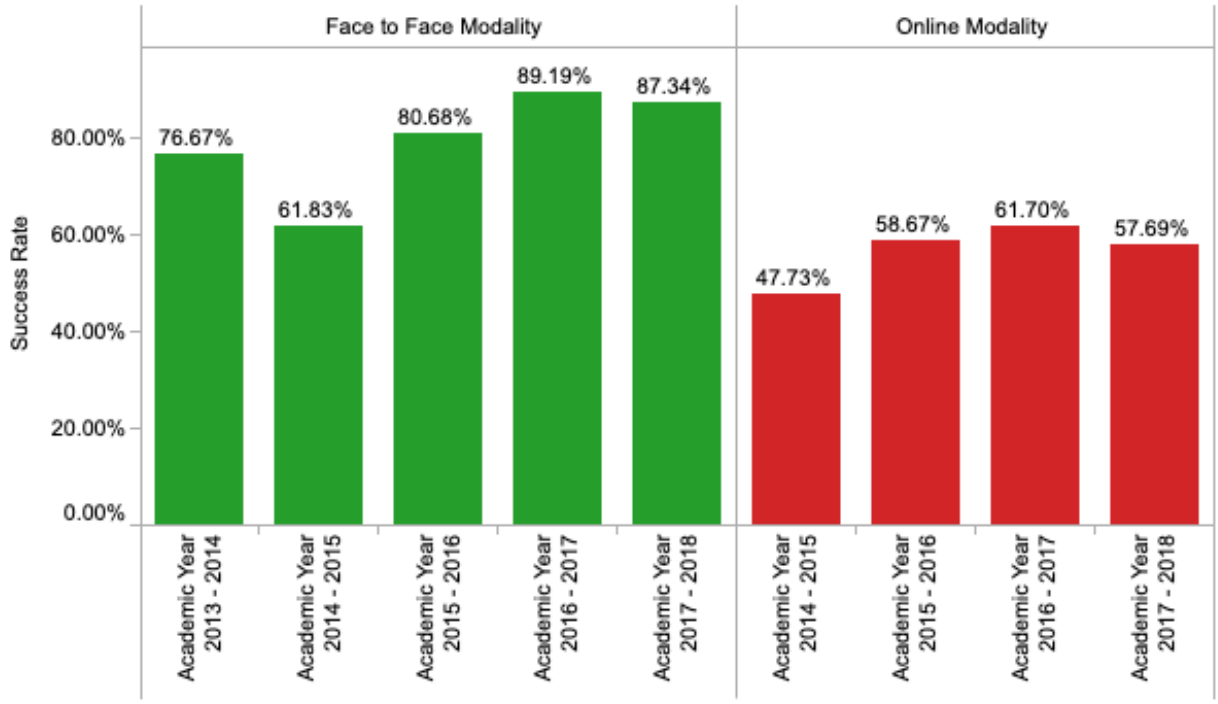
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

Course: (Multiple values)

Legend:
- Face to Face Modality
- Online Modality

Successful Course Competion by Modality -Art



Successful Course Competion by Modality Table - Art

		Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Face to Face Modality	Department Success Rate	78.39%	73.72%	78.33%	75.72%	80.37%
	Total Department Enrollments	2,235	2,192	1,947	1,742	1,796
Online Modality	Department Success Rate	76.79%	74.14%	68.85%	68.45%	62.39%
	Total Department Enrollments	56	232	366	355	553

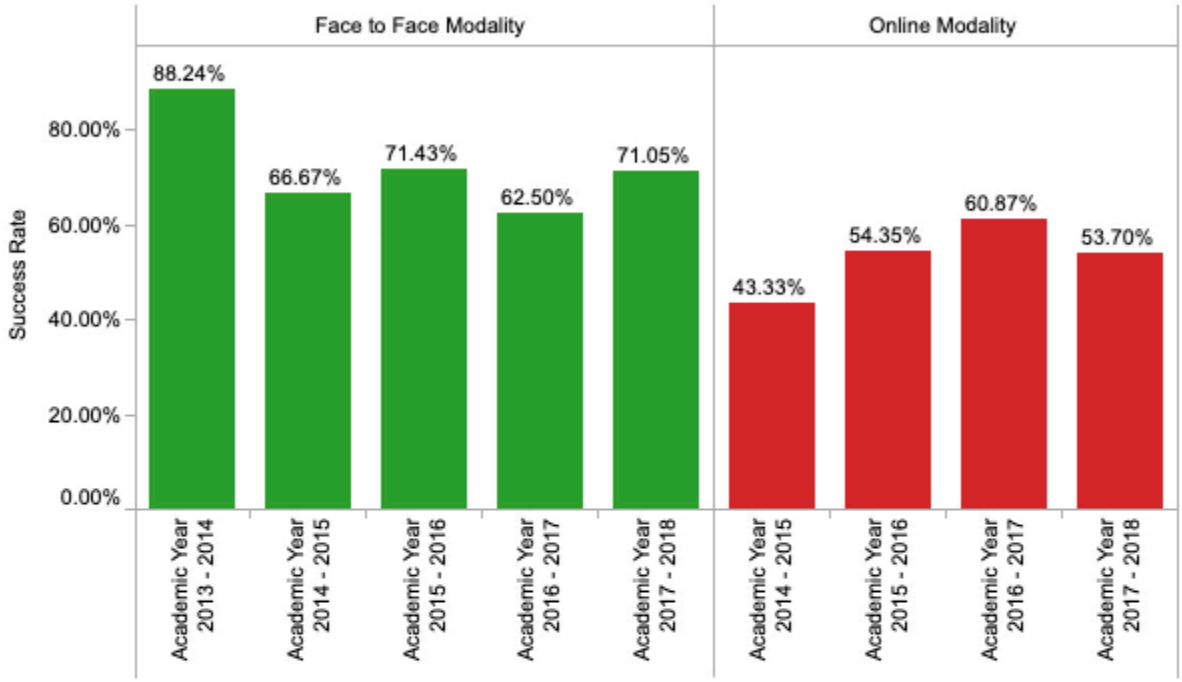
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

Course: ART255

Legend:
- Face to Face Modality
- Online Modality

Successful Course Competion by Modality -Art



Successful Course Competion by Modality Table - Art

		Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
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	Total Department Enrollments	56	232	366	355	553

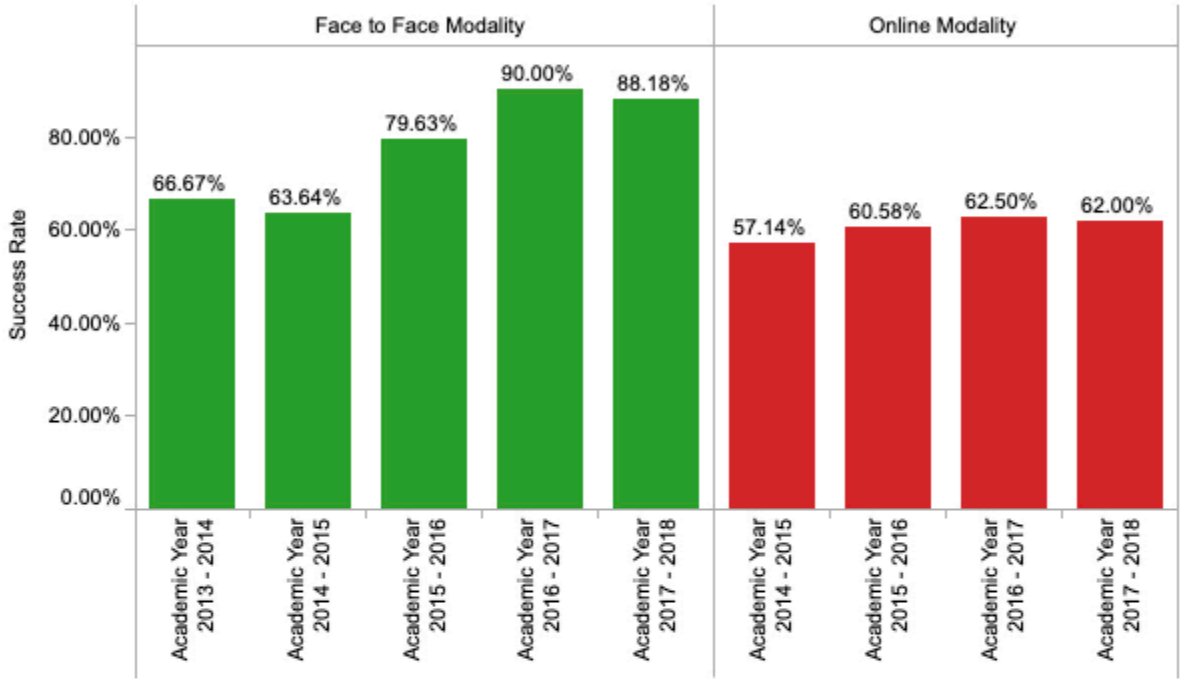
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

Course: ART256

Legend:
- Face to Face Modality
- Online Modality

Successful Course Competion by Modality -Art



Successful Course Competion by Modality Table - Art

		Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
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	Total Department Enrollments	56	232	366	355	553

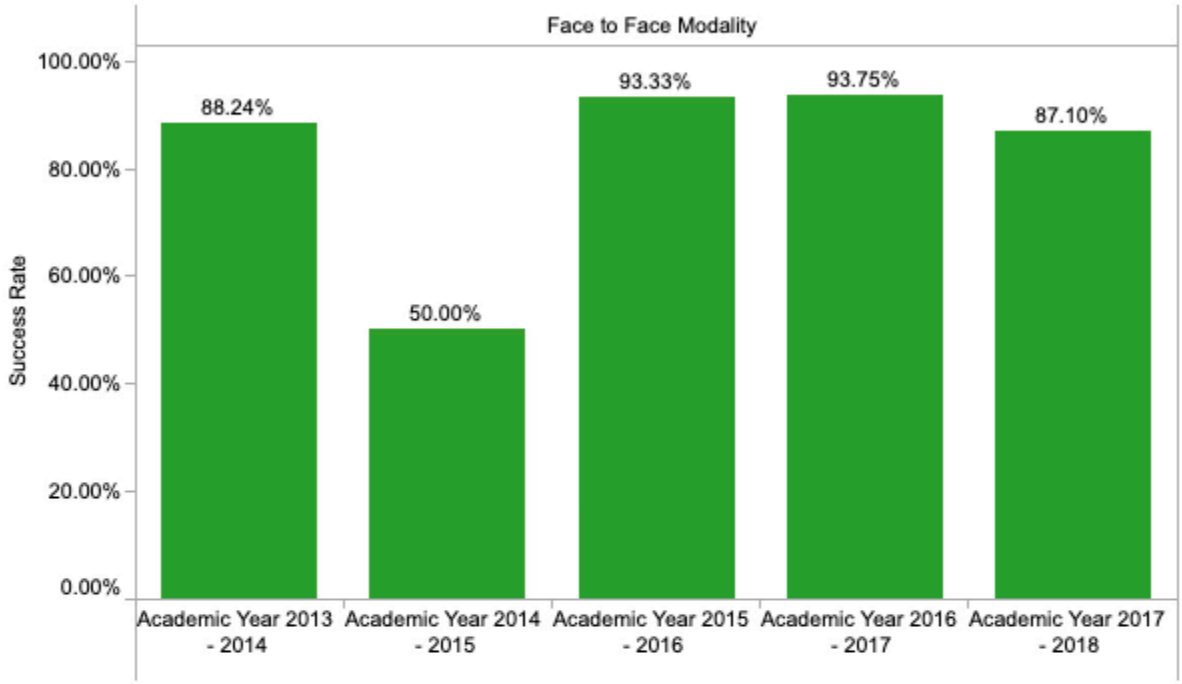
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

Course: ART258

Legend: Face to Face Modality

Successful Course Competion by Modality -Art



Successful Course Competion by Modality Table - Art

		Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Face to Face Modality	Department Success Rate	78.39%	73.72%	78.33%	75.72%	80.37%
	Total Department Enrollments	2,235	2,192	1,947	1,742	1,796
Online Modality	Department Success Rate	76.79%	74.14%	68.85%	68.45%	62.39%
	Total Department Enrollments	56	232	366	355	553

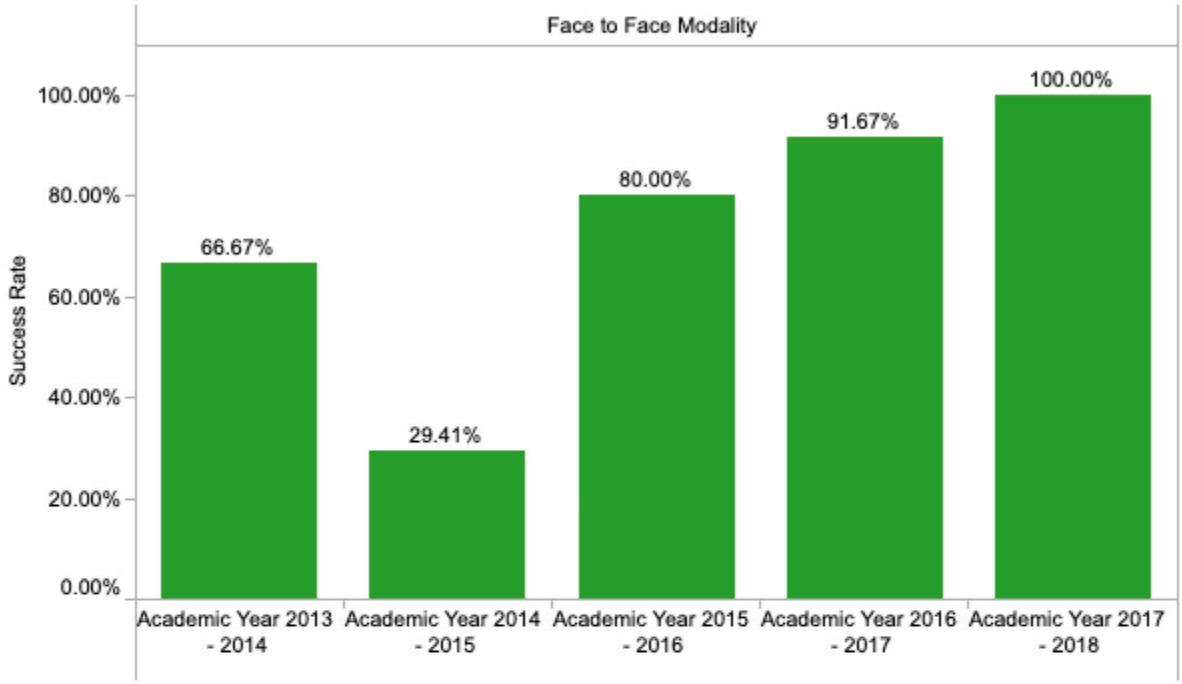
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

Course: ART259

Legend: Face to Face Modality

Successful Course Competion by Modality -Art



Successful Course Competion by Modality Table - Art

		Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
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	Total Department Enrollments	56	232	366	355	553

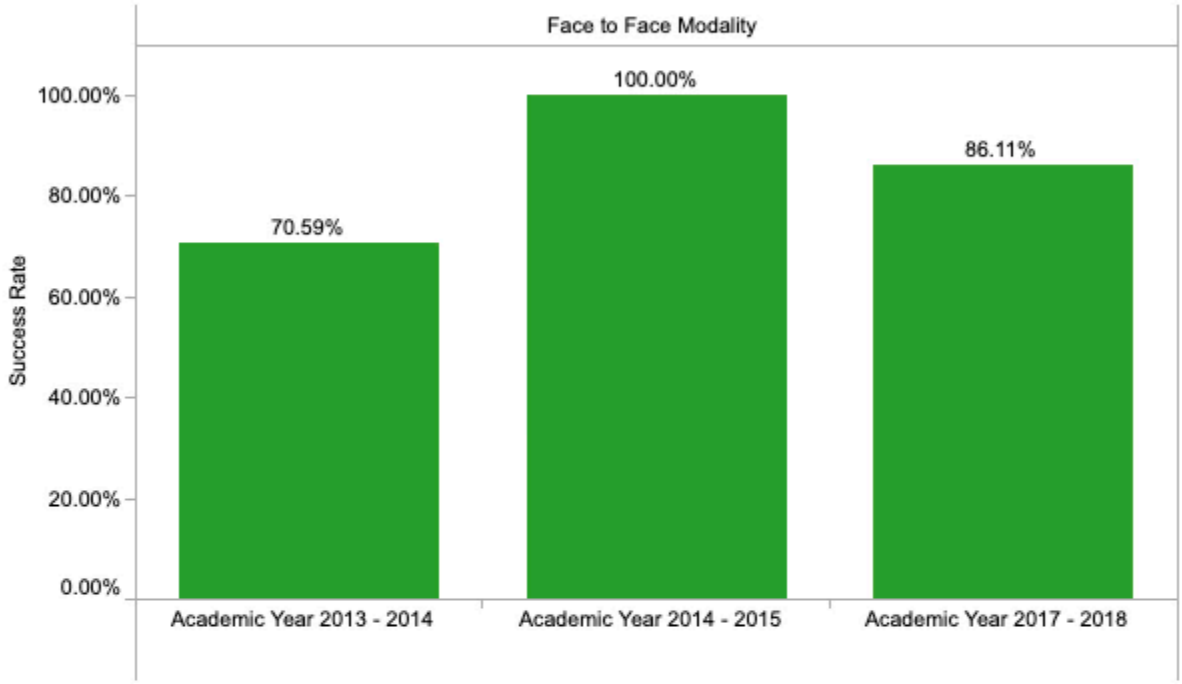
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

Course: ART265

Legend: Face to Face Modality

Successful Course Competion by Modality -Art



Successful Course Competion by Modality Table - Art

		Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Face to Face Modality	Department Success Rate	78.39%	73.72%	78.33%	75.72%	80.37%
	Total Department Enrollments	2,235	2,192	1,947	1,742	1,796
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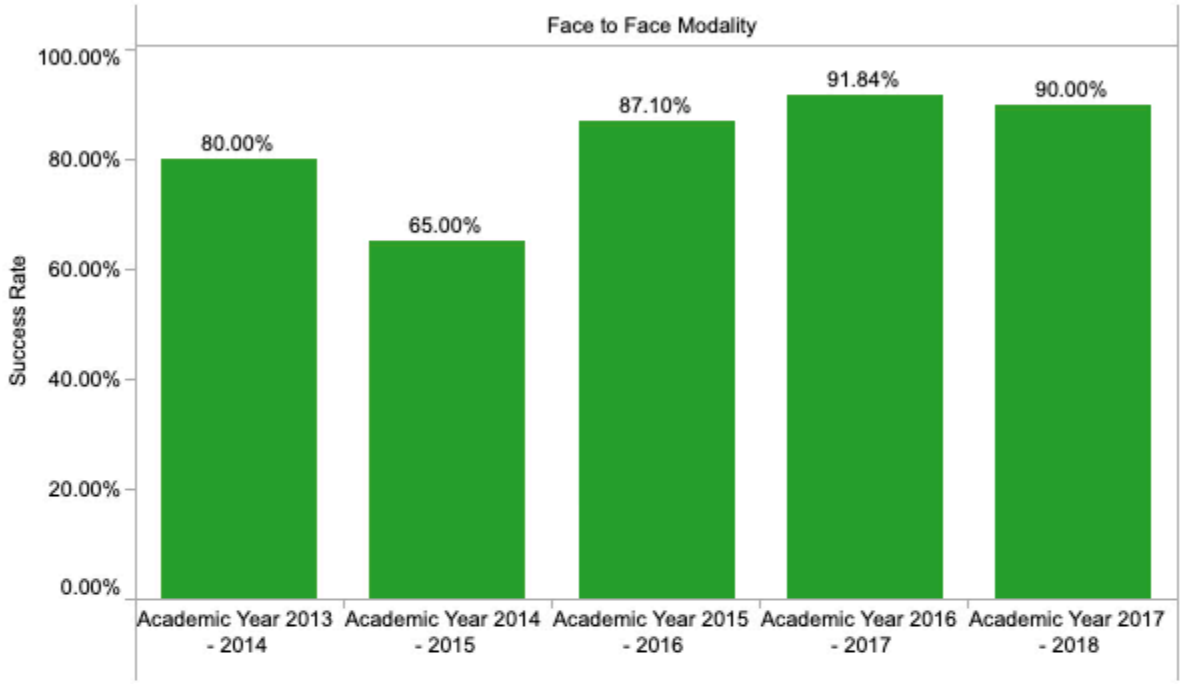
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

Course: ART266

Legend: Face to Face Modality

Successful Course Competion by Modality -Art



Successful Course Competion by Modality Table - Art

		Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
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Online Modality	Department Success Rate	76.79%	74.14%	68.85%	68.45%	62.39%
	Total Department Enrollments	56	232	366	355	553

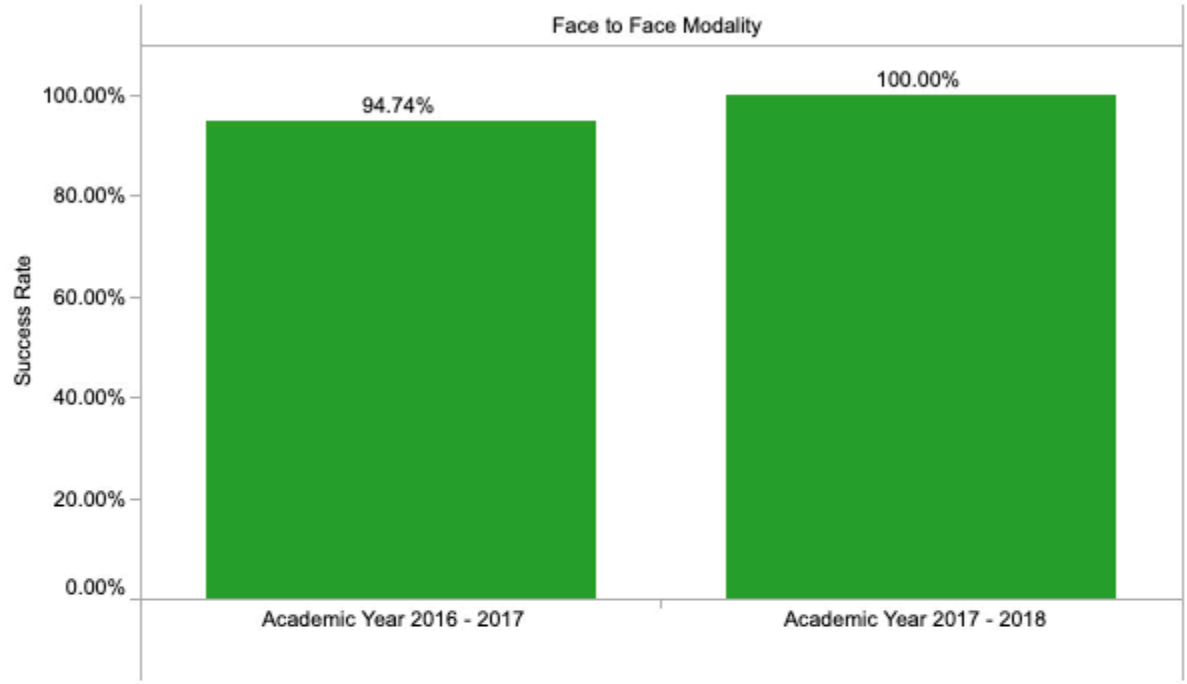
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

Course: ART267

Legend: Face to Face Modality

Successful Course Competion by Modality -Art



Successful Course Competion by Modality Table - Art

		Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Face to Face Modality	Department Success Rate	78.39%	73.72%	78.33%	75.72%	80.37%
	Total Department Enrollments	2,235	2,192	1,947	1,742	1,796
Online Modality	Department Success Rate	76.79%	74.14%	68.85%	68.45%	62.39%
	Total Department Enrollments	56	232	366	355	553

Successful completion rates for graphics face to face courses are increasing. Thanks to enhanced class contents and teaching methods, and adopted new technology such as live collaboration document, our students are more engaged in the classroom which increased the success rate. In face to face class, we provide more one-on-one meeting to create studio-like environment to help student gain confidence and produce a stronger portfolio. It is natural to learn and experience graphic design in the studio. We will continue develop more modules for our face-to-face class.

Success rates for DE graphics courses (Art 255 which primarily focuses on Illustrator and Art 256 which primarily focuses on Photoshop) are significantly lower for DE courses. After dialogue and survey with DE instructor. We start to offer open lab time in SLO campus to DE students.

Degrees and Certificates Awarded (Insert Data Chart)

Insert the data chart and explain observed differences between the program and the college.

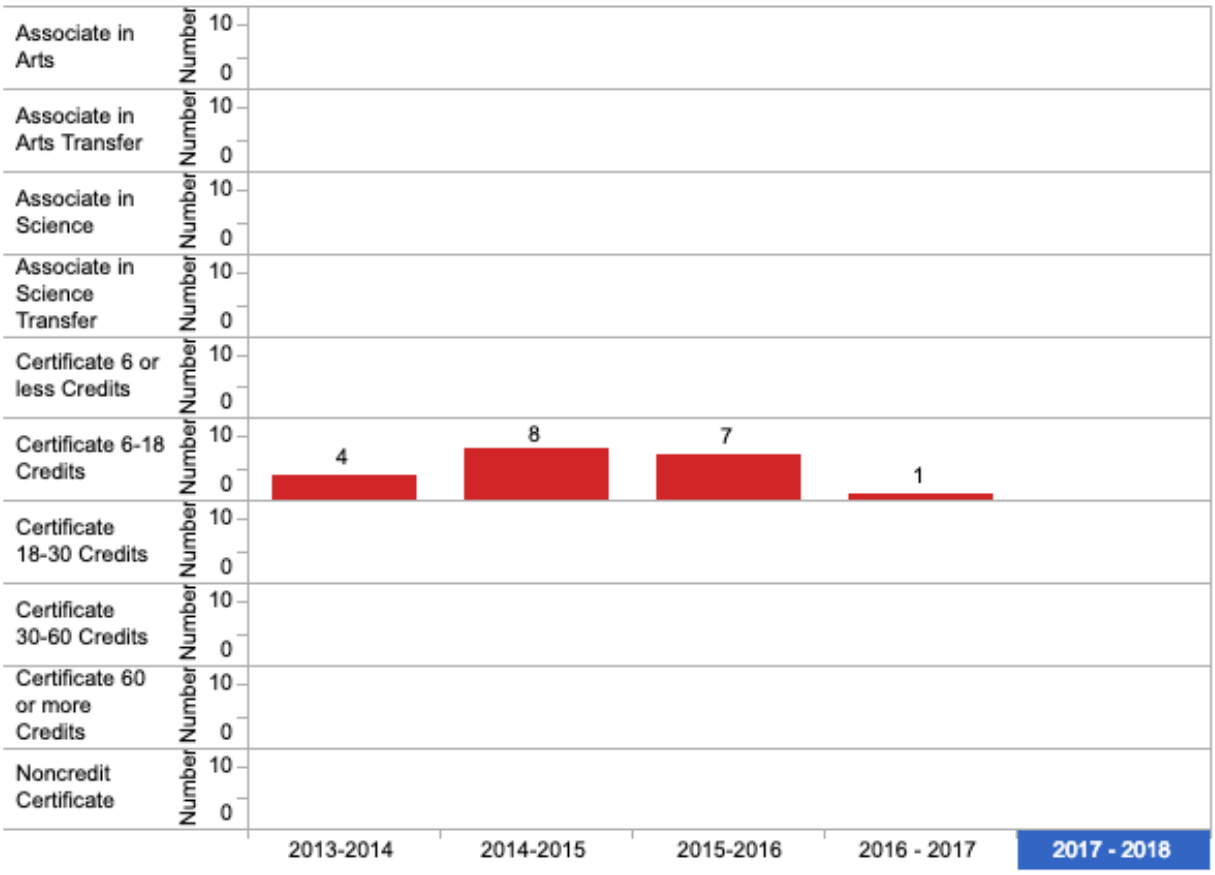
SLOCCCD Program Review Data: Degrees and Certificates Awarded

Program: Art

Award Type: Graphics (CS)

Program Awards

Top Code Description(s): Art
Award(s): Graphics (CS)



Program Awards Table

Award Type	Award	2013-2014	2014-2015	2015-2016	2016 - 2017	2017 - 2018
Certificate 6-18 Cre..	Graphics (CS)	4	8	7	1	
	Total	4	8	7	1	
Grand Total		4	8	7	1	

Program Awards: The number of degress and certificates awarded by program type

Completion the Graphics certificate stable in 2015-2016 and because we changed to a Certificate of Achievement with 24 credits to complete in 2016-2017, only one student was awarded the certificate and other are still working on the new certificate. We don't have student pursue the certificate this year. Our student tends to continues to get BA as more student want to completed and get a better design jobs.

We are still on planning stage in two small corticates in Web and UX design and Motion Design in an effort to increase the programs awards and better serve our students.

General Student Success – Course Completion (Insert Aggregated Data Chart)
Review the Disaggregated Student Success charts; include any charts that you will reference. Describe any departmental or pedagogical outcomes that have occurred as a result of programmatic discussion regarding the data presented.

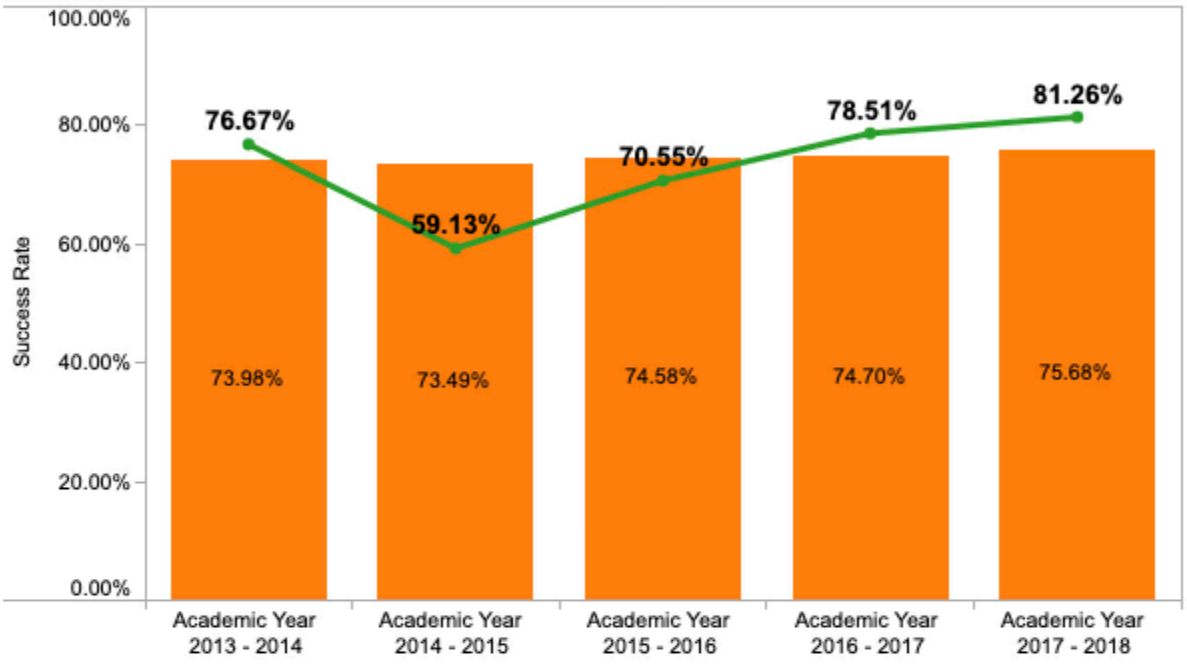
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

COURSE (Multiple valu…)

Measure Names
- Department Success Rate
- Overall College Success Rate

Successful Course Completion - Art



Art Success Rate Table

	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Department Success..	76.67%	59.13%	70.55%	78.51%	81.26%
Total Enrollments	180	230	326	242	507

Success: The Percentage of student enrollments resulting in a final grade of "C" or better

Successful completion rates for graphics courses in 2016-2017 and 2017-2018 are significantly higher than overall college and Fine Arts success rates, at 81.26%. Thanks to enhanced class contents and teaching methods, and adopted new technology such as live collaboration document, one-on-one and One-by-One meetings, our students are more engaged in the classes, which increased the success rate.

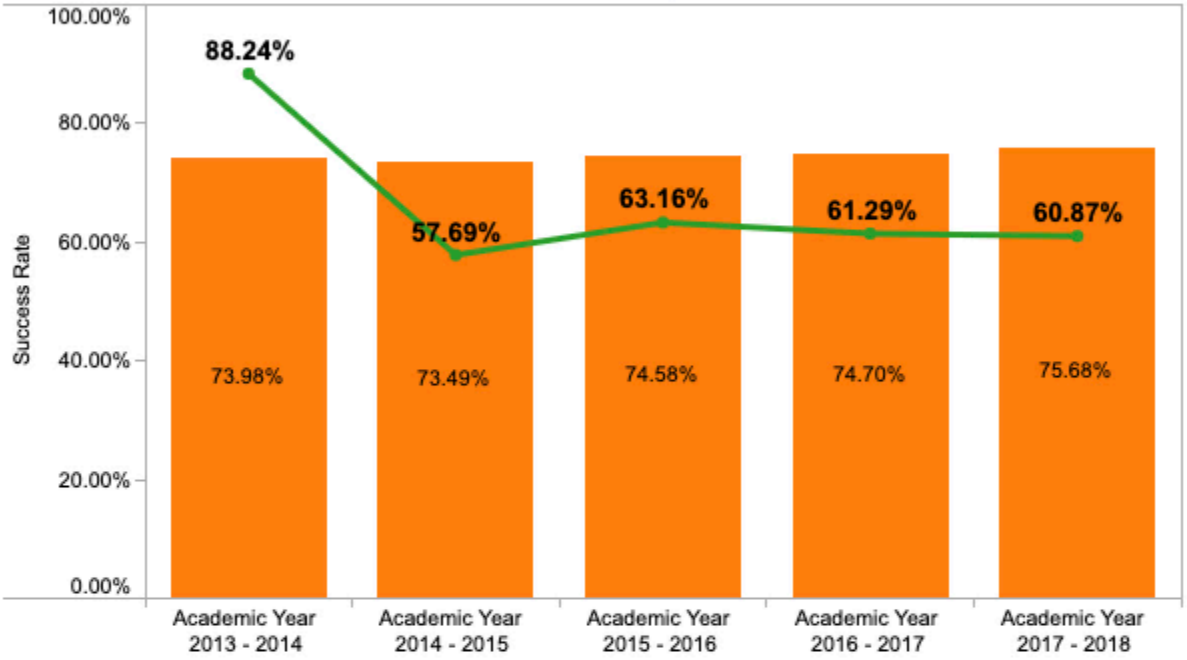
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

COURSE ART255

Measure Names
- Department Success Rate
- Overall College Success Rate

Successful Course Completion - Art



Art Success Rate Table

	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Department Success..	88.24%	57.69%	63.16%	61.29%	60.87%
Total Enrollments	34	78	95	62	92

Success: The Percentage of student enrollments resulting in a final grade of "C" or better

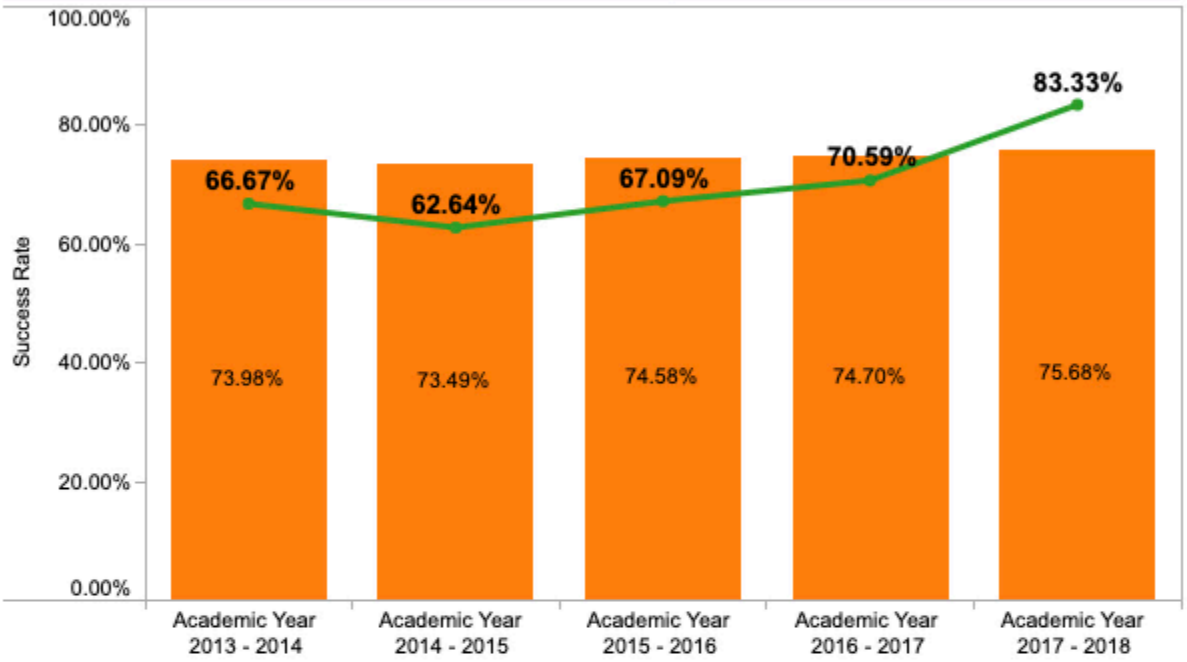
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

COURSE ART256

Measure Names
- Department Success Rate
- Overall College Success Rate

Successful Course Completion - Art



Art Success Rate Table

	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Department Success..	66.67%	62.64%	67.09%	70.59%	83.33%
Total Enrollments	48	91	158	68	270

Success: The Percentage of student enrollments resulting in a final grade of "C" or better

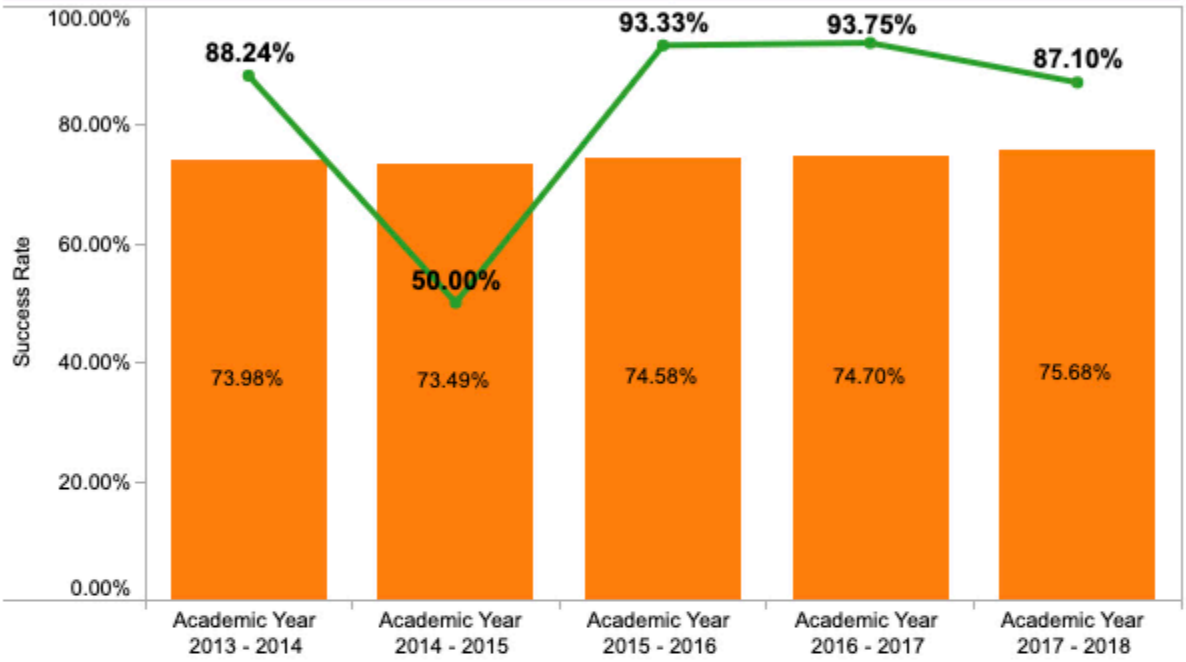
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

COURSE ART258

Measure Names
- Department Success Rate
- Overall College Success Rate

Successful Course Completion - Art



Art Success Rate Table

	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Department Success..	88.24%	50.00%	93.33%	93.75%	87.10%
Total Enrollments	17	10	15	16	31

Success: The Percentage of student enrollments resulting in a final grade of "C" or better

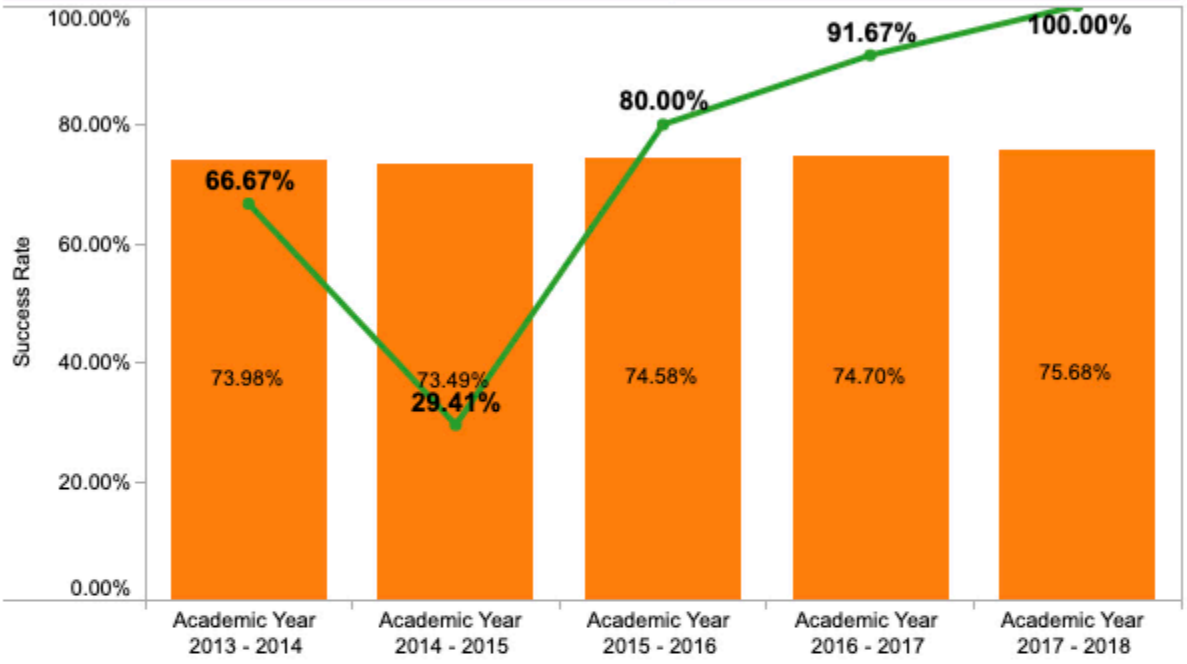
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

COURSE ART259

Measure Names
- Department Success Rate
- Overall College Success Rate

Successful Course Completion - Art



Art Success Rate Table

	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Department Success..	66.67%	29.41%	80.00%	91.67%	100.00%
Total Enrollments	18	17	10	12	16

Success: The Percentage of student enrollments resulting in a final grade of "C" or better

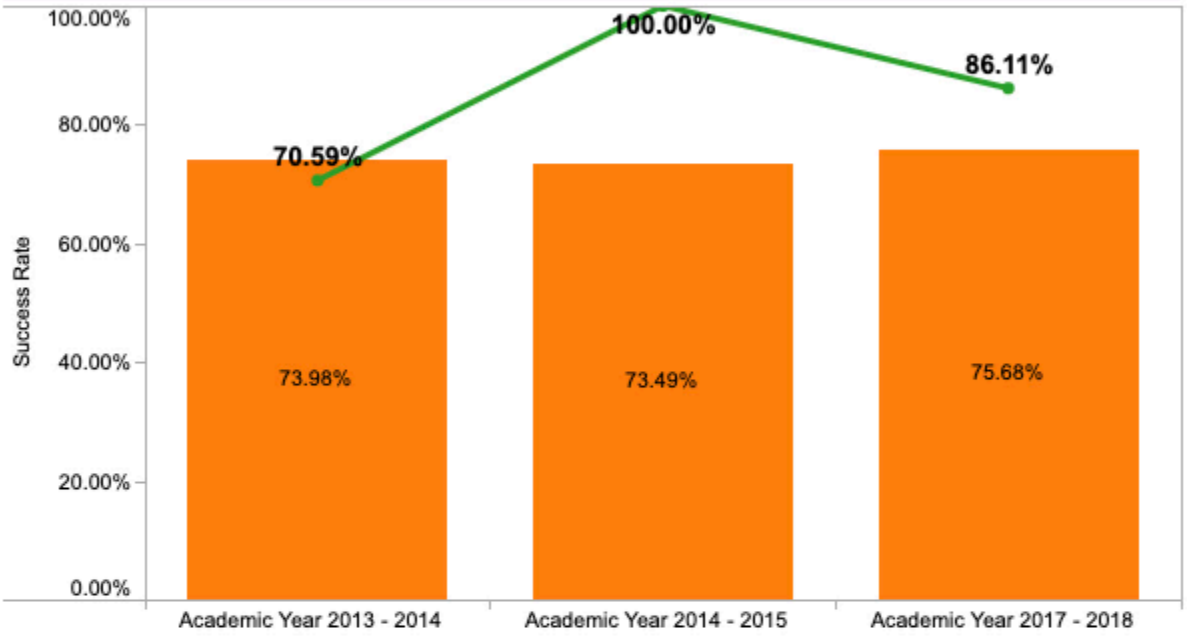
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

COURSE ART265

Measure Names
- Department Success Rate
- Overall College Success Rate

Successful Course Completion - Art



Art Success Rate Table

	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2017 - 2018
Department Success..	70.59%	100.00%	86.11%
Total Enrollments	17	9	36

Success: The Percentage of student enrollments resulting in a final grade of "C" or better

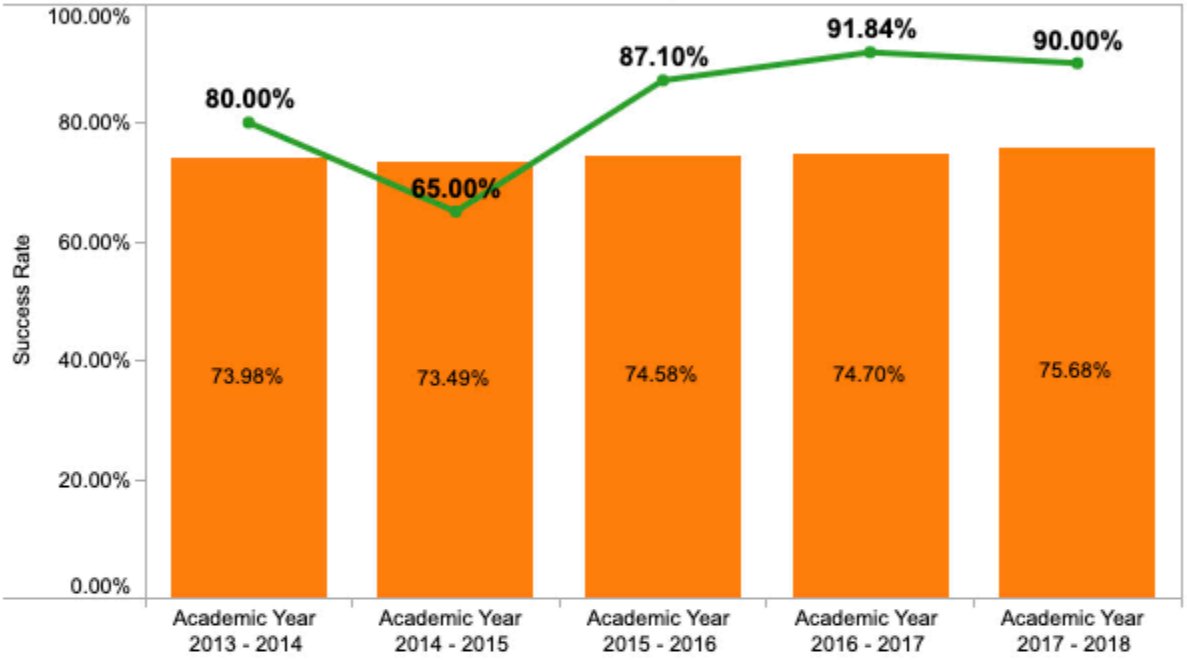
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

COURSE ART266

Measure Names
- Department Success Rate
- Overall College Success Rate

Successful Course Completion - Art



Art Success Rate Table

	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Department Success..	80.00%	65.00%	87.10%	91.84%	90.00%
Total Enrollments	30	20	31	49	40

Success: The Percentage of student enrollments resulting in a final grade of "C" or better

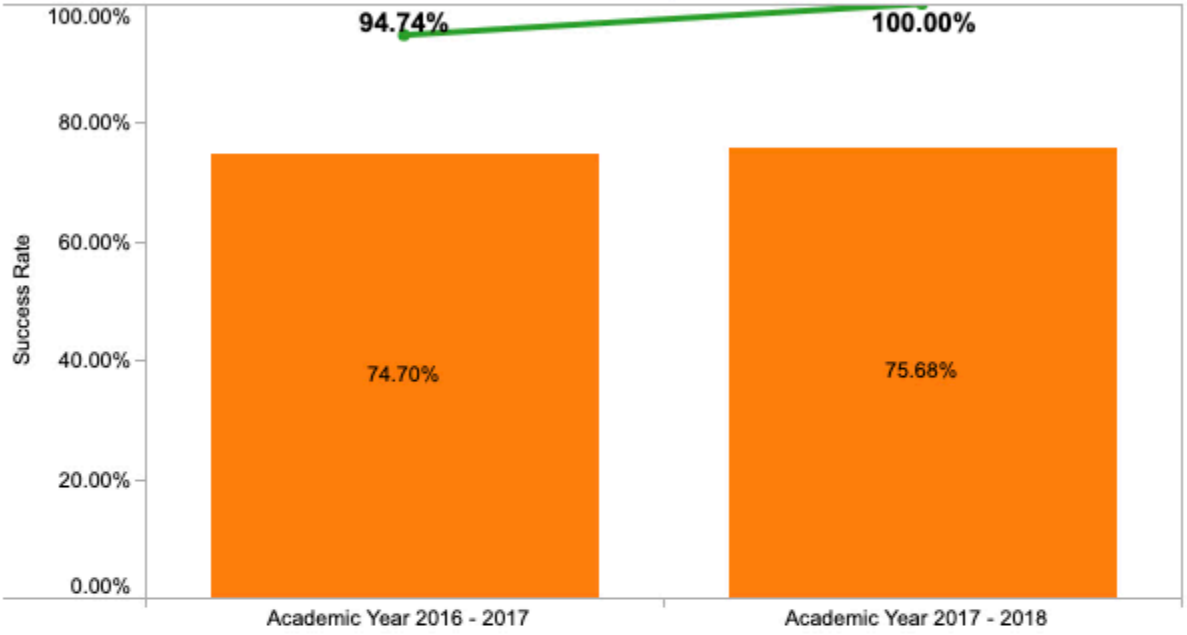
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

COURSE ART267

Measure Names
- Department Success Rate
- Overall College Success Rate

Successful Course Completion - Art



Art Success Rate Table

	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Department Success..	94.74%	100.00%
Total Enrollments	19	12

Success: The Percentage of student enrollments resulting in a final grade of "C" or better

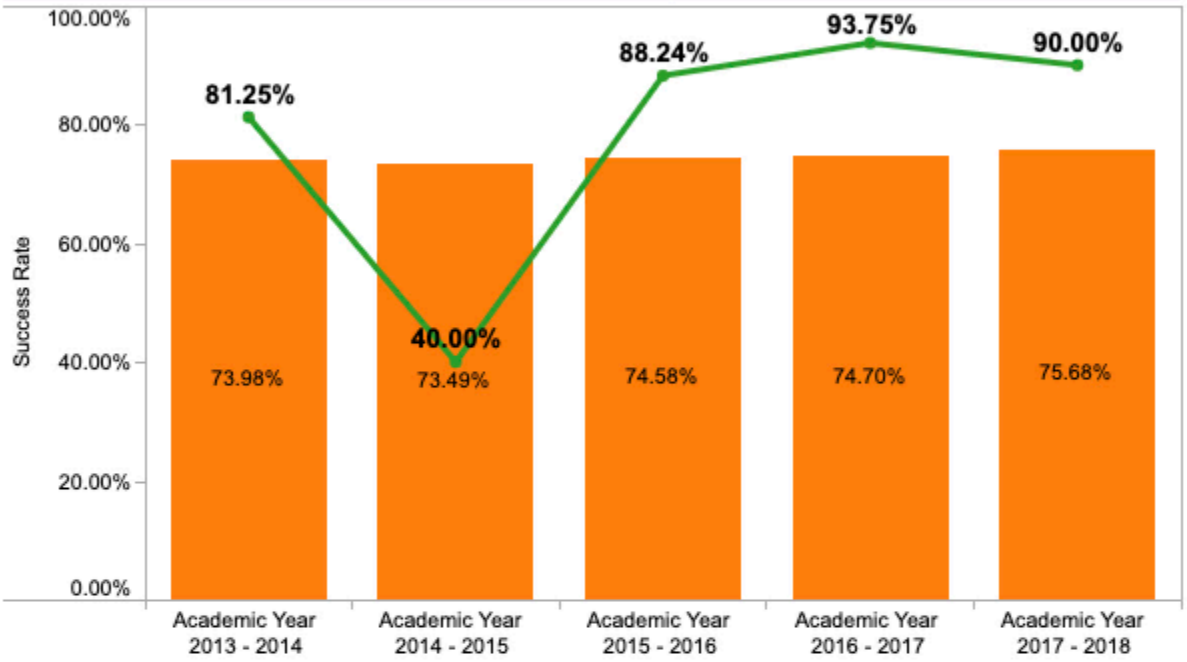
SLOCCCD Program Review Data: Successful Course Completion

Select Department: Art

COURSE ART268

Measure Names
- Department Success Rate
- Overall College Success Rate

Successful Course Completion - Art



Art Success Rate Table

	Academic Year 2013 - 2014	Academic Year 2014 - 2015	Academic Year 2015 - 2016	Academic Year 2016 - 2017	Academic Year 2017 - 2018
Department Success..	81.25%	40.00%	88.24%	93.75%	90.00%
Total Enrollments	16	5	17	16	10

Success: The Percentage of student enrollments resulting in a final grade of "C" or better

OTHER RELEVANT PROGRAM DATA (OPTIONAL)

Provide and comment on any other data that is relevant to your program such as state or national certification/licensure exam results, employment data, etc. If necessary, describe origin and/or data collection methods used.

PROGRAM OUTCOMES ASSESSMENT CHECKLIST AND NARRATIVE

CHECKLIST:

☒ SLO assessment cycle calendar is up to date.
☒ All courses scheduled for assessment have been assessed in eLumen.
☐ Program Sustainability Plan progress report completed (if applicable).

NARRATIVE:

Briefly describe program changes, if any, which have been implemented in the previous year as a direct result of the Program or Student Services Learning Outcomes Assessment. *If no program changes have been made as results of Program or Student Services Learning Outcomes Assessment, indicate: NONE.*

NONE

PROGRAM PLANNING / FORECASTING FOR THE NEXT ACADEMIC YEAR

Briefly describe any program plans for the upcoming academic year. These may include, but are not limited to the following: *(Note: you do not need to respond to each of the items below). If there are no forecasted plans for the program, for the upcoming year, indicate: NONE.*

A. New or modified plans for achieving program-learning outcomes.
B. Anticipated changes in curriculum, scheduling or delivery modality
C. Levels, delivery or types of services
D. Facilities changes
E. Staffing projections
F. Other

A. New or modified plans for achieving program-learning outcomes.
Our plan for the next academic year mainly is to test and build the foundation of digital art and design education experience for the next decade. We will continue education experiments, design new projects that more attractive, practical and involved the latest technology and innovation.

Recently, Graphic Design lead faculty Canguo Liu, start to serve as director of Education, board member of AIGA (American Institute of Graphic Arts) Central Coast. With a close relationship with the professional community. Cuesta GD is willing to take a more active role in the local community, connecting to the students, professionals, companies, and organizations.

B. Anticipated changes in curriculum, scheduling or delivery modality

After three 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 companis tends to put Designer the same priority as Developers. As part of CTE, Graphics will continues work to expanding the range to cover more high demand area to help plan their future.

We will focus on building a stable, enhanced and improved schedule to increase enrollment and fill rate, small certificates to increase Certificates awarded, and workforce preparation. And we will keep work on current DE low successful completion rates and work with instructors to enhance the DE teaching contents in increasing the rate. We will continue to revise our curriculum to realign the program with increased applicability to a career focused pathway, and we will embed Universal Design for Learning concepts to maximize successful learning and course completion for all learners.

Also we will test to build an international connection with other institution around the world, to start plan F1 or J1 projects-based program.

C. Levels, delivery or types of services
None

D. Facilities changes
With new VR/AR equipment, we are run-out of our all possible space. We will start to look at the possibilities space expansion to create a more Art and Design collaborative environment, digital performance, design and test large scale digital installation, mixed media digital works, video arts, and additional gallery level digital practices, etc..

E. Staffing projections
For the long-term run, we may need to start to plan a Graphic Design technician to serve our increasing student population better.

PROGRAM SUSTAINABILITY PLAN PROGRESS REPORT

This section only needs to be completed if a program has an existing Program Sustainability Plan. Indicate whether objectives established in your Program Sustainability Plan have been addressed or not, and if improvement targets have been met.

Area of Decline or Challenge	Identified Objective (Paste from PSP)	Planning Steps (Check all that apply)	Has the Improvement Target Been Met?
Enrollment		☐ Identified ☐ Resources Allocated	Select one

		☐ Implemented	
Student Demand (Fill Rate)		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one
Efficiency (FTES/FTEF)		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one
Student Success – Course Completion		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one
Student Success— Course Modality		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one
Degrees and Certificates Awarded		☐ Identified ☐ Resources Allocated ☐ Implemented	Select one

If Program Sustainability Plan is still necessary, provide a brief description of how you plan to continue your PSP and update your PSP to remove any objectives that have been addressed and include any new objectives that are needed.