Central Oregon community college

New CTE Program Proposal: Illustration

Table of Contents

Working Program Title(s)

Illustration

Proposer

Venus Nguyen, Assistant Professor I, Art

Summary and Justification

Currently, the College offers no similar certificates for those seeking an education in the fields of concept art and illustration that properly prepares for a career using current techniques and requiring specific knowledge, skills and familiarity with tools used.

According to State of Oregon Employment Department in 2019, "Reasonable employment opportunities exist. …Replacement openings are caused by existing workers permanently leaving their occupation. Many additional job openings occur due to job changes within occupations."

Not many other tertiary educational organizations in Oregon offer coursework in the instruction and development of concept art and illustration. This puts the College at an advantage in attracting students seeking this type of education.

Several students have submitted requests for certificates and additional educational opportunities in the areas of concept art and illustration as a fundamental step towards working in game development and animation.

Award Proposed

One-Year Certificate of Completion

Job Titles for Each Award

Illustrator, Digital Artist, Concept Artist

Program Type

Significant departure from current programs

Catalog Description(s)

The Illustration One-Year Certificate of Completion prepares students with the skills and knowledge to create digital illustrations and enter the field prepared for professional opportunities. Student portfolios will demonstrate the variety of skills and creativity developed. Coursework may be applied to the Associate of Arts Oregon Transfer.

Target Audience

This certificate targets students from all levels of experience and backgrounds, including incoming high school students, individuals looking to change their career path, and continuing education for individuals currently in the industry.

Evidence of Need

Three to Five Points Representing Strongest Evidence of Need

- Currently, the College does not offer a similar certificate that prepares for a career using current techniques and requiring specific knowledge, skills, and familiarity with tools used in illustration.
- According to State of Oregon Employment Department in 2019, "Reasonable employment opportunities exist. …Replacement openings are caused by existing workers permanently leaving their occupation. Many additional job openings occur due to job changes within occupations."
- Not many other tertiary educational organizations in Oregon offer coursework in the instruction and development of concept art and illustration. This puts the College at an advantage in attracting students seeking this type of education.
- Several students have submitted requests for certificates and additional educational opportunities in the areas of concept art and illustration as a fundamental step towards working in game development and animation.

Average Hourly and Annual Wage in Oregon and Central Oregon

- Illustrator: $26.46/hour, $55,038/annually
- Entry-level concept artist: $26.93/hour, $56,000/annually
- Multimedia artist: $47.40/hour, $96,606/annually

Annual Job Openings in Oregon

- All of Oregon: 288 (Illustrator and Multimedia Artist)

Note: According to estimates from the Bureau of Labor Statistics, there are 11,070 illustrators in the United States, and **54 percent are self-employed** and make an average of $65,020 annually.

Accreditation

There is no accreditation association for this field.

Advisory Board

- Chuck Moser, freelance graphic designer/illustrator: Moser Graphics
- Chris Hall, creative director: Hound Creative Agency
- Lora Szaraniec: COCC graphic designer

Alignment

College Mission

This certificate is fully aligned with the College's mission.

Student success is achieved through equipping our students with the knowledge, skills, and tools that they need to successfully pursue a career in illustration. This can have a positive impact on local businesses and the greater community by introducing new, well-trained professionals in the concept art and illustration field to the area.

The certification is accessible as it is comprised of coursework that introduces myriad tools in a best-practice approach, ensuring that familiarity is achieved through hands-on practice and that those already familiar with the tools will receive insight on best use within the industry.

As this certificate is designed for learners of varying backgrounds and knowledge, it is also suitable for those seeking lifelong educational opportunities.

Strategic

SS-1: This certificate aligns with the development of course and program offerings to help students complete their academic goals. This is evidenced by the numerous students who have requested coursework that is applicable to the pursuit of a career in illustration.

SS-2: This certificate is aligned with enhancing and promoting the resources and tools available to help students efficiently complete their academic goals by providing experienced instruction with industry standard technology. Not only will this program introduce new, relevant tools for use within their chosen field, it offers comprehensive training on the use of and best practices of implementing these tools in an open and collaborative environment.

SE-2: This certificate increases access to academic programs and courses on all campuses and online by offering training in the latest techniques, skills, and tools that were not previously available.

CE-2: This certificate is aligned with the advancement of positive regional economic development by assisting with educational and training needs of business, industry, and workforce by preparing students to meet the growing deficit of digital artists in Oregon as reported by the State of Oregon Employment Department.

Illustration is an ever-evolving industry with design trends and advancements in technology. The program will continue to stay current with these advancements and align to the changing industry standards through regular interactions and partnerships with local industry professionals.

Design

Program Learning Outcomes

Upon successful completion of the program, students will be able to:

1. Create illustrations with industry standard software.
2. Model effective and professional communication when collaborating with industry professionals and clients.
3. Produce a portfolio that demonstrates the variety of skills and creativity developed.

Courses

Core Requirements: (Credits: 28)

- ART 115 Basic Design: 2-D (3 credits)
- ART 116 Basic Design: Color (3 credits)
- ART 141 Beginning Illustration (3 credits)
- (**new**) ART 142 Digital Painting: Basic Techniques (3 credits)
- ART 197 Portfolio Development (1 credit)
- (**new**) ART 240 Digital Illustration: Concept Art (3 credits)
- ART 241 Intermediate Illustration (3 credits)
- ART 297 Capstone Project (1 credit)
- (**new**) ARH 269 History of Design and Illustration (4 credits)
- HUM 269 Popular Culture: Graphic Novels (4 credits)
    - **OR** HUM 268 Digital Games Culture (4 credits)
    - **OR** ENG 221 Intro to Children's Literature (4 credits)
    - **OR** SOC 250 Sociology of Popular Culture (4 credits)

Related Instruction: (Credits: 10-12)

- MTH 105 Math in Society (or higher) (4 credits)
- WR 121 Academic Composition (4 credits)
    - **OR** BA 214 Business Communications* (3 credits)
- Any human relations course (3-4 credits)

Total credits: 38-40

BA 214 does not fulfill the foundational writing requirement for the Art AAOT.

Delivery

Most courses will be available online, and some courses will be offered remotely and/or in person. These options will make many courses more accessible to satellite campuses and students that may have scheduling conflicts.

Effective Year and Term

Fall 2022

Program Entrance

No formal entrance requirement; course prerequisites in program.

Enrollment Options

- Rolling entry (students can begin any term – ***Fall recommended***)
- Part-time and full-time attendance options available
- Courses must be sequenced carefully; work closely with an advisor

Internal Impacts

Policy: None

Admissions and Records: None

Advising: Some training on program outcomes and course scheduling

Bookstore: Current supplies lists and textbooks

Campus Services: None

College Now: Additional CTE

Marketing and Public Relations: Creation of program website and marketing materials

Financial Aid: Submission of program to Department of Education for approval

Information Technology Services: New lab (established in Fall term 2021), maintenance and monthly software updates (primarily Adobe Creative Cloud software)

Library: Book acquisitions, journal subscriptions

Risk Management: None

Tutoring and Testing: Potential tutor for Adobe software

Capacity

Enrollment Estimate

First year: 8
Second year: 10
Fully mature program: 15

Development and Maintenance

Content expert responsible for program development: Venus Nguyen

Does this person have the capacity to develop the program? Yes

Lead faculty to maintain program after fully established: Venus Nguyen

Faculty

Full-time faculty have expertise to teach program courses.

Load

Mature program enrollment may need fewer than five new sections.

Facilities

Minor need (new furniture, rearrangement of room, dedicated room, etc.)

The new Art & Music Computer Lab was established in Summer term 2021. It is not currently being used for in-person classes but may need some rearrangement if courses are offered in this space. Additional office space near lab is needed for storage and lighting kit.

Technology

Major need (computer fleet, changes to servers, etc.)

While there isn't an immediate major need, faculty and instructional leadership will work on a capital request to replace existing Macintosh computers and to purchase larger monitors for Windows-based computers. Adobe Creative Cloud licenses are required for this program and have been purchased but must be renewed annually. License for external app integration to Harmonize learning management system is also used and is renewed annually.

Equipment

Moderate need (purchases from $500 to $2,000)

While there isn't an immediate need, large-scale printer and additional color printer for high quality art prints.

Administrative Assistant Support

Current administrative assistant support is sufficient.

Budget

Expenses

There will be no reallocation of funds. Expenses are covered by funds already allocated to the art discipline. A capital funds request will be made for long-term needs outlined above.

Revenue

A student fee will be applied to courses using Adobe Creative Cloud software.

Student Aid

No current special aid, scholarships, or other special student resources.