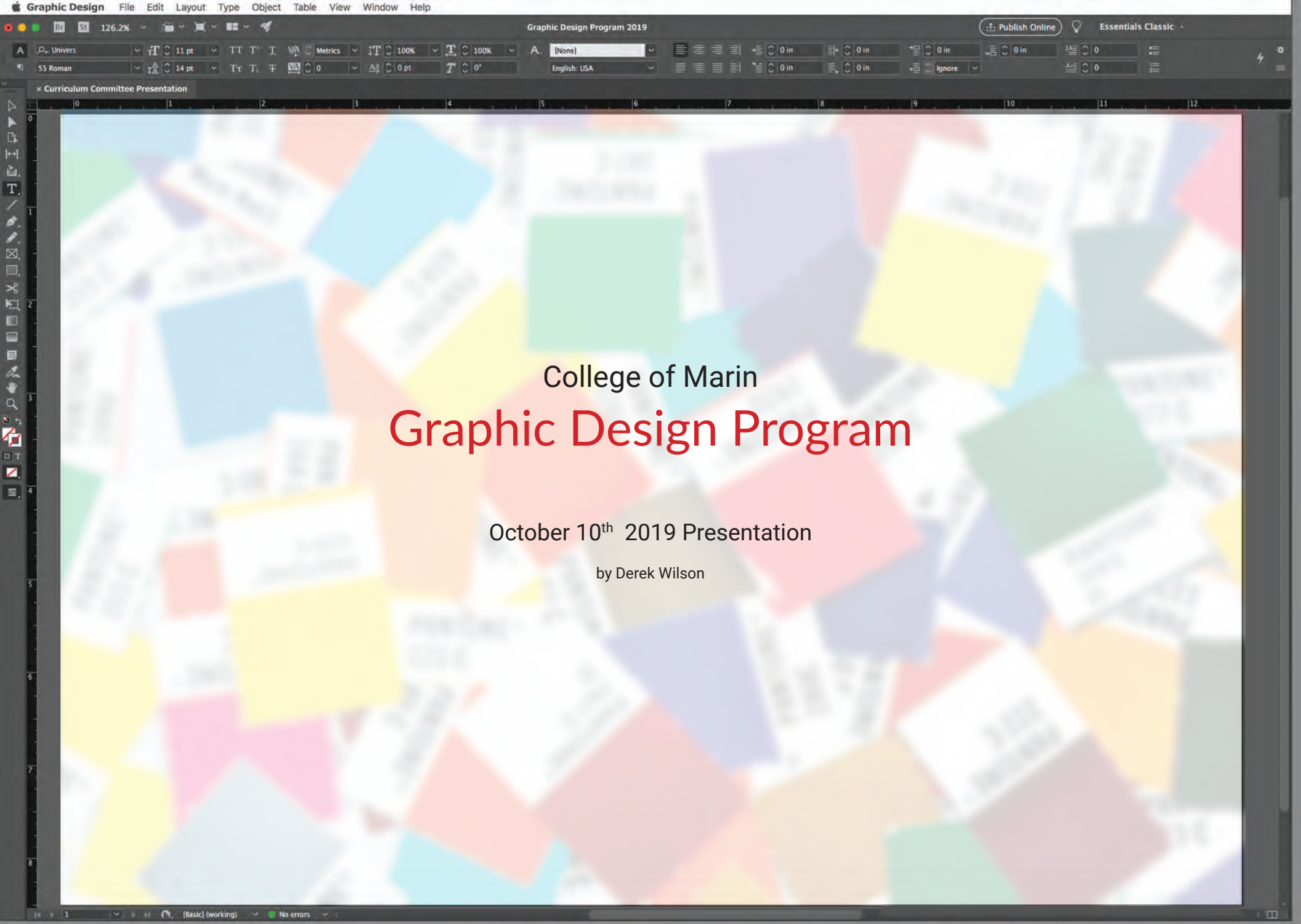
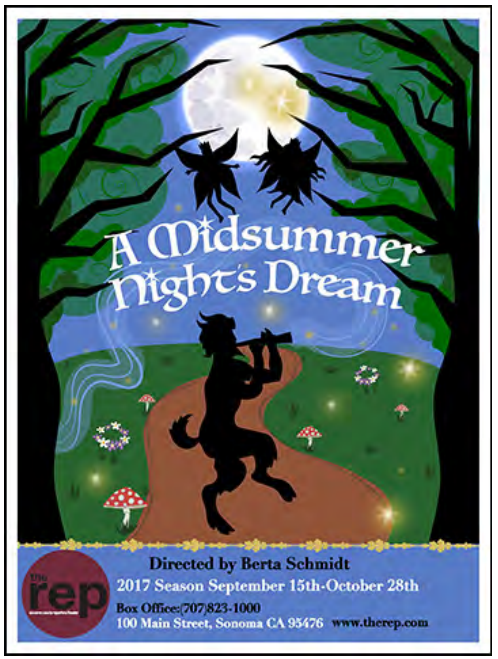

College of Marin
Graphic Design Program
October 10th 2019 Presentation
by Derek Wilson

Introduction & Justification

The Multimedia Studies program at College of Marin has provided a Design Specialty to serve the range of visual and graphic design occupations in the Bay Area. As a Multimedia Design program it has helped to train multimedia students as entry-level game developers, graphic designers, and web developers, with the critical thinking to become skilled professionals in the variety of opportunities in the multimedia industry. In spite of their preparation of entering the workforce, most of the multimedia courses are not transferable as CSU or UC within the major. As a result students that transfer to Cal State East Bay, Cal State Sacramento, San Francisco State, or San Jose State, are required to complete another two and one-half to three years to graduate with a Bachelors degree.

The creation of the Graphic Design Program will provide College of Marin students the ability to take Graphic Design (GDES) courses to earn a Certificate of Achievement for 29.0 units, an AS Transfer degree or AS Degree in Graphic Design by also completing the required General education courses. As an applied art degree, the Graphic Design program will be established as a career pathway within the Career & Technical Education department with appropriate SAM and TOP codes. As a predominately 100% online program, it will increase the completion rate and success of COM ART and MMST students, while also raising the awareness of the Multimedia Studies program at IVC.

The cross-listing of existing ART and MMST courses to create a new Certificate of Achievement and a new CSU/UC transfer program, College of Marin will gain improved student success, and transfers to universities without any additional service units for faculty—and provide another example of a student centered program at College of Marin.



Poster by Emilee H.

CD Design by Emilee H.

Multimedia Studies History

I. Five Specialty Options

A Graphic Design option was created in 1998 as one of five specialties in the Multimedia Studies Program:

- 3D Modeling & Animation
- Audio Editing & Digital Music
- Authoring (Web Design)
- Graphic Design
- Video Editing & Effects

II. Revised Specialty Options

In 2004, the five options were combined into three specialties to avoid canceled classes and to support Skill Certificates, Certificate of Achievements, and AS Degree completions and student success in Multimedia Studies:

- Authoring (Web Design & Development)
- Design (Multimedia, Print & Visual Design)
- Entertainment (3D, AV Production, and Game Design)

III. Department Relocation

In 2005, Multimedia Studies moved into the Art department from a program within Computer Information Systems (CIS) in the CTE department.

During the relocation of the MMST Program, some of the TOP codes were revised from Multimedia TOP codes to Art TOP codes. As a result, 4 MMST courses were transferable within the major to CSEB and another CSU.

Logos by Damian B.

Logos by Caroline N.

Logos by Jeanine F.

Multimedia Studies History

IV. Multimedia Studies Revitalization

From 2005 to 2007, the MMST program suffered from low enrollments due to:

- Required course scheduling at both campuses
- Conflicting, overlapping, and/or short commute times between campuses.
- First day enrollments at KTD were higher than IVC, but course completions at KTD were far lower.

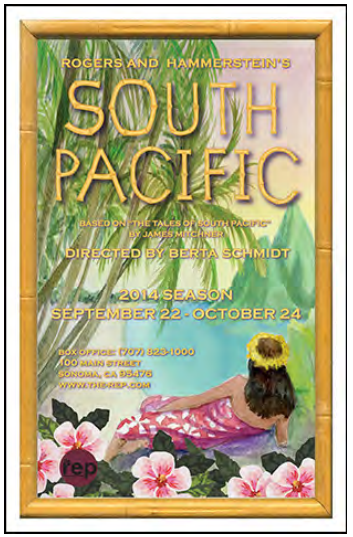
- Units were being cut with the threat of eliminating the MMST Program.
- To mitigate the problem, MMST filed a Program Review with the request for Program Revitalization in 2007/2008.
- As a result, the MMST Program returned to the CTE department as a standalone Career Ed program.

V. Multimedia Studies Success

Since MMST's revitalization in 2007/2008 as a CTE program, Multimedia Studies has maintained its enrollments.

It has continued to evolve and grow as a vital CTE program with strong student success with career placements, Certificate, AS Degree graduates, and some transfer graduates.

CD Design by Michael M.



CD Design by Debbie W.

Student Success Obstacles & Solutions

Obstacles

1. Lack of advanced MMST courses for career skill building.
2. Class scheduling for career and working students.
3. Limited Certificate of Achievements options available.
4. Only one MMST course is transferable as CSU/UC.
   All other MMST courses are CSU electives.
5. The AS Degree in Multimedia Studies is not an AA-T or an AS-T. Only one MMST course is transferable as CSU/UC.
6. MMST Design (Graphic Design) courses are currently listed under MMST as a Specialty, which is often not obvious to potential or current COM students.
7. Related subjects are currently not cross-referenced in the COM Catalogs or Schedules, preventing students from enrolling in similar subjects in another department.
8. Limited COM degree and AT-D offerings at College of Marin.
9. Cost & resources for a new program at College of Marin.

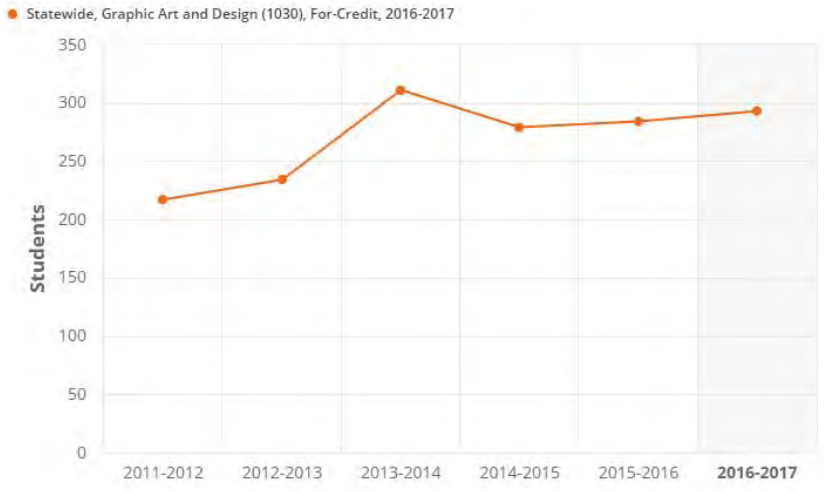
Solutions

1. MMST classes combined intermediate and advanced courses as concurrent enrollments without adding units.
2. As cross-listed courses, all GDES and MMST Design courses will be 100 % online effective Fall 2020.
3. The new GDES will have a Certificate of Achievement for 28 units (GDES required courses minus the GE graduation requirements).
4. MMST Design courses will be cross-listed with GDES courses. All GDES courses will be CSU/UC transferable.
5. GDES (Graphic Design) courses are CSU/UC transferable courses and therefore eligible as a new AS-T.
6. GDES (Graphic Design) courses will be listed under Graphic Design, and delineated as CSU/UC transferable courses for university Art or Graphic Design degrees.
7. As cross-listed courses, GDES and MMST Design courses will provide awareness of other MMST courses in 3D & Game Design, Video, Virtual Reality, & Web Design.
8. As cross-listed courses, GDES and MMST Design courses will allow for a new Certificates, AS Degrees and an AS-T!
9. GDES and MMST Design courses will be cross listed with NO additional service units!

Completion & Transfer Potential

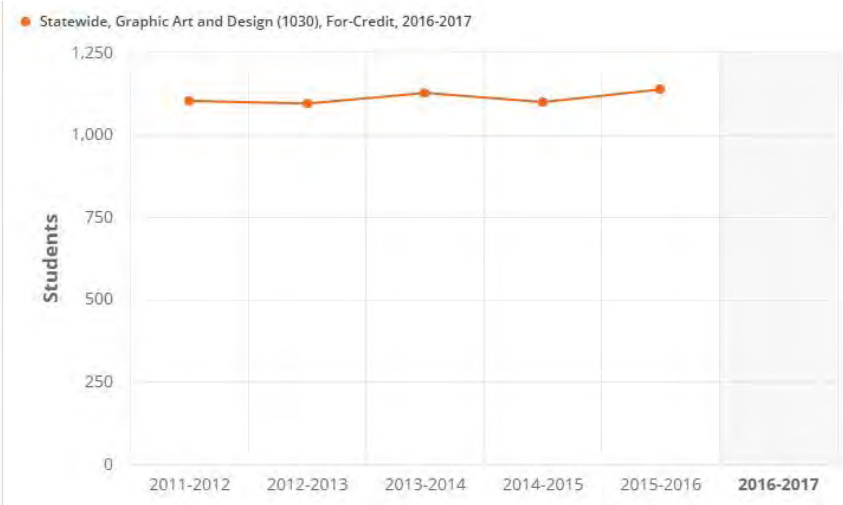
High potential for increases based upon California graduation and transfer data.

Distinct students who Earned an Associate Degree in Graphic Art & Design [1]



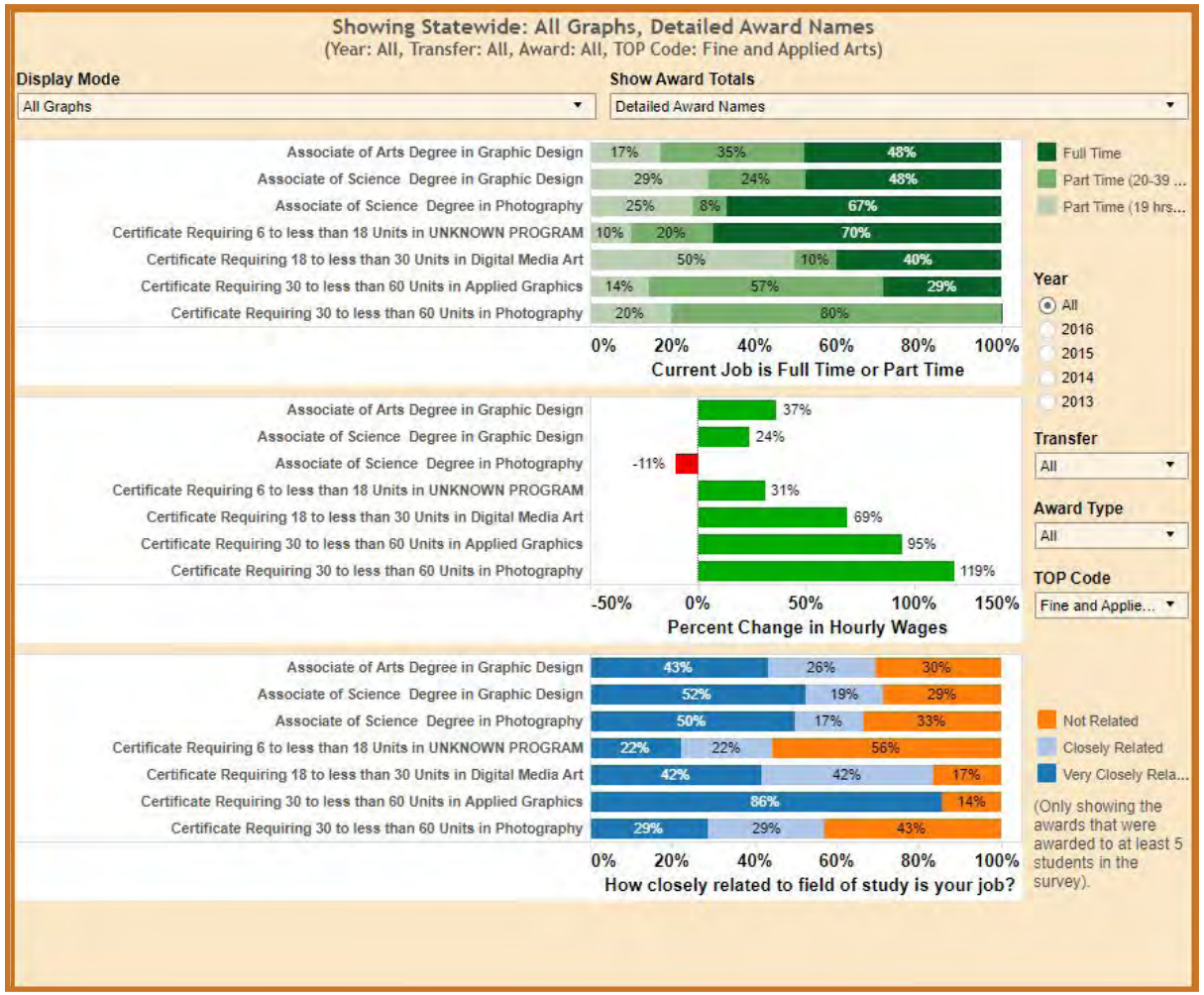
[1] CCCCO Management Information System

Students who Completed an Award and Enrolled in a Four-year Institution [2]



[2] National Student Clearinghouse

Statewide Graphic Design Awards



CD Design by Michelle M.

CD Design by Rustin P.

CD Design by Hushi M.

Centers of Excellence LMI Report

Graphic Art & Design Occupations Recommendation

This report profiles Graphic Art and Design Occupations in the 12 county Bay region and in the North Bay sub-region for the review of an existing program at College of Marin.

Based on all available data, there appears to be an under-supply of Graphic Art and Design workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Sonoma and Solano Counties). There is a projected annual gap of about 1,914 students in the Bay region and 61 students in the North Bay Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1030.00 - Graphic Art and Design in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at College of Marin and in the region.

2015-16	Bay (All CTE Programs)	College of Marin (All CTE Programs)	State (1030.00)	Bay (1030.00)	North Bay (1030.00)	College of Marin (1030.00)
% Employed Four Quarters After Exit	74%	65%	61%	65%	66%	n/a
Median Quarterly Earnings Two Quarters After Exit	$10,550	$10,165	$6,001	$8,943	$7,380	n/a
Median % Change in Earnings	46%	48%	58%	43%	16%	n/a
% of Students Earning a Living Wage	63%	61%	39%	47%	40%	n/a

Source: Launchboard Pipeline (version available on 9/25/19

COE LMI Report: Prepared by The San Francisco Bay Center of Excellence, September 2019

Graphic Art & Design Occupational Demand

Table 1. Employment Outlook for Graphic Art and Design Occupations in Bay Region

Occupation	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	5-Yr Open-ings	Average Annual Open-ings	25%ile Hourly Wage	Median Hourly Wage
Graphic Designers	526	528	2	0%	250	50	$17.92	$27.11
Multimedia [digital] Artists and Animators	262	247	-15	-6%	100	20	$13.33	$29.87
Commercial and Industrial Designers	161	162	1	1%	76	15	$17.64	$30.48
Designers, All Other	57	57	0	0%	28	6	$14.20	$29.81
TOTAL	**1,006**	**994**	**-12**	**-1%**	**454**	**91**	**$15.77**	**$29.32**

Source: EMSI 2019.2

North Bay Sub-Region includes Marin, Napa, Sonoma and Solano Counties

Table 2. Employment Outlook for Graphic Art and Design Occupations in North Bay Sub-Region

Occupation	Bay Region	North Bay
Commercial and Industrial Designers	5,153	51
Graphic Designers	4,715	132
Designers, All Other	3,166	70
Multimedia [digital] Artists and Animators	989	44
Total	**14,023**	**297**

Source: Burning Glass

Source:

[1]COE LMI Report: Prepared by The San Francisco Bay Center of Excellence, September 2019

Graphic Art & Design Occupations

Table 3. Number of Job Postings by Occupation for latest 12 months (Sept. 2018 - Aug. 2019)

Occupation	Bay Region	North Bay
Commercial and Industrial Designers	5,153	51
Graphic Designers	4,715	132
Designers, All Other	3,166	70
Multimedia [digital] Artists and Animators	989	44
Total	**14,023**	**297**

Source: Burning Glass

Table 4. Top Job Titles for Graphic Art and Design Occupations for late 12 months

Common Title	Bay	Common Title	Bay
Product Designer	3,124	User Interface (UI)/User Experience (UX) Designer	168
Graphic Designer	2,054	Animator	162
Visual Designer	1,265	Industrial Designer	127
Designer	643	Brand Designer	124
Interaction Designer	407	Digital Designer	113
Senior Designer	357	Junior Graphic Designer	103
Production Artist	249	Senior Product Engineer	92
Product Engineer	244	Graphic Artist	90
Product Design Engineer	239	Interactive Designer	87
Production Designer	219	Junior Designer	87

Source: Burning Glass

Source:

[1]COE LMI Report: Prepared by The San Francisco Bay Center of Excellence, September 2019

Graphic Art & Design Educational Supply

Table 7. Awards on TOP 1030.00 - Graphic Art and Design in the Bay Region

College	Sub-Region	Associates	Certificate 18+ units	Certificate Low unit	Total
City College of San Francisco	Mid-Peninsula	6	33		39
College of San Mateo	Mid-Peninsula	-	-		-
De Anza College	Silicon Valley	11	4	9	24
Diablo Valley College	East Bay	4	0		4
Foothill College	Silicon Valley	14	3	1	18
Laney College	East Bay	6	2		8
Los Medanos College	East Bay	10	1		11
Mission College	Silicon Valley	8	4		12
Monterey Peninsula College	Santa Cruz - Monterey	6	3		9
Napa Valley College	North Bay	2			2
Ohlone College	East Bay	2	1		3
Santa Rosa Junior College	North Bay	5	9	14	28
Total Bay Region		**74**	**60**	**24**	**158**
Total North Bay Sub-Region		**7**	**9**	**14**	**30**

Source: Data Mart

Table 8. Employment Outcome Metrics for Students Who Took TOP 1030.00 Courses

2015-16	Bay (All CTE Programs)	Marin (All CTE Programs)	State (1030.00)	Bay (1030.00)	North Bay (1030.00)	College of Marin (1030.00)
% Employed Four Quarters After Exit	74%	65%	61%	65%	66%	n/a
Median Quarterly Earnings Two Quarters After Exit	$10,550	$10,165	$6,001	$8,943	$7,380	n/a
Median % Change in Earnings	46%	48%	58%	43%	16%	n/a
% of Students Earning a Living Wage	63%	61%	39%	47%	40%	n/a

Source: Launchboard Pipeline (version available on 9/25/19

Graphic Art & Design Skills & Education

Table 9. Top Skills for Graphic Art and Design Occupations in Bay Region

Skill	Postings	Skill	Postings
Adobe Photoshop	6,051	User Research	1,443
Adobe InDesign	4,661	Web Site Design	1,392
Graphic Design	4,378	Project Management	1,257
Adobe Illustrator	3,840	User Interface (UI) Design	1,211
Visual Design	3,743	Social Media	1,101
Adobe Acrobat	3,617	Product Management	1,086
Adobe Creative Suite	3,572	Animation	1,082
Product Design	2,831	Adobe Aftereffects	1,022
Typesetting	2,520	Illustration	1.020
Prototyping	2,478	Digital Design	989
Interaction Design	2,110	Java Script	933
Process Design	1,725	Project Design	833
UX Wireframes	1,447	Information Architecture	766

Source: Burning Glass

Table 10. Education Requirements for Graphic Art and Design Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	177	3%
Associate Degree	140	2%
Bachelor's Degree or Higher	6,527	95%

Source: Burning Glass

CTEOS & EMSI Data

Career Technical Education Outcomes Survey [1]

Local Award (Completers)	Median Former Wages	Median Current Wages	Difference of Median Wages	Percentage Change
Graphic Arts	$12.00	$13.00	$1.00	8.3%
Graphic Arts: Applied Graphic Design/Digital Imaging	$21.00			
Graphic Arts/Computer Graphics	$6.50	$6.50	$0.00	0.0%
Graphic Communication	$14.00	$13.00	$-1.00	-7.1%
GRAPHIC DESIGN	$10.00	$15.50	$5.50	55.0%
Graphic Design	$11.25	$15.00	$3.75	33.3%
Graphic Design & Illustration	$8.00	$12.00	$4.00	50.0%
Graphic Design & Phototgraphy: Graphic Design	$12.50	$35.00	$22.50	180.0%
Graphic Design for Print				
Graphic Design Level II	$12.00	$18.00	$6.00	50.0%
Illustration	$14.00	$17.20	$3.20	22.9%
Illustration/Animation				

EMSI Data (Sept 2016 - Aug 2019) [2]

Top Job Titles Posted	Total/Unique	Intensity	Duration
• Digital Designers	43,261/10,761	5:1	35 days
• Graphic Designers	11,004/3,004	4:1	31 days
• Visual Designers	7,035/1,555	5:1	38 days

Sources:

[1] CETOS https://cteos.santarosa.edu/cteos-survey-home

[2] Emsi Q3 2019 Data Set www.economicmodeling.com

Demonstrated Need

Is there a Demonstrated Need for a Graphic Design Program?

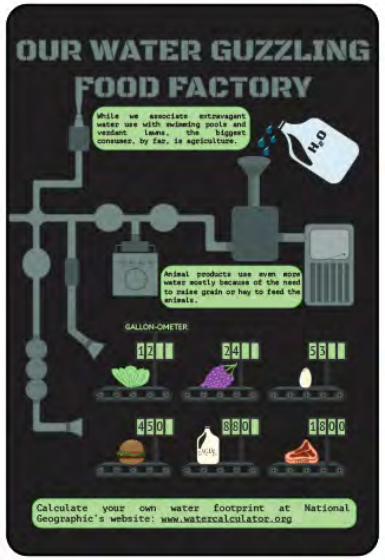
YES!

Target Audience:

a. Art Department students
b. Career Education Department students
c. College of Marin Transfer students
d. College of Marin Graphic Design Degree students
e. Graphic Design Career Certificate students
f. High School Career Pathway students

Financial Needs for COM Students:

1. COM registration and GDES course enrollment fees (as specified)
2. 100% online courses for all GDES courses:
3. No commute expenses or costs
4. Flexible schedule for full-time or part-time employment
5. Flexible schedule for childcare and/or elder-care arrangements
6. Zero cost courses:
   - No material fees
   - Required textbooks are available for free through MarinNet



Infographic by Megan A.

CD Design by Calvin A.

Program Learning Outcomes

Graphic Design (GDES)

1. Develop and update traditional and digital graphic design knowledge and skills.
2. Demonstrate understanding of graphic design terminology and comprehension during discussions, presentations, and critiques.
3. Use written communication of concepts with visual examples as necessitated (e.g. mood boards, photographs, and/or sketches) for all assignments.
4. Assignments that demonstrate applied research, analysis, and development to solve visual and/or technical problems to communicate ideas.
5. Submit accurate, finished assignments and projects that are suitable for inclusion within a personal portfolio that exhibits design work.

Multimedia Studies (MMST), Design Specialty

1. Develop and update traditional and digital design knowledge and skills.
2. Demonstrate understanding of design terminology and comprehension during discussions, presentations, and critiques.
3. Use written communication of concepts with visual examples as necessitated (e.g. photographs, sketches, and/or storyboards) for all design assignments.
4. Assignments that demonstrate applied research, analysis, and development to solve visual and/or technical problems to communicate ideas.
5. Submit accurate, finished assignments and projects that are of suitable for inclusion within a personal portfolio of design work.

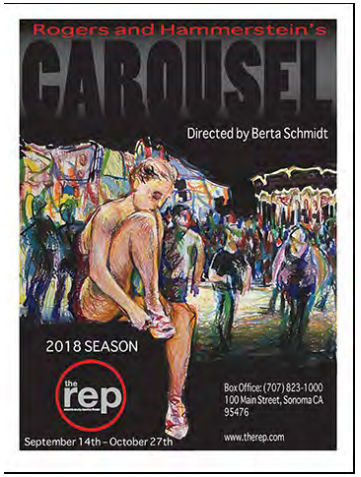
CSU/UC TransferCourses

Required Graphic Design Courses

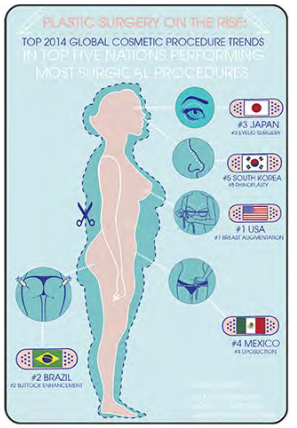
1. ART 101 - History of Western Art: Ancient to Medieval
2. ART 130 - Drawing & Composition I
3. GDES 112 - Design I or MMST 112 - Design I (ART 250)
4. GDES 115 - Photoshop for Design
5. GDES 120 - Digital Illustration
6. GDES 122 - Design II
7. GDES 132 - Design III: Typography
8. GDES 200 - Portfolio Development

AND one of the following:

a. ART 102 - History of Western Art: Medieval to Nineteenth Century
b. ART 103 - History of Western Art: Nineteenth Century & Twentieth Century
c. ART 105 - Contemporary Art History
d. RT 107 - Art of U.S.: Diverse History
e. ART 108 - Arts of the Americas



Poster by Josh P.



Infographic by Hushi M.

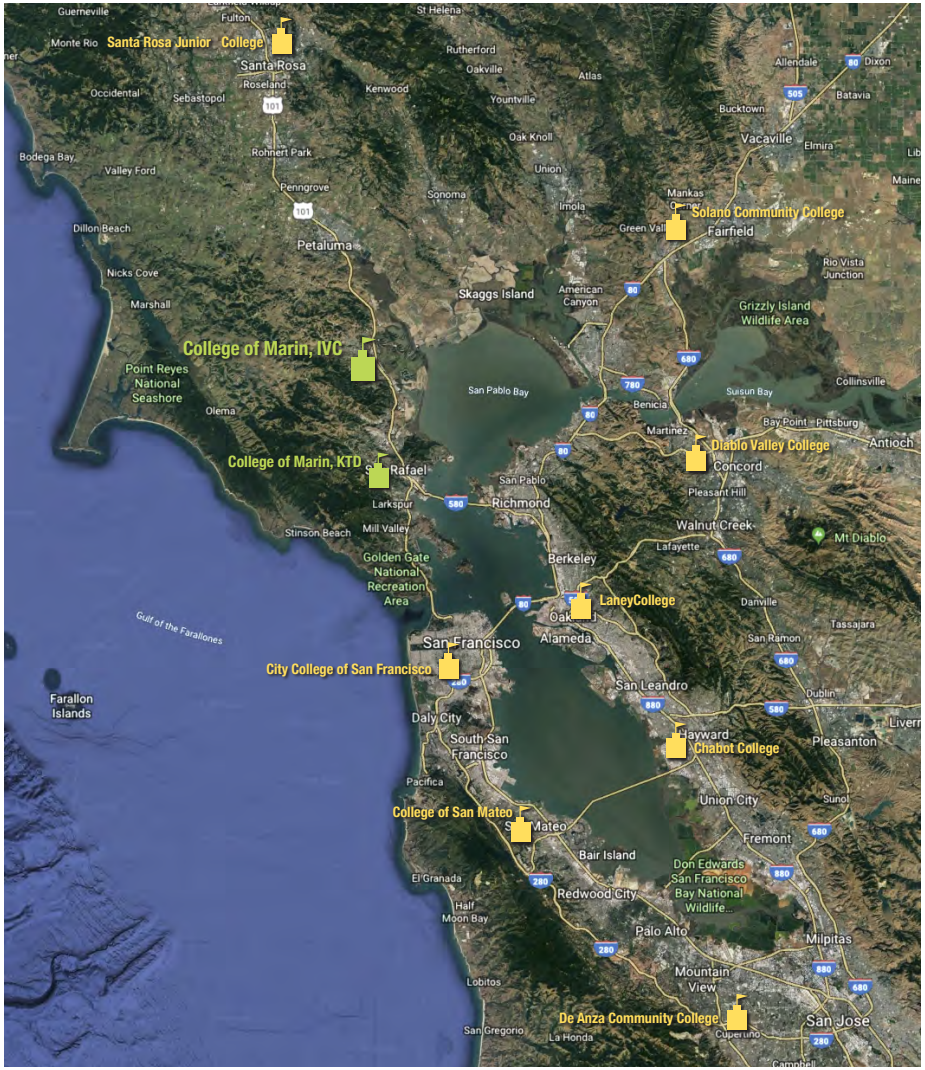
Bay Area Programs in Graphic Design

Local California Community Colleges:

a. Chabot College, Hayward
b. City College San Francisco, San Francisco
c. College of San Mateo, San Mateo
d. De Anza Community College, Cupertino
e. Diablo Valley College, Concord
f. Laney College, Oakland
g. Santa Rosa Junior College, Santa Rosa
h. Solano Community College, Solano

And...

i. College of Marin, Kentfield
j. College of Marin, Novato



Comparison with Other Graphic Design Programs

California Community Colleges, Bay Area Region:

Berkeley City College

AA in Digital Imaging • Certificate in Illustration
Certificate in Printmaking

a. Chabot College, Hayward:

AA in Graphic Design • Certificate in Graphic Design

b. City College San Francisco, San Francisco:

AA in Graphic Design • Certificate in Graphic Design
Certificates in Digital Illustration & Visual Foundation

c. College of San Mateo, San Mateo:

AA in Graphic Design • Certificate in Graphic Production

d. De Anza Community College, Cupertino:

AA in Graphic Design • Certificate in Graphic Design
Certificate in Advanced Graphic Design

e. Diablo Valley College, Concord

AA & Certificate in Art Digital Media
AA & Certificate in Graphic Design
Certificates in Digital Imaging & Digital Marketing

f. Laney College, Oakland

AA in Applied Graphic Design/Digital Imaging
Certificate in Applied Graphic Design/Digital Imaging

g. Napa Valley College

AA in Graphic Design • Certificate in Graphic Arts

h. Santa Rosa Junior College, Santa Rosa

AA in Graphic Design • Certificate in Graphic Design
Certificate in Graphic Design Production Fundamentals

i. Solano Community College, Solano

AA in Studio Art • AA in Graphic Design & Illustration

New Graphic Design Program at College of Marin

Gratitude for Support from COM Administrators, Faculty & Staff

- Jonathan Eldridge , VP and CED Dean
- Kevin Mueller, Art Department Chair
- Ron Palmer, Career Education Department Chair
- Heather Rahman, Data Resource & Support

MMST Design Industry Advisory Members Support:

- Abellera, Art Director @ Reputation Books, Tiburon
- Ryan Bond, Independent Game Producer, Santa Cruz
- Jena Scholten, Photographic Re-toucher @ Bay Photo, & Independent Designer

Guidance & Support from MMST Design Alumni:

- Silvia Bergamin, 2015
- Taria Gregorie, 2016
- Emilee Hanks, 2017
- Hushi Mortezaie, 2017
- Chloe Sotnik, 2017
- Clare Henjum, 2018
- Capucine Detore, 2018
- Jenna Stamm, 2018
- Sharon Walsh, 2019

Guidance & Support from MMST Design Students:

- Tanzania Castro
- Julie Chew

Graphic Design File Edit Layout Type Object Table View Window Help
Graphic Design Program 2019
Publish Online
Essentials Classic
Curriculum Committee Presentation
New Graphic Design Program at College of Marin
Presentation by Derek Wilson
October 2019
[Basic] (working)
No errors