

Program Information Report

Digital Media Arts (APDMA)

Associate in Applied Science Degree

Program Effective Term: Fall 2023

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Program is also available online

This degree is designed for students who wish to earn an associate's degree by creating a personalized program in the Digital Media Arts (DMA) to meet their individual needs. Students will design a 60-credit, multi-disciplinary program in conjunction with an academic advisor that will meet their personal educational needs for employment or career advancement.

DMA Restricted Electives (any course from ANI, AUD, GDT, PHO, VID, and WEB): 24 credits

First Semester		(15 credits)
DMA Restricted Elective(s)		6
Writing Elective(s)		3
Math Elective(s)		3
Open Elective(s)		3
Second Semester		(15 credits)
DMA Restricted Elective(s)		6
Nat. Sci. Elective(s)		3
Arts/Human. Elective(s)		3
Open Elective(s)		3
Third Semester		(15 credits)
DMA Restricted Elective(s)		6
Speech/Comp. Elective(s)		3
Soc. Sci. Elective(s)		3
Open Elective(s)		3
Fourth Semester		(15 credits)
DMA Restricted Elective(s)		6
Open Elective(s) to reach a minimum of 60 credits.		9

Minimum Credits Required for the Program: 60

Notes:

See an advisor for assistance in choosing courses.

Washtenaw Community College**PROGRAM PROPOSAL FORM**

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

Program Name: Division and Department: Type of Award: Effective Term/Year: Initiator:	<u>AAS in Digital Media Arts</u> <input type="checkbox"/> AA <input type="checkbox"/> AS <input checked="" type="checkbox"/> AAS <input type="checkbox"/> Cert. <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp. <u>Fall 2023</u> <u>Kelley Gottschang on behalf of the DMA Department</u>	Program Code: <u>APDMA</u> CIP Code: <u>51.0102</u>
Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	The Digital Media Arts department comprises six disciplines: Animation, Graphic Design, Photography, Audio Production and Engineering, Digital Video, and Web Design and Development. Each discipline has a robust offering of programs that provides a comprehensive foundation to prepare for work in industry. As the industry evolves, we have found (through advisory board interviews, student interviews, professional industry contacts, and current job requirements) that some students need to be able to create their own path in the Digital Media Arts profession. The types of jobs are so varied and include so many different collections of skills that the DMA department can't tackle this with programming alone. No special criteria are required for enrollment in this program. This flexible, cross-disciplinary program aims to serve a population of students that need training in multiple disciplines to accommodate their career goals. Students can be intentional about their choices as they build their degree. The structure of this program accommodates the reality of the 21 st century workforce.	
Need Need for the program with evidence to support the stated need.	We know that a significant population of DMA students end up getting the Occupational Studies degree because they have completed a group of classes that aren't represented in our programming. We want to capture those students and honor their efforts within our department. If students vary from our current programs, they most often end up getting the APOST degree, the AAS in Occupational Studies. Having an Occupational Studies degree is very generic. DMA Advisory Boards were asked how they would view an Occupational Studies degree compared to a Digital Media Arts degree. They agreed that it would be much more valuable for students to list a DMA degree on a job application. The intention of this degree is to capture all students who have selected any DMA certificate or degree who don't fall within the prescribed programs.	

Program Outcomes/Assessment	Outcomes	Assessment method
<p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<ol style="list-style-type: none"> 1. Mastery of skills related to student's technical courses. 2. Document paths to a successful completion of the degree. 	<ol style="list-style-type: none"> 1. An artifact from a student's highest-level technical class will be pulled and evaluated with a departmentally-developed rubric. 2. Reflective report that documents students' path through the degree, evaluating when they selected the degree, how they moved through the degree, what courses they took, and if there are any common course selections that could potentially reveal new programming.

<p>Curriculum</p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p> <p>Associate degree programs must provide a semester by semester program layout.</p>	<p>DMA Credits (any course from ANI, AUD, GDT, PHO, VID, and WEB): 24 General Education Requirement: 18 Open Electives: 18 Total: 60</p>		
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p>		<p>START-UP COSTS</p>	<p>ONGOING COSTS</p>
	<p>Faculty</p>	<p>\$.</p>	<p>\$.</p>
	<p>Training/Travel</p>	<p>.</p>	<p>.</p>
	<p>Materials/Resources</p>	<p>.</p>	<p>.</p>
	<p>Facilities/Equipment</p>	<p>.</p>	<p>.</p>
	<p>Other</p>	<p>.</p>	<p>.</p>
	<p>TOTALS:</p>	<p>\$.</p>	<p>\$.</p>
<p>Program Description for Catalog and Web site</p>	<p>This degree is designed for students who wish to earn an Associate's degree by creating a personalized program in the Digital Media Arts to meet their individual needs. Students will design a 60-credit, multi-disciplinary program in conjunction with an academic advisor that will meet their personal educational needs for employment or career advancement.</p> <p>DMA Restricted Electives (any course from ANI, AUD, GDT, PHO, VID, and WEB): 24</p>		

Program Information	Accreditation/Licensure - Advisors - Advisory Committee - Admission requirements - Articulation agreements - Continuing eligibility requirements -
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Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Mastery of skills related to student's technical courses.	Technical Artifact For each student, an artifact from their highest-level technical class will be pulled and evaluated with a departmentally-developed rubric.	Winter 2027	Students who graduate with the DMA degree.	Random sample of 10% of graduates with a maximum of 20.
Document paths to a successful completion of the degree.	Reflective report Report that documents students' path through the degree, evaluating when they selected the degree, how they moved through the degree, what courses they took, and if there are any common course selections that could potentially reveal new programming.	Winter 2027	Students who graduate with the DMA degree.	Random sample of 10% of graduates with a maximum of 20.



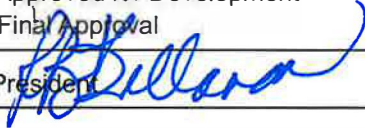
Scoring and analysis plan:

- Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.
 - All assessment will be conducted by selected DMA faculty.
 - For each randomly selected student, an artifact from their highest-level technical class will be pulled and evaluated against a departmentally-developed rubric.
 - Report that provides a summary data on how students move through the degree, course commonalities and entrance and exit information. This data will be used to evaluate the degree and to suggest changes, if needed.

2. Indicate the standard of success to be used for this assessment.
 - 70% of artifacts will score 70% or above on rubric
 - Report will be shared with DMA department and the Dean with a follow up document indicating if any programmatic action will be taken based on findings.

3. Indicate who will score and analyze the data.

A selection of DMA faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	I Anderson & J Withrow	Ingrid Ankerson/ Jason Withrow	Jan. 24, 2023
Dean	Eva Samulski	Eva Samulski	Jan 24, 2023
Please submit completed form to the Office of Curriculum and Assessment (SC 257). Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.			
Curriculum Committee Chair	Randy Van Wagnen	RVanWagnen	Jan 27, 2023
Assessment Committee Chair	Shawn Deron		Jan 27, 2023
Interim Vice President for Instruction Approved for Development Final Approval	Victor Vega		Jan 28, 2023
President	Rose Bellanca		
Board Approval			

Reviewed by C&A Committees 1/26/23