

Program Information Report

School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, internet professional, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

Web Design and Development

Join the Web development industry through the completion of these certificates and degree.

Web Design and Development (CTWDDC)

Certificate

Program Effective Term: Fall 2014

High Demand Occupation High Skill Occupation High Wage Occupation

This program is designed for students interested in the Web development industry. Students will create standards-compliant, accessible, and usable Web interfaces that meet both user and client needs.

Articulation:

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges.

Program Admission Requirements:

A high school course or equivalent course in basic computer skills, including use of the Internet.

Major/Area Requirements		(24 credits)
WEB 110	Web Development I	4
WEB 113	Web User Experience I	4
WEB 115	Introduction to Interface Design	4
WEB 210	Web Development II	4
WEB 213	Web User Experience II	4
WEB 215	Intermediate Interface Design	4
Minimum Credits Required for the Program:		24

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTWBTC Program Name: Web Design and Development
 Division Code: BCT Department: DMA

Effective Term: Fall 2014

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|--|--|
| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
| <input checked="" type="checkbox"/> Remove course(s): INP150, INP153, INP170, INP203, INP233, INP233 , INP261 | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): WEB110, WEB210, WEB113, WEB213, WEB115, WEB215 | <input type="checkbox"/> Program outcomes |
| <input checked="" type="checkbox"/> Program title Web Design and Development Certificate(title was <u>Web Technology Certificate</u>) | <input type="checkbox"/> Accreditation information |
| <input type="checkbox"/> Description | <input checked="" type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

Because of the length of our programs and the increasing complexity of the subject matter, student success and completion rates have been below expectations. We are redesigning our programs and this class to provide a more targeted path for completion and allow for a more time on task as they tackle this complicated topic. Our advisory committee and outside industry have worked with us on these changes as well.

Financial/staffing/equipment/space implications:

None

List departments that have been consulted regarding their use of this program.

GDT

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kelley Gottschang		11-13-2013
Department Chair	Jason Withrow		11/18/13
Division Dean/Administrator	Rosemary Wilson		11/22/13
Vice President for Instruction	William Abernethy		1/15/14
President			

Do not write in shaded area. Entered in: Banner _____ C&A Database 1/24 Log File 1/24/14 Board Approval _____

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

DEAN BCT DIVISION NOV 18'13

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 Office of Curriculum & Assessment

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTWBTC Program Name: Web Technology Certificate

Effective Term: Fall 2012

Division Code: BCT Department: DMA

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|---|---|
| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
| <input checked="" type="checkbox"/> Remove course(s): GDT 140, INP152, INP182 | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): INP233, INP253, INP261 | <input checked="" type="checkbox"/> Program outcomes |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information |
| <input checked="" type="checkbox"/> Description | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | <input type="checkbox"/> Other _____ |
| <input checked="" type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

Historically employers have desired web workers with a broad base of skills. Recently the focus has shifted to employers desiring specific skills and deeper knowledge in those areas. JavaScript, Search Engine Optimization and Analytics are often cited in job postings, along with traditional front-end web coding skills. The changes proposed reflect this new reality for our graduates and are further reinforced by feedback / input from the INP advisory committee.

Financial/staffing/equipment/space implications:

None

List departments that have been consulted regarding their use of this program.

GDT

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kelley Gottschang	<i>Kelley Gottschang</i>	1/25/12
Department Chair	Jason Withrow / Baker	<i>Jason Withrow</i>	1/25/12
Division Dean/Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	2/1/12
Vice President for Instruction	Stuart Blacklaw	<i>Stuart Blacklaw</i>	3/12/12
President	Rose Bellanca		

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Office of Curriculum & Assessment

Program Information Report

School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, internet professional, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

Internet Professional

Join the Web development industry through the completion of these certificates and degree.

Web Technology (CTWBTC) Certificate

Program Effective Term: Fall 2012

This program is designed for students interested in the Web development industry. Students will create standards-compliant, accessible, and usable Web interfaces that meet both user and client needs.

Articulation:

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

Program Admission Requirements:

A high school course or equivalent course in basic computer skills, including use of the Internet.

INP 150	Web Coding I	3
INP 153	Designing User Experience I	3
INP 170	Web Coding II	3
INP 203	Designing User Experience II	3
INP 233	Web Analytics and SEO	3
INP 253	Designing User Experience III	3
INP 261	Introduction to Web Programming	3

Minimum Credits Required for the Program: 21

Washtenaw Community College.

Certificates and Degrees.

http://www4.wccnet.edu/academicinfo/creditoofferings/programs/degree.php?code=CTWBTC

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Web Technology (CTWBTC)

Certificate

Program requirements shown below are for catalog year: 2011 - 2012 Change Year

Description:

This program is designed for students interested in the Web development industry. Students will create standards-compliant, accessible, and usable Web interfaces that meet both user and client needs. ~~Effective Web graphic design, user experience, and coding are stressed. Students will also learn the process of Web development, from conception to product delivery.~~

Contact Information:

Division: Business and Computer Technologies
 School: School of Digital Media Arts
 Department: Digital Media Arts Dept
 Advisors: Kelley Gottschang, ~~Tim White~~, Jason Withrow

Scott Shaper

Articulation:

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>

Admission Requirements:

A high school course or equivalent course in basic computer skills, including use of the Internet.

Major/Area Requirements

21 (22 Credits)

GDT 140	Photoshop Graphics	4
INP 150	Web Coding I	3
INP 152	Web Graphics I	3
INP 153	Designing User Experience I	3
INP 170	Web Coding II	3
INP 182	Web Graphics II	3
INP 203	Designing User Experience II	3
<i>Add INP 233</i>	<i>Web Analytics & SEO</i>	<i>3</i>

Minimum Credits Required for the Program:

21 (22 Credits)

INP 253	Designing User Experience III	3
INP 261	Introduction to Web Programming	3

Estimated Cost

Tuition & Fees	\$2,024.00
Books & Supplies	\$195.00
Total Cost	\$2,219.00

Length of Program

Intended time to complete	2 semesters
% of graduates who completed on time	13%

Careers Related to this Program

Network Systems and Data Communications Analysts

Web Developers

Multi-Media Artists and Animators

Graphic Designers

Job placement rate	25%
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Median Program Graduate Debt

Federal Loans	unavailable
Private Educational Loans	\$0
Institution Financing Plan	\$0

This website is for informational purposes only and is not to be construed as a binding offer or contract between WCC and the student. The information presented here is believed accurate, but is NOT guaranteed and is subject to change without notice.

For official information, see an Advisor.

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PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTWBTC **Program Name:** Web Technology
Division Code: BCT **Department:** DMA

Effective Term: Fall 2011

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|---|---|
| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
| <input type="checkbox"/> Remove course(s): _____ | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): <u>GDT 140</u> | <input type="checkbox"/> Program outcomes |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information |
| <input type="checkbox"/> Description | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

Adding course so there are no hidden pre-reqs.

Financial/staffing/equipment/space implications:

None

List departments that have been consulted regarding their use of this program.

DMA

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kelley K. Gottschang	<i>Kelley K. Gottschang</i>	2/8/2011
Department Chair	Jennifer Baker	<i>Jennifer Baker</i>	2/10/11
Division Dean/Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	2/10/11
Vice President for Instruction	Stuart Blacklaw	<i>Stuart Blacklaw</i>	2/25/11
President			

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Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

INTERNET PROFESSIONAL

Join the web development industry through the completion of these certificates and degree.



Advanced Certificates

**Web User Experience
Advanced Certificate
(CVWUE)
9 Credits**

**Web Application Developer
Advanced Certificate
(CVWBAP)
9 Credits**

**Web Graphic Design
Advanced Certificate
(CVWBGR)
13 Credits**

Associate Degree

**Internet Professional
Associate in Arts
(AAINP)
60 Credits
See Transfer and
University Parallel
Programs**

Web Technology (CTWBTC)

Certificate

Major/Area Requirements

INP 150	Web Coding I
INP 152	Web Graphics I
INP 153	Designing User Experience I
INP 170	Web Coding II
INP 182	Web Graphics II
INP 203	Designing User Experience II

*ADD GDT 140
Photoshop
Graphics*

*(21)
(18 credits)
3
3
3
3
3
3*

Minimum Credits Required for the Program:

Web Technology (CTWBTC)

This program is designed for students interested in the Web development industry. Students will create standards-compliant, accessible, and usable Web interfaces that meet both user and client needs. Effective Web graphic design, user experience, and coding are stressed. Students will also learn the process of Web development, from conception to product delivery.

Articulation: Eastern Michigan University, several BS degrees. Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

Program Admission Requirements: A high school course or equivalent course in basic computer skills, including use of the Internet.

Web Ap

Major/Area
INP 271
INP 275
INP 281
Minimum

Web Gr:

Major/Area
GDT 139
INP 176
INP 212
INP 276
Minimum

Web Us

Major/Area
ENG 107
INP 233
INP 253
Minimum

Program Information Report

School of Digital Media Arts

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The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

Internet Professional

Join the Web development industry through the completion of these certificates and degree.

Web Technology (CTWBTC) Certificate

Program Effective Term: Fall 2011

This program is designed for students interested in the Web development industry. Students will create standards-compliant, accessible, and usable Web interfaces that meet both user and client needs. Effective Web graphic design, user experience, and coding are stressed. Students will also learn the process of Web development, from conception to product delivery.

Articulation:

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

Program Admission Requirements:

A high school course or equivalent course in basic computer skills, including use of the Internet.

Major/Area Requirements		(22 credits)
GDT 140	Photoshop Graphics	4
INP 150	Web Coding I	3
INP 152	Web Graphics I	3
INP 153	Designing User Experience I	3
INP 170	Web Coding II	3
INP 182	Web Graphics II	3
INP 203	Designing User Experience II	3

Minimum Credits Required for the Program: 22

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTWBTC Program Name: Web Technology Effective Term: F2006

Division Code: BCT Department: Internet Professional

Directions:
 1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
 2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
 3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

<input type="checkbox"/> Review	<input checked="" type="checkbox"/> Program admission requirements
<input checked="" type="checkbox"/> Remove course(s): <u>INP 160, INP 190</u>	<input type="checkbox"/> Continuing eligibility requirements
<input checked="" type="checkbox"/> Add course(s): <u>INP 182, INP 203</u>	<input type="checkbox"/> Program outcomes
<input type="checkbox"/> Program title (title was _____)	<input type="checkbox"/> Accreditation information
<input checked="" type="checkbox"/> Description	<input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
<input type="checkbox"/> Type of award	<input type="checkbox"/> Other _____
<input checked="" type="checkbox"/> Advisors	
<input type="checkbox"/> Articulation information	

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:
 Courses are being changed to focus more on the core web design competencies, building student skills in those areas to improve their employment prospects and attract more students to the program.

Financial/staffing/equipment/space implications:
 N/A

List departments that have been consulted regarding their use of this program.
 N/A

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Jason Withrow	<i>Jason Withrow</i>	11/2/05
Department Chair	Jason Withrow	<i>Jason Withrow</i>	11/2/05
Division Dean/Administrator		<i>Thomas H. Deegan</i>	2/6/06
Vice President for Instruction	<i>WS</i>	<i>Margaret H. Pelroy</i>	2/24/06

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 Entered in: Banner 2/27 C&A Database 2/27 Log File 2/27/06

Please submit completed form to the Office of Curriculum and Assessment.

Washtenaw Community College.

Certificates and Degrees A to Z.

http://www.wccnet.edu/academicinfo/creditoofferings/programs/atoz/atoz2.php?code=CTWBTC

Return to web format »

Programs: Web Technology (CTWBTC)

Certificate

Program requirements shown below are for catalog year: 2005 - 2006 Change Year

Description: This program is designed for students who wish to enhance their skills as Internet professionals. It provides the knowledge and skills necessary for employment as an information architect, or e-commerce analyst. The program introduces techniques for effective Web site development. The student will create effective user interfaces for the Web, develop data-driven Web pages which include organizing and sorting complex information, develop an e-commerce site, as well as plan and publish a medium size Web site. The student will apply industry standard Web technologies, protocols, concepts and practices in the development of Web sites and Web pages. The program prepares students to manage the processes of Web development from conception to product delivery utilizing industry standard practices. Successful completion of the Web Technology Certificate is a prerequisite for enrolling the Web Professional Advanced Certificate.

See attached document

Division: Business and Computer Technologies

Department: Internet Professional

Advisors: ~~Laurence Kreg~~, Jason Withrow, Kelley Gottschang

Admission Requirements:

A high school course or equivalent course in basic computer skills, including use of the Internet ~~or INP 099~~ with a minimum grade of "C".

↑
○

Major/Area Requirements (18 Credits)

<u>INP 150</u>	Web Coding I	3
<u>INP 152</u>	Web Imaging I	3
<u>INP 153</u>	Designing User Experience I	3
INP 160	Internet Technology	3
<u>INP 170</u>	Web Coding II	3
INP 190	Web Development I	3
<u>INP 182</u>	Web Graphics II	3
<u>INP 203</u>	Designing User Experience II	3

Total Credits Required for the Program: 18 Credits

Additional Information:

Related Web Sites:

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For official information, see an Advisor.

[Back to the A to Z List of Programs](#)

Web Technology Certificate

First Semester	Second Semester
INP 150: Web Coding I (3)	INP 170: Web Coding II (3)
INP 152: Web Graphics I (3)	INP 182: Web Graphics II (3)
INP 153: Designing User Experience I (3)	INP 203: Designing User Experience II (3)

Total Credits: 18

Description:

This program is designed for students interested in pursuing a career in the web development industry. Students will create standards-compliant, accessible, and usable web interfaces that meet both user and client needs. Effective web graphic design, user experience, and coding are stressed. Students will also learn the processes of web development, from conception to product delivery.

Advisors:

Jason Withrow, Kelley Gottschang

Admission Requirements:

A high school course or equivalent course in basic computer skills, including use of the Internet.

Computer Internet

Web Technology (CTWBTC) Certificate

Program Effective Term: Fall 2006

This program is designed for students interested in the Web development industry. Students will create standards-compliant, accessible, and usable Web interfaces that meet both user and client needs. Effective Web graphic design, user experience, and coding are stressed. Students will also learn the process of Web development, from conception to product delivery.

Program Admission Requirements:

A high school course or equivalent course in basic computer skills, including use of the Internet.

Major/Area Requirements		(18 credits)
INP 150	Web Coding I	3
INP 152	Web Imaging I	3
INP 153	Designing User Experience I	3
INP 170	Web Coding II	3
INP 182	Photoshop for the Web	3
INP 203	Designing User Experience II	3

Minimum Credits Required for the Program 18

Web Technology (CTWBTC) Certificate

Program Effective Term: Fall 2004

This program is designed for students who wish to enhance their skills as internet professionals. It provides the knowledge and skills necessary for employment as an information architect, or e-commerce analyst. The program introduces techniques for effective web site development. The student will create effective user interfaces for the web, develop data-driven web pages which include organizing and sorting complex information, develop an e-commerce site, as well as plan and publish a medium size website. The student will apply industry standard web technologies, protocols, concepts and practices in the development of websites and web pages. The program prepares students to manage the processes of web development from conception to product delivery utilizing industry standard practices. Successful completion of the Web Technology Certificate is a prerequisite for enrolling the Web Professional Advanced Certificate.

Program Admission Requirements:

A high school course or equivalent course in basic computer skills including use of the Internet or INP 099 with a minimum grade of "C-".

Major/Area Requirements		(18 credits)
INP 150	Web Coding I	3
INP 152	Web Imaging I	3
INP 153	Designing User Experience I	3
INP 160	Internet Technology	3
INP 170	Web Coding II	3
INP 190	Web Development I	3

Minimum Credits Required for the Program: 18

Computer Internet

Web Technology (CTWBTC) Certificate

'UNDER CONSTRUCTION'

Program Effective Term: Fall 2003

This certificate is for people who are comfortable using computers and the Internet, and want to take the first steps toward becoming professional Website developers, programmers, and administrators. It introduces Web authoring and graphics, user-centered development and information architecture. This is a basic certificate providing students with the necessary foundation for an entry-level Internet position. Possible positions include Production Assistant, Web Coder, Webmaster and Technical Assistant.

Business and Computer Technologies Division
Internet Professional Department

Advisor:

Program Admission Requirements:

A high school course or equivalent course in basic computer skills including use of the Internet or INP 099 with a minimum grade of "C-".

Major/Area Requirements		(18 Credits)
INP 150	Web Coding I	3
INP 152	Web Imaging I	3
INP 153	Designing User Experience I	3
INP 160	Internet Technology	3
INP 170	Web Coding II	3
INP 190	Web Development I	3
Minimum Credits Required for the Program:		18

PROGRAM APPROVAL DOCUMENT (PAD)

Program Name: Web Technology Program Code:

Division: BCT Department: INP CIP Code:

Type of Award: A.A. A.S. A.A.S. Certificate Certificate of Completion Advanced Certificate Post/Cert

Is this an occupational program eligible for Perkins Funding? yes no Effective Year: Fall 2003

Program Features

Provide a general description of the program's purpose and general goals. State the criteria for entry into the program, along with projected enrollment figures. Explain any connection to other WCC programs, as well as accrediting agencies or professional organizations. Note any special features of the program, such as jobs for which the student will be prepared, as well as potential career paths.

This certificate is for people who are comfortable using computers and the Internet, and want to take the first steps toward becoming professional Website developers, programmers, and administrators. It introduces Web authoring and graphics, user-centered development and information architecture. This is a basic certificate providing students with the necessary foundation for an entry-level Internet position. Possible positions include Production Assistant, Web Coder, Webmaster and Technical Assistant.

This program has a Level II pre-requisite of INP 100 (at least a C-) or basic Computer Literacy (Pass).

The current INP program has approximately 850 students enrolled in classes for the 2002-2003 semester. A little over half of these students are enrolled in lower-level courses, which would be part of this basic certificate program.

We are not currently going to offer industry certification with this program. However, we are looking at organizations such as CIW and Macromedia for possible accreditation in the future.

Upon completion of this program, students have the option of continuing onto one of our Advanced Certificates to enhance and refine their skills in an area of specialization. They can also combine this certificate with one our Advanced Certificates to complete the Associate Degree in Applied Science.

Our Associate Degree in Applied Science can currently be transferred to Wayne State University and Eastern Michigan University in the following programs:

- EMU College of Technology - Technology Management

The articulation agreement states that INP students can transfer their INP Associate in Applied Science degree directly to the Technology Management program. The INP credits will count toward the Technical Concentration credits (46 credits) and some of the General Education requirements. This is a 2+2 agreement.

- EMU College of Technology - Communication Technology

INP students can transfer almost all of their INP Associate in Applied Science degree to the Communication Technology program. The INP credits will count toward the Technical Concentration credits as well as some of the General Education requirements. Advisors in the Communication Technology have agreed to work with INP students on an individual basis to figure out the best solution for transferring credits.

Need

State the need for the program and provide evidence to support the stated need.

The current INP curriculum does not provide enough flexibility to add in new material as technologies evolve. We are limited by the number of credits required for both the Certificate (36) and Associate Degree (64). We cannot add new material without removing old material, and the evolution of Web technology doesn't always mean that old technology disappears.

In addition, students do not get enough of a well-rounded foundation, nor do they have the opportunity to specialize in a particular area of Web Development. Currently they have only two options: Design or Technical. These are somewhat vague and do not give the students enough of a specialization to compete in a tight economic market.

The Web Technology certificate is the foundation of our new curricular structure. This new structure allows students the flexibility to obtain multiple advanced certificates as well as the opportunity to obtain a more well-rounded preparation for employment. In addition, it provides a framework into which new content can be added as the industry evolves. Furthermore, the new curriculum structure also allows students to obtain certification in a more reasonable amount of time - 2 semesters as opposed to 3 full semesters plus spring semester.

The INP Advisory Committee has verified the need for these changes to the INP curriculum in order to make sure our students are receiving the necessary skills for employment in an increasingly competitive market.

Outcomes

State the overall knowledge to be gained, skills to be learned, and attitudes to be developed by students who participate in this program.

Students will acquire a foundation knowledge of web design and development. Skills include coding web pages, creating graphics for the web, gathering and organizing information for the web, basic project management and planning and building a small-scale website. Students will also gain experience working in a team environment as well as enhance both their verbal and written skills through several written assignments in both INP 153 and INP 190. In addition, students will also gain a solid understanding of how the Internet and the Web works, including technologies, protocols and concepts.

Curriculum

List the sequence of courses in the program by semester, including credit hours, co- and pre-requisites.

Number	Course	Credits	Pre-requisites*
First Term			
INP 150	Web Coding I.....	3	INP 100 (Level II)
INP 153	User Experience I.....	3	NONE
First or Second Term:			
INP 160	Internet Technology.....	3	INP 100 (Level II)
INP 152	Web Imaging I.....	3	INP 100 (Level II)
Second Term:			
INP 170	Web Coding II.....	3	INP 150
INP 190	Web Development I.....	3	INP 150 and 153

* Pre-requisites assumed to be Level I unless otherwise stated.

Credits required to complete the program: 18

Assessment

Describe the assessment process that will be used to determine the effectiveness of the program.

The outcomes expected upon successful completion of this program include:

- Obtain the necessary skills for successful employment in reasonable amount of time
- Enhance existing skills (for professional development students)
- Continue onto an Advanced Certificate

Direct measures to be used in assessing these outcomes may include:

- Portfolio assessment
- Tracking of INP students

Indirect measures to be used in assessing these outcomes may include:

- Employer surveys
- Annual graduate surveys
- Alumni surveys

Budget

Specify program costs in the following areas, per academic year, including any start-up costs: faculty, training, travel, materials, resources, facilities, equipment, and any other costs.

There will be no start-up or additional costs for this program. The current year's budget (2002-2003) will be sufficient for supporting this new program.

Faculty: \$230,900

Training/Travel: approximately \$3000

Resources: No new resources needed

Facilities: Existing facilities in GM 005, GM 018 and TI 237 are sufficient

Equipment: No new equipment needed, including software and hardware

Additional Costs: None anticipated

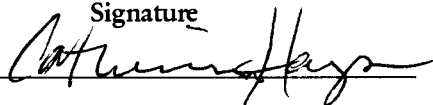
Approval Recommended:

Print Name

Signature

Date

Program Initiator: Catherine Hayes



3/14/03

Dept. Chair/Director: Catherine Hayes _____

Catherine Hayes

3/14/03

Dean/Administrator: Rosemary Wilson _____

Rosemary Wilson

3/17/03

VP of Instruction: _____

Thomas M. Palsky

3/26/03

President: LARRY WHITWORTH _____

Larry Whitworth

4/8/03

Date of Board Approval: _____

Needs Assessment

Needs assessment was deemed unnecessary because this program (together with the additional certificates) is effectively replacing an existing program - CFINPC.

Advisory Committee

List the names, titles, and organizational affiliations of members of the advisory committee that has been selected to advise the college on the development and implementation of this occupational program. Include the committee's program recommendations.

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WASHTENAW COMMUNITY COLLEGE PRELIMINARY PROGRAM APPROVAL FORM

Proposed Name of Program:
Web Technology

Faculty/Initiator(s): Catherine Hayes, Laurence Krieg, Jason Withrow

Division: BCT Department: INP Projected Start up Term: FALL 2003

Type of Program: A.A. A.S. A.A.S.

Certificate of Completion Certificate Advanced Certificate Post Associate Certificate

1. General Description of Program (purpose, curriculum design, need for new courses):

This certificate is for people who are comfortable using computers and the Internet, and want to take the first steps toward becoming professional Website developers, programmers, and administrators. It introduces Web authoring and graphics, user-centered development, information architecture, Unix, and programming. This is a basic certificate providing students with the necessary foundation for an entry-level Internet position.

2. Need/rationale for Program (new jobs, industry changes, transfer etc...):

The current INP curriculum does not provide enough flexibility to add in new material as technologies evolve. We are limited by the number of credits required for both the Certificate (36) and Associate Degree (64). We cannot add new material without removing old material, and the evolution of Web technology doesn't always mean that old technology disappears.

In addition, students do not get enough of a well-rounded foundation, nor do they have the opportunity to specialize in a particular area of Web Development. Currently they have only two options: Design or Technical. These are somewhat vague and do not give the students enough of a specialization to compete in a tight economic market.

The new structure allows students the flexibility to obtain multiple advanced certificates as well as the opportunity to obtain a more well-rounded preparation for employment. In addition, it provides a structure into which new content can be added as the industry evolves. Furthermore, the new curriculum structure also allows students to obtain certification in a more reasonable amount of time - 2 semesters as opposed to 3 full semesters plus spring semester.

The INP Advisory Committee has verified the need for these changes to the INP curriculum in order to make sure our students are receiving the necessary skills for employment in an increasingly competitive market.

3. Enrollment Projections:

The current INP program has approximately 800 students enrolled in classes for the 2002-2003 semester. A little over half of these students are enrolled in lower-level courses, which would be part of this basic certificate program.

4. Instructional Resources and Space Needs (equipment, labs, classrooms, consumable supplies):

All necessary resources already exist.

5. Faculty Resources (full-time, part-time, consultant):

All necessary resources already exist.

6. Curricular Connections/Accreditations (Other WCC instructional units affected, articulation agreements):

EMU College of Technology - Technology Management

- The articulation agreement states that INP students can transfer their INP Associate in Applied Science degree directly to the Technology Management program. The INP credits will count toward the Technical Concentration credits (46 credits) and some of the General Education requirements. This is a 2+2 agreement.

EMU College of Technology - Communication Technology

- INP students can transfer almost all of their INP Associate in Applied Science degree to the Communication Technology program. The INP credits will count toward the Technical Concentration credits as well as some of the General Education requirements. Advisors in the Communication Technology have agreed to work with INP students on an individual basis to figure out the best solution for transferring credits.

WCC Business Management - Ecommerce Certificate

- We are working with Cheryl Gracie to make sure the INP requirements for this certificate are still met.

WCC Computer Information Systems - Web Programming Tools Certificate

- We are working with CIS to make sure the INP requirements for this certificate are still met.

7. Program Development Plan (timetable, costs, personnel):

Office of Curriculum and Articulation Services

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Preliminary Program Approval Form/ Revised 6-21-02

Copies: IAC: _____, Curriculum Committee: _____

Copies: President's Staff, Faculty/Initiator, Department Chair/Director, Dean, Curriculum Files

All courses relevant to this new program either already exist in the current INP curriculum or are already developed and waiting approval from the Curriculum Committee for inclusion in the Fall 2003 curriculum. Once approved, we plan to implement this program starting Fall 2003.

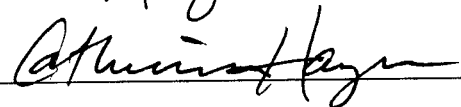
The current INP curriculum will be replaced with this new program. To help students, advisors and other faculty through the transition, we plan to take the following measures:

1. All INP students will be sent a letter during the Spring/Summer semester informing them of the upcoming changes. This mailing will also include the list of equivalent courses in the new program and the contact information for all full-time INP faculty.
2. An email containing the same information as the letter will be sent to the INP student email list (inp-announce@wccnet.org).
3. The INP website will be updated to reflect the new certificates and associate's degree and will prominently feature the course equivalencies between the old and the new programs.
4. INP faculty will hold an informational session for the WCC counselors and advisors to introduce them to the new certificates and degrees and provide them with the course equivalency information.
5. INP faculty will take part in academic advising sessions to assist students in choosing the appropriate classes in the new curriculum.


No additional costs or personnel are necessary for the development, implementation or maintenance of this program.

Signatures:

Faculty/Initiator:  Date: 12-16-02

Department Chair/Director:  Date: 12-16-02

Comments:

Dean(s)/Administrator:  Date: 1-02-03

Comments:

Executive Vice President of Instruction:

Approved for development of Program Approval Document (PAD)

Returned for additional review/development (details attached)

Not approved

Signature: _____

Maegh M. Polay

Date: _____

1/14/03