

PROGRAM PROPOSAL FORM

X---- 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>Digital Video Production Program</u> <u>Business & Comp. Tech./Visual Arts Tech.</u> ☒ AA ☐ AS ☒ AAS ☐ Cert. ☐ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp. <u>Fall 2006-Fall 2008</u> <u>Dan Kier/Dennis Guastella</u>	Program Code: <u>AADV</u> CIP Code: <u>9.0703</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.	An Associate Degree in Digital Video Production would provide students with a deeper specialized training that would develop proficiency level in advanced and professional video productions. An emphasis will be put toward integrating content creation with web integration. Upon completion students will have working skills with a variety of internet compression codecs as well as the ability to create programs. Students who apply and enter into the program follow the same guidelines as students pursuing entry into the certificate program. Once the updated curriculum is in place, anticipated enrollment would be approximately 250-300 students—phased in over a three-year period. Once a student completes the required core video courses, they would have the option to concentrate their coursework in a specialized area. They could pursue advanced editing, videography, DVD media-convergence, audio or lighting—all of which will ultimately be used for web-based media integration.	
Need Need for the program with evidence to support the stated need.	The area of video production is rapidly growing due to the popularity and proven effectiveness of television, movies, DVD production and multimedia used for the internet. With high quality digital video production and equipment now widely available, the demand for content creation and skilled media professionals is a continually expanding market. Many businesses, educational institutions, and organizations are finding it difficult to hire personnel with the necessary skills that enable them to produce professional content as well as output to various mediums, whether it is DVD, the internet, or corporate intranets. By training students in specialized areas of production (editing, videography, lighting, web-media, etc.), they will be trained, job-ready and marketable for this ever-increasing demand. Skills in web-based video production in particular, are in highest demand.	

logged 3/31/05 sjv

Program Proposal Form 8-2005

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Program Outcomes/Assessment State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program. Include assessment methods that will be used to determine the effectiveness of the program.	<u>Outcomes</u> 1. Students will develop skills that will give them the ability to produce a variety of media productions. This will include advertisements, public service ads, dramas, instructional/informational productions, entertainment productions, and documentary productions. 2. Additionally students will be required to produce a professional portfolio of their work which will then be evaluated by professionals currently working in their respective fields	<u>Assessment method</u> 1. Assessment will be provided by a professional committee evaluating the required portfolio.
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Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

Curriculum 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.	PLEASE SEE ATTACHED		
Budget Specify program costs in the following areas, per academic year: PLEASE SEE ATTACHED		START-UP COSTS	ONGOING COSTS
	Faculty	\$.	\$.
	Training/Travel		.
	Materials/Resources	.	.
	Facilities/Equipment	.	.
	Other	.	.
	TOTALS:	\$.	\$.
Program Description for Catalog and Web site	PLEASE SEE ATTACHED		
Program Information	Accreditation/Licensure – Upon Completion students can become a certified Apple Pro by taking the certification exam through Apple Computer. Advisors – Terry Sarris, Co-director Film & Video Studies The University of Michigan. Kirk O’Green, Producer/Director, Clear Blue Advertising & Marketing. Mathew Zacharias, Owner, Producer/Editor, Villa Productions. Patrick Murphy, Manager of Biomedical Communications, Ann Arbor. Advisory Committee – Terri Sarris, Kirk O’Green, Mathew Zacharias,		

	Admission requirements - Articulation agreements – Currently discussing articulation agreements with Eastern Michigan University and seeking other agreements with U.M., Grand Valley and Michigan State University. Continuing eligibility requirements -

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
	Portfolio evaluation.	One year after program has been in place (2009)		All students in portfolio course or random selection if multiple sections.

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric.

External panel of professionals will evaluate student portfolios.

2. Indicate the standard of success to be used for this assessment.

75% of evaluated portfolios to be considered acceptable to excellent by panel.

3. Indicate who will score and analyze the data.

Visual Arts Technology faculty.

4. Explain how and when the assessment results will be used for program improvement.

Since the Associate Degree will be phased in over three years the final year that curriculum will still be introduced will be Fall of 2008. One year following full implementation is realistically the soonest any kind of meaningful assessment can take place. Assessment results will be used for degree improvement the next year following discussion with department and external panel.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	C. D. GUA STELLA	<i>[Signature]</i>	3.30.06
Dean	Rosemary Wilson	<i>[Signature]</i>	3/31/06
Vice President for Instruction ☐ Approved for Development ☐ Final Approval		<i>[Signature]</i>	4/3/06
President	LARRY WHITWORTH	<i>[Signature]</i>	4/4/06
Board Approval			