# Santa Rosa Junior College

## Program Resource Planning Process

### *Graphic Design  2021*

### 1.1a Mission

The mission of the Graphic Design Program is to prepare students to:

Develop professional level communications from initial concept all the way through completed materials using design principles, an understanding of graphic design history, typographic knowledge, hand mock-up and illustration skills, advanced computer skills using the Creative Adobe Suite, print production knowledge and design for mobile digital devices.

Set-up and manage a one person freelance studio complying with governmental regulations, estimating projects, writing up proposals, negotiating with clients, keeping records, billing clients and managing finances.

Create and present a professional graphic design portfolio of at least fifteen finished projects to potential employers and clients using professional interviewing skills and well-designed collateral materials.

### 1.1b Mission Alignment

**Mission Alignment.**
Sonoma County Junior College District's Mission is to promote student learning throughout our diverse communities by increasing the knowledge, improving the skills and enhancing the lives of those who participate in our programs and enroll in our courses.

The Graphic Design Program is targeted at a wide variety of students: re-entry, transfer, young, high school graduates, older students retraining for a new career, so we certainly align ourselves with the mission in the area of "diverse communities."
We also emphasize hands-on practical skills development in our courses. We are interested in preparing our students for employment so naturally, we aim at enhancing their lives.

## 1.1c Description

The Graphic Design Program is primarily a CTE program. However, this program provides courses and instruction that serve four groups of students: those needing a humanities course to transfer to a four year institution, those preparing to transfer to a graphic design program at a four-year institution, those students preparing to enter the work force and work as junior designers and production assistants in graphic design departments or studios, and those preparing to start their own freelance graphic design studios.

The Graphic Design Program offers students a 36 unit Career Certificate in Graphic Design that is hands on and covers  the creative, technical and business side of graphic design. It is a print design certificate that also covers designing for digital devices and consequently, deals with print production,  print projects and design for digital devices. The program offers a 15 unit Production Certificate for students who's funding only covers the introductory courses in the certificate sequence. In addition, the program offers a transfer major in Graphic Design.

## 1.1d Hours of Office Operation and Service by Location

The Graphic Design Program is part of the Computer Studies Department, and is only housed at the SRJC main campus, consequently, there is classified staff support from 9:00 am to 4:00 p.m. Monday–Thursday in the CS Maggini Office. The Graphic Design Program tends to cluster most classes in the late afternoon and evening to meet student needs. Two sections of The History of Graphic Design are taught from 10:30–12:00 p.m.; 12:00–1:00 p.m. Tuesday and Thursday Fall Semester to service the GE population. Carmen Sheldon the Program Coordinator holds office hours 2933 Maggini to answer student questions on Monday, Tuesday, and Thursday 3:30–5:00 Fall Semester.

## 1.2 Program/Unit Context and Environmental Scan

The Graphic Design Program has found a home in the Computer Studies Department and is finding the collaberation quite successful. Just recently, to keep in line with Computer Studies expertise policies, Graphic Design has adopted the ACE Certification for all our softwear intensive courses.

Since graphic design must be on the cutting edge when it comes to new technologies and cultural norms of delivery, we are always looking to improve what we offer our students. Needless to say what is asked of today's young professionals is quite extensive and beyond the

scope of a two year program.Consequently, we added some iPad and mobile device projects to our rewritten GD 58 Advanced Pagelayout and Advertising Design class.

The economic climate of the past few years provides challenges to anyone involved in the advertising and promotions business in any shape or form. Consequently, the success of our graphic design program is difficult to measure as the situation faced right now is quite unprecedented. Nonetheless, graphic design is a very attractive field and students flock to the courses inspite of the competive job market. While job are not plentiful, students are finding employment on the basis of their excellent portfolios.

In such a technology driven field, globalization does have an impact on the job market. Companies are shipping a lot of production and printing work to Asia and India. It is difficult to predict how that will impact smaller urban environments, nonetheless, it seems prudent to train students to prepare for an expanding market place and to teach them the skills that all clients value in their professionals—understanding of the culture and great customer service.

## 2.1a Budget Needs

The impacts of the 2012-2013 budget reduction to the Graphic Design Program have been a reduction in courses offered.

The instructors are implementing cost saving measures such as online delivery of syllabi, quizzes and handouts. Adopting and writing textbooks in place of instructor provided hard copy materials.

***The Graphic Design Program has a contract faculty payroll of*** $142,402.11 ***which*** 0.38% ***of District total. The change from 2011–12 is*** -0.59%. ***The Graphic Design Program has a payroll of $***8,996.12 ***for classified staff. This is 0.05% of the District total. The change from 2011–12  is -2.2%. The Graphic Design Program has a salary/benefits cost of*** $178,746.81 ***which is .21% of the District total. The change from 2011–12  is*** -0.78%. ***In the 4000's and 5000's the program typically "makes it work" because the consumable supplies such as ink, paper, and art supplies are bought with fee money. Without the fee money, the program would certainly not be able to run effectively.***

Since the graphic design program addresses print design projects, it would benefit our students if we could afford to pay for more of their projects actually "go to print."  At this time we only print two projects and the money to pay for these projects comes directly out of fee money.

It would help the Graphic Design Program goals of providing effective portfolios, if two or three more printed projects could be added to student portfolios without charging them more fee money.  Each project could conceivably cost from $300 to 1200.00 depending on the complexity of the parameters.

***It also would be beneficial to afford to pay for the student's graduation out of District Funds. About $1500.***

## 2.1b Budget Requests

| Rank | Location | SP | M | Amount | Brief Rationale |
|------|----------|-----|----|---------|-----------------|
| 0001 | Santa Rosa | 01 | 01 | $1,500.00 | Print three more projects for students to include in their portfolios. |

## 2.2a Current Classified Positions

| Position | Hr/Wk | Mo/Yr | Job Duties |
|----------|-------|-------|-----------|

## 2.2b Current Management/Confidential Positions

| Position | Hr/Wk | Mo/Yr | Job Duties |
|----------|-------|-------|-----------|
| N/A | 0.00 | 0.00 | |

## 2.2c Current STNC/Student Worker Positions

| Position | Hr/Wk | Mo/Yr | Job Duties |
|----------|-------|-------|-----------|
| | 0.00 | 0.00 | |

## 2.2d Adequacy and Effectiveness of Staffing

The Graphic Design program seems to be functioning for the moment. In the Fall of 2014, the program is instituting updated curriculum. It would be helpful to reinstate Instructional Aide hours to facilitate this transition. At this time 12 hours per week is all the time alloted for this much needed help. Before the budget cuts in 2002, the Graphic Design Program was approved for 24 hours per week for nine months of Instructional Aide time. The Graphic Design Program could use this added help to aid students with their intense and demanding projects. Many students need extra help with their computer issues and the Graphic Design Program wants to provide them the support and help they need.

## 2.2e Classified, STNC, Management Staffing Requests

| Rank | Location | SP | M | Current Title | Proposed Title | Type |
|------|----------|----|---|---------------|----------------|------|
|      |          |    |   |               |                |      |

## 2.3a Current Contract Faculty Positions

| Position | Description |
|----------|-------------|
|          |             |

## 2.3b Full-Time and Part-Time Ratios

| Discipline | FTEF Reg | % Reg Load | FTEF Adj | % Adj Load | Description |
|---|---|---|---|---|---|
| | | | | | |

## 2.3c Faculty Within Retirement Range

The Program Coordinator and only full-time faculty in the Graphic Design Program has been approved to go on reduced load for the 2013-2014 school year. She will be teaching 100% in the Fall of 2014, but will not be teaching the Spring 2015. At this point, her classes can be taught by the adjunct faculty. She is planning on continuing on as contract faculty for five years. However, the future of the program's success could be affected with her absence in the spring semester.

## 2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

It is difficult to find candidates with at least a Bachelor's degree to teach in this discipline. Most graphic designers in this area do not get degrees in graphic design. the Graphic Design Program often needs to go through the Equivalency Committee to get new instructors in place. We have just added expertises to our advanced courses which require ACE certification.

The Graphic Design Program has not interviewed for the adjunct pool for at least nine years. It seems unwise to go through the interviewing process as there aren't any courses to offer any new faculty at the moment. However, with Carmen Sheldon going on reduced load in the 2013-2014 and with the addition of expertises, it might be wise to find some "new blood" to draw on if needed.

At this point in time there are "adequate" faculty. In fact the program is struggling to give everyone their like-load, but we do need to think down the road.

What seems to be a great idea would be for us to work with our department Computer Studies and request a full time faculty member that could coordinate the Graphic Design Program and at the same time anchor the Adobe courses in Computer Studies. Adobe and Graphic Design is where our two programs intersect. As CS is looking to request a full time anchor faculty for their Adobe course offerings and we are looking for a coordinator this might be the solution.

## 2.3e Faculty Staffing Requests

| Rank | Location | SP | M | Discipline | SLO Assessment Rationale |
|------|----------|----|----|-----------|--------------------------|
|      |          |    |    |           |                          |

## 2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

The Graphic Design Program is now part of the CS Department. Fortunately, CS is quite rigorous in acquiring up to date computer equipment for the labs in this department. However, the Graphic Design Program does need a few things to keep things running smoothly.

1) A new digital camera body Nikon D90 to photograph student projects for their portfolios. The present system was purchased in 2004 and while the lighting system is totally functional, the camera body is outdated. A new camera to capture better quality images for the students to use for their job hunt would be very helpful.

2) Two Apple ipads for instructional use in our newly-updated GD58: Advanced Page Layout course. Students will be using Adobe InDesign to create interactive digital designs that run as applications on ipads. This process is not possible without the purchase of ipads for the instructor (and the students).

3) Twenty-four Apple ipads for student use to create and develop interactive digital designs that run as applications on ipads. These additional ipads would allow each student to upload their own digital designs and troubleshoot problems.

4) A new collection of fonts for use on lab computers. The font collection our students have access to is very outdated and limited. In order to develop design and typographic skills, students need access to a larger and more up-to-date selection of fonts.

## 2.4c Instructional Equipment Requests

| Rank | Location | SP | M | Item Description | Qty | Cost Each | Total Cost | Requestor | Room/Space | Contact |
|------|----------|----|----|------------------|-----|-----------|------------|-----------|------------|---------|

## 2.4d Non-Instructional Equipment and Technology Requests

| Rank | Location | SP | M | Item Description | Qty | Cost Each | Total Cost | Requestor | Room/Space | Contact |
|------|----------|----|----|------------------|-----|-----------|------------|-----------|------------|---------|

## 2.4f Instructional/Non-Instructional Software Requests

| Rank | Location | SP | M | Item Description | Qty | Cost Each | Total Cost | Requestor | Room/Space | Contact |
|------|----------|----|----|------------------|-----|-----------|------------|-----------|------------|---------|

## 2.5a Minor Facilities Requests

| Rank | Location | SP | M | Time Frame | Building | Room Number | Est. Cost | Description |
|------|----------|----|----|-----------|----------|-------------|-----------|-------------|
|      |          |    |    |           |          |             |           |             |

## 2.5b Analysis of Existing Facilities

The Graphic Design Program is currently teaching in three primary locations:

1) Maggini Computer labs and classrooms
2) 1799 Shuhaw Hall

The program is very happy with the upgraded computer systems in all of these locations. However, there are a few facilities issues to be addressed.

When Applied Graphics was moved from Bussman in the 80's to Shuhaw Hall, 1799 was remodeled to provide a teaching space for both the Civil Engineering Program and Applied Graphics. There was a complete darkroom for Applied Graphics and sinks and tables were added for hands on artmaking. Times changed and computers became a major tool for graphic design, surveying, architecture and mechanical drawing. Suddenly, with a computer component being added to all these disciplines, there was more demand for 1799. Applied Graphics was moved to Computer Studies and became the Graphic Design Program, it seemed that there was great demand for the slots occupied by the Graphic Design Program in 1799. In the spirit of collegiality, The Graphic Design Program agreed to give up it's Thursday evening slot and keep only the Monday and Wednesday schedule, but now it seems even these slots might be questionable. The Graphic Design Program absolutely needs a room where the students can make hands-on art and work on the computer in the same room. 1799 is the only room on campus that is appropriate for that use.

## 3.1 Develop Financial Resources

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## 3.2 Serve our Diverse Communities

The diversity statement of each applicant applying to work in our department is read and considered as part of the paper-screening and interview process.

Each prospective instructor is asked a question that tests their sensitivity to and awareness of diversity issues during their interview.

The CS department is developing a more rigorous recruitment strategy to attract more diverse adjunct and regular faculty. We depend on Human Resources to advertize in publications that would target a diverse applicant pool. However we will suggest that there be job listings in our local ethnocentric publications and professional societies.

The department will use the advisory committee to assist in recruiting from the target populations.

## 3.3 Cultivate a Healthy Organization

## 3.4 Safety and Emergency Preparedness

We have 2 department safety leaders, one located on the 2nd floor of Maggini and one on the 3rd floor.

The department is on the third floor of Maggini Hall, in an emergency where the elevators were out of service, it would take some organization to get disabled students down the stairs. Walter Chesbro is the only faculty member I know who has taken the chair training.

The department needs to develop a safety/emergency preparedness plan and participate in a workshop to review district policies.

Also in the facilities request there are two safety issues mentioned:

The need for lights in the classrooms that would go on when the electricity went off, so instructors and students could safely exit the building.

From their office the department chair can not see who is coming in the front door, since the chair is often in the office alone, this is at best an uncomfortable situation. A parabolic safety mirror would rectify the situation.

## 3.5 Establish a Culture of Sustainability

Many of the faculty are putting their syllabi online.

## 4.1a Course Student Learning Outcomes Assessment

All of the Graphic Design curriculum is updated with SLO's and approved.

## 4.1b Program Student Learning Outcomes Assessment

Written and Approved in 2010

# 4.1c Student Learning Outcomes Reporting

| Type | Name | Student Assessment Implemented | Assessment Results Analyzed | Change Implemented |
|---|---|---|---|---|
| Course | GD 51 Intro to Graphic Design | N/A | N/A | Spring 2014 |
| Course | GD 52 Rapid Viz | N/A | N/A | N/A |
| Course | GD 53 Tech in Illustrator | N/A | N/A | Spring 2014 |
| Course | GD 54 Beginning Page Layout | N/A | N/A | N/A |
| Course | GD 55 Tools,Methods,Materials | N/A | N/A | Spring 2014 |
| Course | GD 56 Digital Illustration | N/A | N/A | N/A |
| Course | GD 57 Digital Prepress | N/A | N/A | N/A |
| Course | GD 58  IAdvanced Page Layout | N/A | N/A | Spring 2014 |
| Course | GD 59  Package Design | N/A | N/A | N/A |
| Course | GD 60 Creating the Portfolio | N/A | N/A | N/A |
| Course | GD 60 Creating the Portfolio | N/A | N/A | N/A |
| Course | GD 61 Color in the Digital Wor | N/A | N/A | N/A |
| Course | GD 63 Online Resources | N/A | N/A | N/A |
| Course | GD 65 The Business of GD | N/A | N/A | N/A |

**4.2a Key Courses or Services that address Institutional Outcomes**

| Course/Service | 1a | 1b | 1c | 2a | 2b | 2c | 2d | 3a | 3b | 4a | 4b | 5 | 6a | 6b | 6c | 7 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GD 20 Typography and Letterforms | | X | X | X | X | | X | X | | X | X | X | | X | | X |
| GD 51 Intro to Graphic Design | | X | X | X | X | | X | X | | X | X | X | | X | | X |
| GD 52 Rapid Viz | | X | | X | | | | | | X | X | X | | X | | X |
| GD 53 Tech in Illustrator | | X | X | X | X | | X | X | | X | X | X | | X | | X |
| GD 54 Beginning Page Layout | | X | X | X | X | | X | X | X | X | X | X | | X | | X |
| GD 55 Handmade Design for Digital Design | | X | X | X | X | | X | X | | X | X | X | | X | | X |
| GD 57 Getting it Printed; Print Producti | X | X | X | X | X | | X | X | X | X | X | X | | X | | X |
| GD 58 Advanced Page Layout | | X | X | X | X | | X | X | X | X | X | X | X | X | | X |
| GD 60  Creating the Professional Port. | | X | X | X | X | | X | X | X | X | X | X | | X | X | X |
| GD 63 Online Resources for the Designer | | X | X | X | X | | X | | | X | X | X | | X | | X |
| GD 65 The Business of Graphic Design | X | X | X | X | X | | X | X | X | X | X | X | X | X | | X |

## 4.2b Narrative (Optional)

The Graphic Design Program incorporated SLO's into all the curriculum in 2009. The next step will be to design assesment tools, assess the courses, analyze the data and make any changes to the courses if needed.

At the recommendation of the Administration the Graphic Design Program has streamlined the program and cut the units from 43.5 to 36. We want to be proactive and create a two year certiicate program that the students can actually complete comfortably within that amount of time. We recognize that there are lots of skills we would like to teach our students, however, we are a Junior College and need to work within the two year parameters. After analyzing our numbers, we realized that an adjustment is needed to make our program more viable. Consequently, we made these adjustments:
1) We rewrote GD51 Introduction to Graphic Design; Visual Basics to simplify it and reintroduce computer information and projects.
2) We rewrote GD58 Advanced Page Layout and Advertising Design to update it and include projects that deal with designing for mobile devices.
3) We deleted GD 61 Color in the Digital World and included the relevant in- formation into GD57 Getting It Printed: Print Production and Digital Prepress.
4) We deleted GD56 Digital Illustration because the information is nice but not absolutely imperative.
5) We deleted GD59 Package Design Techniques because the information is quite frankly above and beyond what is taught in a typical two year certificate program. We have moved some of the essential projects and information into GD55 Handmade Design for Digital Designers and GD57 Getting It Printed: Print Production and Digital Prepress.
6) We rewrote GD 55 Handmade Design for Digital Designers to include a computer componet and projects from GD59 Package Design Techniques.

Hopefully, these changes will help our students and make our program more robust and result in more completers.

## 5.0 Performance Measures

The way the Graphic Design Program measures its performance is by how our student portfolios are rated by professional designers, potential employers, and universities. The information is not data driven but more anecdotal and that employers keep coming back to hire our students.

## 5.1 Effective Class Schedule: Course Offerings, Times, Locations, and Delivery Modes (annual)

*In the Spring of 2010 the Graphic Design Program had a head count of 312 in the Fall 2012 compared to 283 in the Fall of 2011. This seems to indicate that the Graphic Design Program is stable. The program is housed at the Santa Rosa main campus in the Computer Studies Department. In previous years the program offered introductory courses at the Petaluma campus, but this fractured enrollments and seemed to actually impact the program negatively. The program attempts to be sensitive to student needs and offer a variety of scheduling opportunities.*

*The first year of the program is double tracked with a day and evening option for most of the courses. The last year is an evening only option as many of the students have full-time jobs by the second year. The only course that will need an evening option section is History of Graphic Design which the Program offers in the day to facilitate the GE students'schedules.The current cutbacks make it difficult to make any innovative changes, so we plan to stay status quo until scheduling options losen up.*

# Santa Rosa Junior College  -  Program Unit Review
## Graphic Design  -  FY 2017-18 (plus current FY Summer and Fall)

**5.1 Student Headcounts** The number of students enrolled in each Discipline at first census (duplicated headcount).

### Santa Rosa Campus

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Graphic Design | 27 | 315 | 205 | 19 | 263 | 198 | 28 | 274 | 212 | 30 | 228 | |
| **ALL Disciplines** | **27** | **315** | **205** | **19** | **263** | **198** | **28** | **274** | **212** | **30** | **228** | |

### Petaluma Campus (Includes Rohnert Park and Sonoma)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Graphic Design | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| **ALL Disciplines** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | |

### Other Locations (Includes the PSTC, Windsor, and other locations)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

| Discipline | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Graphic Design | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **ALL Disciplines** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** |

## ALL Locations (Combined totals from ALL locations in the District)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Graphic Design | 27 | 315 | 205 | 19 | 263 | 198 | 28 | 274 | 212 | 30 | 228 | |
| **ALL Disciplines** | **27** | **315** | **205** | **19** | **263** | **198** | **28** | **274** | **212** | **30** | **228** | |

**5.2a Enrollment Efficiency**

# Santa Rosa Junior College  -  Program Unit Review
Graphic Design  -  FY 2017-18 (plus current FY Summer and Fall)

**5.2a Enrollment Efficiency** The percentage of seats filled in each Discipline at first census based on class limit (not room size).

### Santa Rosa Campus

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 79.4% | 83.1% | 64.3% | 55.9% | 77.6% | 58.2% | 82.4% | 80.8% | 69.3% | 88.2% | 80.3% | |
| **ALL Disciplines** | **79.4%** | **83.1%** | **64.3%** | **55.9%** | **77.6%** | **58.2%** | **82.4%** | **80.8%** | **69.3%** | **88.2%** | **80.3%** | |

### Petaluma Campus (Includes Rohnert Park and Sonoma)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| **ALL Disciplines** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | |

### Other Locations (Includes the PSTC, Windsor, and other locations)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| **ALL Disciplines** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | |

### ALL Locations (Combined totals from ALL locations in the District)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 79.4% | 83.1% | 64.3% | 55.9% | 77.6% | 58.2% | 82.4% | 80.8% | 69.3% | 88.2% | 80.3% | |
| **ALL Disciplines** | **79.4%** | **83.1%** | **64.3%** | **55.9%** | **77.6%** | **58.2%** | **82.4%** | **80.8%** | **69.3%** | **88.2%** | **80.3%** | |

**5.2b Average Class Size**

# Santa Rosa Junior College  -  Program Unit Review
Graphic Design  -  FY 2017-18 (plus current FY Summer and Fall)

**5.2b Average Class Size**  The average class size in each Discipline at first census (excludes cancelled classes).

**Santa Rosa Campus**

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Graphic Design | 27.0 | 28.6 | 20.5 | 19.0 | 26.3 | 19.8 | 28.0 | 27.4 | 23.6 | 30.0 | 28.5 | |
| **ALL Disciplines** | **27.0** | **28.6** | **20.5** | **19.0** | **26.3** | **19.8** | **28.0** | **27.4** | **23.6** | **30.0** | **28.5** | |

**Petaluma Campus** (Includes Rohnert Park and Sonoma)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Graphic Design | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| **ALL Disciplines** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | |

**Other Locations** (Includes the PSTC, Windsor, and other locations)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Graphic Design | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| **ALL Disciplines** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | **0.0** | |

**ALL Locations** (Combined totals from ALL locations in the District)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Graphic Design | 27.0 | 28.6 | 20.5 | 19.0 | 26.3 | 19.8 | 28.0 | 27.4 | 23.6 | 30.0 | 28.5 | |
| **ALL Disciplines** | **27.0** | **28.6** | **20.5** | **19.0** | **26.3** | **19.8** | **28.0** | **27.4** | **23.6** | **30.0** | **28.5** | |

# 5.3 Instructional Productivity

## Santa Rosa Junior College - Program Unit Review
Graphic Design - FY 2017-18 (plus current FY Summer and Fall)

**5.3 Instructional Productivity** The ratio of Full-Time Equivalent Students (FTES) to Full-Time Equivalent Faculty (FTEF) in each Discipline at first census.

### Santa Rosa Campus

| Applied Graphics | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | FTEF | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | Ratio | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |

| Graphic Design | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTES | 2.78 | 30.34 | 16.67 | 1.85 | 25.16 | 16.21 | 2.72 | 26.24 | 17.11 | 2.91 | 21.57 | |
| | FTEF | 0.21 | 2.02 | 1.63 | 0.21 | 1.90 | 1.63 | 0.21 | 1.90 | 1.43 | 0.21 | 1.50 | |
| | Ratio | 13.50 | 15.00 | 10.25 | 8.97 | 13.24 | 9.95 | 13.22 | 13.81 | 12.00 | 14.17 | 14.38 | |

### Petaluma Campus (Includes Rohnert Park and Sonoma)

| Applied Graphics | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | FTEF | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | Ratio | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |

| Graphic Design | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | FTEF | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | Ratio | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |

## Other Locations (Includes the PSTC, Windsor, and other locations)

| Applied Graphics | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | FTEF | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | Ratio | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |

| Graphic Design | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | FTEF | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | Ratio | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |

## ALL Locations (Combined totals from ALL locations in the District)

| Applied Graphics | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | FTEF | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | Ratio | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |

| Graphic Design | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTES | 2.78 | 30.34 | 16.67 | 1.85 | 25.16 | 16.21 | 2.72 | 26.24 | 17.11 | 2.91 | 21.57 | |
| | FTEF | 0.21 | 2.02 | 1.63 | 0.21 | 1.90 | 1.63 | 0.21 | 1.90 | 1.43 | 0.21 | 1.50 | |
| | Ratio | 13.50 | 15.00 | 10.25 | 8.97 | 13.24 | 9.95 | 13.22 | 13.81 | 12.00 | 14.17 | 14.38 | |

The Graphic Design Program will prbably never reach the 17.5 efficiency goal of the college because the Program is taught in computer labs. It is not prudent to "grow" the program by other means because hands-on is where it is at for this course of study. Also, the Graphic Design Program must look a the reality of job opportunities. There are jobs in graphic design—just not hundreds of jobs in the Santa Rosa area.

## 5.4 Curriculum Currency

We rewrote appropriate  courses and they will be approved in the Spring of 2014.

## 5.5 Successful Program Completion

*From 2006 to 2012 the Graphic Design Program has awarded 33 A.S. degrees. From 2007 to 2012 the Graphic Design Program has awarded 14 certificates in Production Fundamentals (a 15 unit certificate). From 2007 to 2012 the Graphic Design Program has awarded 59 Career Certificates in Graphic Design (43.5 unit certificate).*

## 5.6 Student Success

# Santa Rosa Junior College  -  Program Unit Review
## Graphic Design  -  FY 2017-18 (plus current FY Summer and Fall)

**5.6a Retention**   The percentage of students receiving a grade of A,B,C,D,CR, or I in each Discipline (duplicated headcount).

## Santa Rosa Campus

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 88.9% | 78.1% | 82.0% | 88.9% | 72.2% | 77.2% | 100.0% | 73.6% | 76.5% | 0.0% | 70.8% | |
| **ALL Disciplines** | **88.9%** | **78.1%** | **82.0%** | **88.9%** | **72.2%** | **77.2%** | **100.0%** | **73.6%** | **76.5%** | **0.0%** | **70.8%** | |

## Petaluma Campus (Includes Rohnert Park and Sonoma)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| **ALL Disciplines** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | |

## Other Locations (Includes the PSTC, Windsor, and other locations)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| **ALL Disciplines** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | |

## ALL Locations (Combined totals from ALL locations in the District)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 88.9% | 78.1% | 82.0% | 88.9% | 72.2% | 77.2% | 100.0% | 73.6% | 76.5% | 0.0% | 70.8% | |
| **ALL Disciplines** | **88.9%** | **78.1%** | **82.0%** | **88.9%** | **72.2%** | **77.2%** | **100.0%** | **73.6%** | **76.5%** | **0.0%** | **70.8%** | |

# Santa Rosa Junior College  -  Program Unit Review
## Graphic Design  -  FY 2017-18 (plus current FY Summer and Fall)

**5.6b Successful Course Completion**  The percentage of students receiving a grade of A,B,C, or CR in each Discipline (duplicated headcount).

### Santa Rosa Campus

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 88.9% | 74.9% | 77.6% | 88.9% | 69.6% | 75.1% | 92.6% | 69.8% | 71.6% | 0.0% | 66.4% | |
| **ALL Disciplines** | **88.9%** | **74.9%** | **77.6%** | **88.9%** | **69.6%** | **75.1%** | **92.6%** | **69.8%** | **71.6%** | **0.0%** | **66.4%** | |

### Petaluma Campus (Includes Rohnert Park and Sonoma)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| **ALL Disciplines** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | |

### Other Locations (Includes the PSTC, Windsor, and other locations)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| **ALL Disciplines** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | **0.0%** | |

### ALL Locations (Combined totals from ALL locations in the District)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Graphic Design | 88.9% | 74.9% | 77.6% | 88.9% | 69.6% | 75.1% | 92.6% | 69.8% | 71.6% | 0.0% | 66.4% | |
| **ALL Disciplines** | **88.9%** | **74.9%** | **77.6%** | **88.9%** | **69.6%** | **75.1%** | **92.6%** | **69.8%** | **71.6%** | **0.0%** | **66.4%** | |

# Santa Rosa Junior College  -  Program Unit Review
## Graphic Design  -  FY 2017-18 (plus current FY Summer and Fall)

**5.6c Grade Point Average**  The average GPA in each Discipline (UnitsTotal / GradePoints).

### Santa Rosa Campus

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| Graphic Design | 3.54 | 3.00 | 3.03 | 3.50 | 2.98 | 2.84 | 3.59 | 2.81 | 2.74 | 0.00 | 2.40 | |
| **ALL Disciplines** | **3.54** | **3.00** | **3.03** | **3.50** | **2.98** | **2.84** | **3.59** | **2.81** | **2.74** | **0.00** | **2.40** | |

### Petaluma Campus (Includes Rohnert Park and Sonoma)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| Graphic Design | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| **ALL Disciplines** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | |

### Other Locations (Includes the PSTC, Windsor, and other locations)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| Graphic Design | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| **ALL Disciplines** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | **0.00** | |

### ALL Locations (Combined totals from ALL locations in the District)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 | X2018 | F2018 | S2019 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Applied Graphics | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| Graphic Design | 3.54 | 3.00 | 3.03 | 3.50 | 2.98 | 2.84 | 3.59 | 2.81 | 2.74 | 0.00 | 2.40 | |
| **ALL Disciplines** | **3.54** | **3.00** | **3.03** | **3.50** | **2.98** | **2.84** | **3.59** | **2.81** | **2.74** | **0.00** | **2.40** | |

# 5.7 Student Access

# Santa Rosa Junior College  -  Program Unit Review
## Graphic Design  -  FY 2017-18 (plus current FY Summer and Fall)

**5.7a Students Served - by Ethnicity** The number of students in each Discipline at first census broken down by ethnicity (duplicated headcount).

**ALL Locations** (Combined totals from ALL locations in the District)

| Applied Graphics | Ethnicity | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 | Percent |
|---|---|---|---|---|---|---|---|---|---|
| | White | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | Asian | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | Black | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | Hispanic | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | Native American | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | Pacific Islander | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | Filipino | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | Other Non-White | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | Decline to state | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | **ALL Ethnicities** | **0** | **100.0%** | **0** | **100.0%** | **0** | **100.0%** | **0** | **100.0%** |

| Graphic Design | Ethnicity | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 | Percent |
|---|---|---|---|---|---|---|---|---|---|
| | White | 309 | 63.3% | 236 | 59.1% | 228 | 53.1% | 195 | 43.9% |
| | Asian | 13 | 2.7% | 8 | 2.0% | 21 | 4.9% | 26 | 5.9% |
| | Black | 6 | 1.2% | 7 | 1.8% | 10 | 2.3% | 6 | 1.4% |
| | Hispanic | 116 | 23.8% | 105 | 26.3% | 142 | 33.1% | 160 | 36.0% |
| | Native American | 2 | 0.4% | 3 | 0.8% | 3 | 0.7% | 1 | 0.2% |
| | Pacific Islander | 1 | 0.2% | 1 | 0.3% | 0 | 0.0% | 0 | 0.0% |
| | Filipino | 1 | 0.2% | 0 | 0.0% | 0 | 0.0% | 7 | 1.6% |
| | Other Non-White | 36 | 7.4% | 23 | 5.8% | 12 | 2.8% | 34 | 7.7% |
| | Decline to state | 4 | 0.8% | 16 | 4.0% | 13 | 3.0% | 15 | 3.4% |
| | **ALL Ethnicities** | **488** | **100.0%** | **399** | **100.0%** | **429** | **100.0%** | **444** | **100.0%** |

# Santa Rosa Junior College - Program Unit Review
## Graphic Design - FY 2017-18 (plus current FY Summer and Fall)

**5.7b Students Served - by Gender**  The number of students in each Discipline at first census broken down by gender (duplicated headcount).

**ALL Locations** (Combined totals from ALL locations in the District)

| Applied Graphics | Gender | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 | Percent |
|---|---|---|---|---|---|---|---|---|---|
| | Male | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | Female | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | Unknown | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | **ALL Genders** | **0** | **100.0%** | **0** | **100.0%** | **0** | **100.0%** | **0** | **100.0%** |

| Graphic Design | Gender | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 | Percent |
|---|---|---|---|---|---|---|---|---|---|
| | Male | 190 | 38.9% | 157 | 39.3% | 206 | 48.0% | 218 | 49.1% |
| | Female | 290 | 59.4% | 233 | 58.4% | 216 | 50.3% | 219 | 49.3% |
| | Unknown | 8 | 1.6% | 9 | 2.3% | 7 | 1.6% | 7 | 1.6% |
| | **ALL Genders** | **488** | **100.0%** | **399** | **100.0%** | **429** | **100.0%** | **444** | **100.0%** |

# Santa Rosa Junior College  -  Program Unit Review
## Graphic Design  -  FY 2017-18 (plus current FY Summer and Fall)

**5.7c Students Served - by Age**  The number of students in each Discipline at first census broken down by age (duplicated headcount).

**ALL Locations** (Combined totals from ALL locations in the District)

| Applied Graphics | Age Range | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 | Percent |
|---|---|---|---|---|---|---|---|---|---|
| | 0 thru 18 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | 19 and 20 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | 21 thru 25 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | 26 thru 30 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | 31 thru 35 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | 36 thru 40 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | 41 thru 45 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | 46 thru 50 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | 51 thru 60 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | 61 plus | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| | **ALL Ages** | **0** | **100.0%** | **0** | **100.0%** | **0** | **100.0%** | **0** | **100.0%** |

| Graphic Design | Age Range | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 | Percent |
|---|---|---|---|---|---|---|---|---|---|
| | 0 thru 18 | 60 | 12.3% | 47 | 11.8% | 61 | 14.2% | 71 | 16.0% |
| | 19 and 20 | 101 | 20.7% | 71 | 17.8% | 82 | 19.1% | 77 | 17.3% |
| | 21 thru 25 | 143 | 29.3% | 121 | 30.3% | 117 | 27.3% | 127 | 28.6% |
| | 26 thru 30 | 66 | 13.5% | 80 | 20.1% | 78 | 18.2% | 60 | 13.5% |
| | 31 thru 35 | 31 | 6.4% | 25 | 6.3% | 47 | 11.0% | 48 | 10.8% |
| | 36 thru 40 | 23 | 4.7% | 16 | 4.0% | 13 | 3.0% | 26 | 5.9% |
| | 41 thru 45 | 16 | 3.3% | 9 | 2.3% | 8 | 1.9% | 5 | 1.1% |
| | 46 thru 50 | 6 | 1.2% | 10 | 2.5% | 10 | 2.3% | 15 | 3.4% |
| | 51 thru 60 | 26 | 5.3% | 12 | 3.0% | 10 | 2.3% | 7 | 1.6% |
| | 61 plus | 16 | 3.3% | 8 | 2.0% | 3 | 0.7% | 8 | 1.8% |
| | **ALL Ages** | **488** | **100.0%** | **399** | **100.0%** | **429** | **100.0%** | **444** | **100.0%** |

# 5.8 Curriculum Offered Within Reasonable Time Frame

**Courses in Graphic Design Fall 2014**

**If you start in the fall semester: here is the sequence of classes.**

**First Semester; Fall**

GD 51 Introduction to Graphic Design: Visual Basics ............................................................. ...............3 units

CS 72.11A Adobe InDesign 1 ................................................................. ...........................................3 units

GD 15 History of Graphic Design*...................................... ..............................................................3 units

GD 52 Rapid Viz* ..................................................................................................................1.5 units

**Second Semester; Spring**

CS 70.11A Adobe Photoshop 1.................................................................................................3 units

GD 20 Typography and Letter Forms..................................... ..............................................................3 units

GD 63 Online Resources for Graphic Designers*..............................................................................1.5 units

**Third Semester; Fall**

GD 54 Beginning Page Layout and Advertising Design............ ........................................................3 units

GD 55 Handmade Design for Digital Designers*..................... .......................................................3 units

GD 53 Design Techniques in Illustrator................................... ........................................................3 units

**Fourth Semester; Spring**

GD 58 Advanced Page Layout and Advertising Design.............................................................................3 units

GD 57 Getting It Printed: Digital Prepress and Print Production....................................................................3 units

GD 70 Creating the Professional Portfolio .............................................................................................5 units

GD 65 Business of Graphic Design...................................... .................................................................1.5 units

**If you start in the spring semester; here is the sequence of classes.**

**First Semester; Spring**

GD 51 Introduction to Graphic Design: Visual Basics.......................................................................3 units

CS 72.11A Adobe InDesign 1 .........................................................................................................3 units

CS 70.11A Adobe Photoshop 1 ......................................................................................................3 units

GD 20 Typography and Letter Forms..............................................................................................3 units

**Second Semester; Fall**

GD 52 Rapid Viz* ........................................................................................................................1.5 units

GD 54 Beginning Page Layout and Advertising Design..................................................................3 units

GD 55 Handmade Design for Digital Designers* ............................................................................3 units

GD 53 Design Techniques in Illustrator..........................................................................................3 units

**Third Semester; Spring**

GD 58 Advanced Page Layout and Advertising Design...................................................................3 units

GD 57 Getting It Printed: Digital Prepress and Print Production.....................................................3 units

GD 70 Creating the Professional Portfolio ...................................................................................1.5 units

GD 65 Business of Graphic Design..............................................................................................1.5 units

**Fourth Semester; Fall**

GD 15 History of Graphic Design*...................................................................................................3 units

GD 63 Online Resources for Graphic Designers*.........................................................................1.5 units

\* These courses may be taken at anytime in the sequence as they have no prerequisites and are not prerequisites themselves.

## 5.9a Curriculum Responsiveness

The graphic Design Program responds to changing student, community, and employer needs by listening to the Advisory Committee's input, doing informal student focus groups, listening to faculty members and taking into consideration the trends reported in industry in various trade journals. Consequently, we totally revised our certificate 2010 based on input from all of these sources.

Our one course that is GE tranferable, GD 15 The History of Graphic Design,meets the gender, global and diversity requirements with this objective:

"Evaluate the multicultural and gender influences on Western design by identifying global contributions."

*On our Advisory Committee we have:*

*15 Members from industry*
*4 Members who are also adjunct instructors*
*6 Men from industry*
*9 Women from industry*

*This pretty much mimics our local industry.*

*Our Advisory Committee was very helpful in helping us revise our certificate sequence and updating our courses in 2010.*

## 5.9b Alignment with High Schools (Tech-Prep ONLY)

We work with Tech Prep and we will be working with the High Schools to provide a credit by exam for Photoshop and InDesign courses.

## 5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)

The two main classes we transfer are: GD 20 Typography and Letterforms; and GD 15 History of Graphic Design. They are both articulated as of Spring 2010. We are working to articulate more courses as we speak.

## 5.11a Labor Market Demand (Occupational Programs ONLY)

*According to the data I was provided: 2006-2016 Occupational Employment Projections Santa Rosa-Petaluma Metropolitan Statistical Area*

*2006 Annual Average Employment 350*
*2016 Annual Average Employment 390*

*This is a numerical change of 40 jobs which works out to an increase of 11.4% .*

*The median hourly wage is $21.53 and annual salary is $44, 793.00*

*While the statistics seem to indicate that a bachelor's degree is needed to enter this field, the Graphic Design Program knows that this is not the case as our two year certificate graduates are hired on a regular basis.*

## 5.11b Academic Standards

At the Graphic Design Program meetings with faculty, there is always discussion on how to hold student accountable for high academic standards. Because the graphic design industry is based on portfolio performance this has been the benchmark by which we judge the quality of student work. Do the portfolios compete well in industry?  They do for the most part do very well. Many times employers and other educational institutions cannot believe that the student has only attended a two year program at a community college.

## 6.1 Progress and Accomplishments Since Last Program/Unit Review

| Rank | Location | SP | M | Goal | Objective | Time Frame | Progress to Date |
|------|----------|----|----|------|-----------|------------|------------------|
| 0001 | Santa Rosa | 00 | 00 | Rewrite GD58 to include information on designing for mobile devices. | 1.Decide which information to keep of the current course.<br><br>2. Target information to delete.<br><br>3. Rewrite course with information on designing for mobile devices. | Spring 2013 | Time and effort on faculty and staff. |
| 0002 | Santa Rosa | 00 | 00 | Organize a showing of student work with Doyle Library. | 1. Show student work to the campus.<br><br>2. Gain recognition for Graphic Design Program students. | 2013-–2014 | Time and place in Doyle Library for student to show their work. |
| 0003 | Santa Rosa | 00 | 00 | Open adjunct hiring pool and interview for potential new faculty. | Get new faculty on board to get familiar with the program and integrated into the culture. | Fall 2014 | Faculty, department chair, and dean to work on hirig committee. |

## 6.2b PRPP Editor Feedback - Optional

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## 6.3a Annual Unit Plan

| Rank | Location | SP | M | Goal | Objective | Time Frame | Resources Required |
|------|----------|-----|-----|------|-----------|------------|--------------------|
| 0001 | Santa Rosa | 00 | 00 | Rewrite GD58 to include information on designing for mobile devices. | 1.Decide which information to keep of the current course.<br><br>2. Target information to delete.<br><br>3. Rewrite course with information on designing for mobile devices. | Spring 2013 | Time and effort on faculty and staff. |
| 0002 | Santa Rosa | 00 | 00 | Organize a showing of student work with Doyle Library. | 1. Show student work to the campus.<br><br>2. Gain recognition for Graphic Design Program students. | 2013---2014 | Time and place in Doyle Library for student to show their work. |
| 0003 | Santa Rosa | 00 | 00 | Open adjunct hiring pool and interview for potential new faculty. | Get new faculty on board to get familiar with the program and integrated into the culture. | Fall 2014 | Faculty, department chair, and dean to work on hirig committee. |