STATE BOARD OF COMMUNITY COLLEGES

CURRICULUM PROGRAM APPLICATION
(Existing Program)

The State Board of Community Colleges is asked to approve the curriculum program at the listed college on the condition that equipment funds are available to the college and operating funds generated by the budget formula will permit the offering of this program without any special allocation of funds.

Davidson County Community College
Digital Media Technology (A25210)

Contact Person:
Jennifer Frazelle, Director
Academic Programs
919.807.7120
frazellej@nccommunitycolleges.edu

**PROGRAM APPLICATION
SUMMARY EVALUATION REPORT
Davidson County Community College
Digital Media Technology (A25210)**

I.   Program Planning

Davidson County Community College (DCCC) is seeking approval for the Digital Media Technology (A25210) program to begin Spring 2014. The planning area is defined as the college's service area of Davidson and Davie counties in addition to Forsyth and Guilford counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Davidson County Community College on April 9, 2013. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Davidson County Community College have certified the following:

- The proposed program will enhance the workforce of North Carolina, will provide educational and training opportunities consistent with the mission of the college, and will not duplicate the opportunities currently offered.

- They have assessed the need for the proposed program and the resources required to maintain a viable program and certify that the college can operate the proposed program efficiently and effectively within the resources available to the college.

- The college will complete a program accountability report including student success measures, enrollment trends, completion rates, and employment data three years after implementation of the program.

II.   Program Rationale

Davidson County Community College indicates the following:

- Businesses in the planning area have indicated a need to hire graduates who are well versed in the various digital media areas. Statements of support for the Digital Media Technology (A25210) program were submitted to DCCC by Thomasville Times/High Point Enterprise, Davidson County Community College –Marketing & Communications Department, and WXII 12 TV Station.

- DCCC currently offers the Advertising and Graphic Design program through an Instructional Service Agreement with Surry Community College. Student's interest and employment needs appear more specific to the digital media content included in this program. DCCC would like to terminate the Advertising and Graphic Design program and focus on Digital Media.

- Career and College Promise programs will be developed for digital media, so high school students may earn college credit in their Junior and Senior years. With increased marketing and high school pathways, it is projected that 50 students will be in the program by Fall 2015.

- There are no additional costs associated with the proposed program since computer labs are in place and instructors are trained and currently teaching for DCCC.

- According to northcarolinajobnetwork.com, there are 39 currently open positions in career fields related to multimedia and digital media technologies within a 50 mile radius of Lexington and Mocksville.

- According to careerinfonet.org, employment trends in North Carolina show that jobs related to graphic designers will increase by 13%; multimedia artists and animators will increase by 15%; and information security analysts, web developers and computer network architects by 18% through 2020.

- The North Carolina Occupational Projections (2010-20) reflects a 1.2 annualized growth rate. (NC Department of Commerce)

- In addition to traditional job opportunities, it is noted that a career in Digital Media is especially suitable for self-employment.

III. Impact of the Proposed Program on Other Programs
Four colleges are currently approved to offer the Digital Media Technology (A25210) program. An Impact Assessment was sent to Mitchell Community College, which is the only college located in a contiguous county. Mitchell Community College is in agreement with the impact assessment.

IV. Implementation of Collaborative Plan
Not Applicable

V. Curriculum Design
The proposed program of study is in compliance with the State Board approved curriculum standard.

Coordinator: Dr. Hilmi A. Lahoud

C. Institutional Certification: *Complete the following form and obtain required signatures. Form with original signatures should be included in the application.*

Institutional Certification

This curriculum program   Digital Media Technology   A25210
<p style="text-align:center">*(Program Title)*   *(Program Code)*</p>

will enhance the workforce of North Carolina, will provide educational and training opportunities consistent with the mission of the college, and will not duplicate the opportunities currently offered.

     Davidson County Community College
<p style="text-align:center">*(Community College Name)*</p>

has assessed the need for this program and the resources required to maintain a viable program and certifies that the college can operate this program efficiently and effectively within the resources available to the college.

The college understands that this proposed program will require a program accountability report that will include items such as student success measures, enrollment trends, completion rates, and employment data three years after implementation if the program is approved by the State Board.

(A copy of the minutes from the Board of Trustees meeting(s) where the proposed program was discussed and approved must be attached to the application.)

_____   4/10/13
Signature, President of College   Date

_____   4 . 9 . 13
Signature, Board of Trustees Chair   Date

CURRICULUM STANDARD

Curriculum Program Title | **Digital Media Technology** | Code | **A25210**

Concentration | **(not applicable)**

Curriculum Description

The Digital Media program prepares students for entry-level jobs in the digital design and multimedia industry. Students learn to synthesize multimedia, hypertext, computer programming, information architecture, and client/server technologies using both Internet and non-network-based media.

Students develop skills in communication, critical thinking, and problem solving as well as interface design, multimedia formats, application programming, data architecture, and client/server technologies. The program develops technical skills through practical applications that employ current and emerging standards and technologies.

Graduates should qualify for employment as web designers, graphic artists/designers, multimedia specialists, web developers, web content specialists, media specialists, information specialists, digital media specialists, animation specialists, interface designers, and many new jobs yet to be defined in this expanding field.

---

*Curriculum Requirements**

[for associate degree, diploma, and certificate programs in accordance with 1D SBCCC 400.97(3)]

I. **General Education.** Degree programs must contain a minimum of 15 semester hours including at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics. Degree programs must contain a minimum of 6 semester hours of communications. Diploma programs must contain a minimum of 6 semester hours of general education; 3 semester hours must be in communications. General education is optional in certificate programs.

II. **Major Hours**. AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit. *(See second page for additional information.)*

III. **Other Required Hours.** A college may include courses to meet graduation or local employer requirements in a certificate, diploma, or associate in applied science program. These curriculum courses shall be selected from the Combined Course Library and must be approved by the System Office prior to implementation. Restricted, unique, or free elective courses may not be included as other required hours.

	AAS	Diploma	Certificate
Minimum General Education Hours	15	6	0
Minimum Major Hours	49	30	12
Other Required Hours	0-7	0-4	0-1
Total Semester Hours Credit (SHC)	**64-76**	**36-48**	**12-18**

---

*Within the degree program, the institution shall include opportunities for the achievement of competence in reading, writing, oral communication, fundamental mathematical skills, and basic use of computers.

Major Hours
[ref. 1D SBCCC 400.97(3)]

A. **Core.** The subject/course core is comprised of subject areas and/or specific courses which are required for each curriculum program. A diploma program offered under an approved AAS program standard or a certificate which is the highest credential level awarded under an approved AAS program standard must include a minimum of 12 semester hours credit derived from the subject/course core of the AAS program.

B. **Concentration** *(if applicable).* A concentration of study must include a minimum of 12 semester hours credit from required subjects and/or courses. The majority of the course credit hours are unique to the concentration. The required subjects and/or courses that make up the concentration of study are in addition to the required subject/course core.

C. **Other Major Hours.** Other major hours must be selected from prefixes listed on the curriculum standard. A maximum of 9 semester hours of credit may be selected from any prefix listed, with the exception of prefixes listed in the core or concentration. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit.

Digital Media Technology A25210	AAS	Diploma	Certificate
Minimum Major Hours Required	**49 SHC**	**30 SHC**	**12 SHC**
A. CORE **Required Courses:** CIS 115 Intro to Prog & Logic 3 SHC DME 110 Intro to Digital Media 3 SHC DME 115 Graphic Design Tools 3 SHC DME 120 Intro to Multimedia Applications 3 SHC DME 130 Digital Animation I 3 SHC WEB 210 Web Design 3 SHC **Required Subject Areas:** **Basic Computer Skills. Select one:** CIS 110 Introduction to Computers 3 SHC CIS 111 Basic PC Literacy 2 SHC	**20-21 SHC**		
B. CONCENTRATION *(not applicable)*			
C. OTHER MAJOR HOURS *To be selected from the following prefixes:* ART, CIS, COE, CSC, CTS, DBA, DEA, DME, FVP, GIS, GRA, GRD, ITN, SGD, WBL, and WEB *Up to three semester hour credits may be selected from the following prefixes: ARA, ASL, CHI, FRE, GER, ITA, JPN, LAT, POR, RUS and SPA.*			