

**Digital Media, Commercial Photography, & Commercial Music
Advisory Meeting Minutes
Tuesday, May 7th, 2024
3:00-4:00pm
Zoom**

Attendees: Solange Schwalbe (DMA Adjunct/LTCC), Sara Hunter (AA to the Dean/LTCC). Brad Deeds (Dean of Workforce Development & Instruction/LTCC), Bryan Yerian (Art Faculty/LTCC), Mark Williams (Music Faculty/LTCC), Mike Grippi (Manager/Novus Select), Pat Leonard-Heffner (DMA/Photography Adjunct/LTCC), Brandi Brown (Founder/Tahoe Production House)

Partner Updates & Feedback

Mike/Novus Select:

-Main focus currently Commercial Advertising; interested in getting students involved and engaging with students interested in the field

Brandi/TPH:

- Digital Marketing gaining popularity- but works on a wide variety of projects
- Able to provide paid work; great way for students to explore different areas of interest and gain experience
- Internships require enrollment in class at High School and/or college

Program Updates

Bryan/LTCC:

- Sabbatical project from last year is making its way through the curriculum process
- Changes make the program more approachable, prepares students better for transfer, and helps strengthen entry level skills
- All new Art New Media AA Program Outlines and Art Certificate were discussed and approved, previous DMA degrees being discontinued, approved by advisory committee.
- New Art-Business certificate Entrepreneurship will help students who wish to sell their art/open their own business.
- The group discussed replacing "Film Production" with "Digital Media Arts" or "Content Creation" to better align with current recording (use of phones, GoPros, etc.)

Perkins funding was discussed- meeting adjourned.

Film, Television and Electronic Media AST

REQUIRED COURSES:

29 – 29.5 units distributed as follows:

Complete all of the following (21):

ART 103 Art History: Baroque – Contemporary (4)

COM 122 Mass Media & Society (4) OR COM 125 Broadcasting: Fundamentals of Radio and Television (4) *renamed COM 100 Introduction to Electronic Media (4)*

COM 130 Broadcasting: Television/Film Aesthetics (4) *renamed COM 105 Introduction to Media Aesthetics (4)*

DMA 125 Film Production (4.5)

MUS 120C/CMU 120C Beginning Audio Production (4.5)

Complete at least two of the following (8 – 8.5):

ART 118 Color (4)

ART 111 Two-Dimensional Design (4)

DMA 101 Intro to Video Editing (4)

DMA 102 Intermediate Digital Video Editing (4)

DMA 112 Introduction to Digital Media Arts (4)

MUS 120D/CMU 120D Beginning Audio Editing (4.5)

ELECTIVE UNITS to bring the total to 90.

Lake Tahoe CC

Program Outline Report

Program Basics

Program Title:	Art Certificate
Program Status:	In development
Department:	Art
Award Type:	Certificate (Credit)
Program Description	<p>A Certificate in Art is designed to provide a body of historical, conceptual and technical experiences, which will prepare a developing artist for career opportunities in the field of fine arts, commercial art, gallery and museum operations, and art media retail business. Technical positions in art sculpture foundry, medical illustration, and related areas are additional options. In addition to the required core courses listed above, students seeking an Art Certificate must select an area of concentration. Multiple areas of concentrations may be achieved by completing an additional 16 units in any of the following areas listed. Required core courses cannot be duplicated.</p>
Control Number:	No value
Credential ID:	No value
Transferability:	No value
Program TOP Code (SP01) :	1001.00
Program TOP Code (SP01) :	Fine Arts, General
Student Program Award (SP02) :	No value
Maximum Credits:	0
Minimum Credits:	0
Curriculum Committee Approval Date:	No value
Board of Trustees Approval Date:	No value
External Review Approval Date:	No value

Proposal Details

Proposal Start:	Summer 2024
Program Justification:	Revamping the Art department.

Submission Rationale

- Improvement to Program of Study

Program Requirements

Art Certificate (Total 35.25)
Complete all of the following

A.1. Required Courses (11.25 Units) (Total 11.25)**Complete the following number of credits: 11.25**

ART103 - Art History: Baroque - Contemporary	4
ART118 - Color	4
ART122 inactive	1.25
ART228A inactive	2

A.2 One Selected from the following (4 Units) (Total 4)**Complete the following number of credits: 4**

ART114 inactive	4
ART115 inactive	4
ART116 inactive	4

A.3 One Selected from the following (4 Units) (Total 4)**Complete the following number of credits: 4**

ART111 - Two-Dimensional Design	4
ART113 - Three-Dimensional Design	4

Areas of Concentration: Select 4 From any group (16 Units) (Total 16)**Complete the following number of credits: 16****. (Total 4-24)****Complete at least one of the following rules**

ART114 inactive	4
ART115 inactive	4
ART116 inactive	4
ART214 inactive	4
ART215 inactive	4
ART216 inactive	4

. (Total 4-28)**Complete at least one of the following rules**

ART210A - Beginning Watercolor Painting	4
ART210B - Advanced Watercolor Painting	4
ART211 - Painting I	4
ART212 - Painting II	4
ART234 - Figure Painting	4
ART240A inactive	4
ART240B inactive	4

. (Total 4-24)**Complete at least one of the following rules**

ART213 - Beginning Figure Drawing	4
ART220A - Figure Sculpture I	4
ART223 - Intermediate Figure Drawing	4
ART233 - Advanced Figure Drawing	4
ART234 - Figure Painting	4
ART224 inactive	4

. (Total 4-24)**Complete at least one of the following rules**

ART221A - Beginning Relief Printmaking	4
ART221B - Advanced Relief Printmaking	4
ART221C inactive	4
ART221D inactive	4
ART221E inactive	4

ART221F inactive	4
. (Total 40)	
Complete all of the following	
ART201A - Mixed Media Sculpture I	4
ART201B - Mixed Media Sculpture II	4
ART219A - Metal Sculpture I	4
ART219B - Metal Sculpture II	4
ART219C - Metal Sculpture III	4
ART219D - Metal Sculpture IV	4
ART219E - Sculpture: Metal Fabrication I	4
ART220A - Figure Sculpture I	4
ART220B - Figure Sculpture II	4
ART220C - Figure Sculpture III	4
. (Total 28)	
Complete all of the following	
ART142 - Black and White Photography I	4
ART143 - Black and White Photography II	4
ART146 - Digital Photography I	4
ART148 - Digital Photography II	4
ART244 - Color Photography	4
ART248 - Commercial Photography	4
ART247 inactive	4
. (Total 24)	
Complete all of the following	
ART119A - Beginning Ceramics I	4
ART119B - Beginning Ceramics II	4
ART120A - Intermediate Ceramics I	4
ART120B - Intermediate Ceramics II	4
ART239A - Advanced Ceramics I	4
ART239B - Advanced Ceramics II	4

Recommended Sequences

No value

Program Outcomes

Art Certificate

PSLO

Performance

Explain the history of contemporary Western art and its cultural significance and the role that art has had in shaping our lives and aesthetics.

70

Demonstrate practical knowledge of how to design and install an art exhibition.	70
Demonstrate practical knowledge of how to develop an artist's portfolio and conduct business as a professional artist.	70
Apply basic principles of observational drawing and how to develop illusionary spatial constructions.	70
Apply the principles and concepts of design.	70
Demonstrate knowledge of the science of color perception and how it can be utilized in the creation of works of art.	70
Have a knowledge of art materials and an applied experience in the technical means used to formulate and construct visual images.	0

Program Narrative

No value

Lake Tahoe CC

Program Outline Report

Program Basics

Program Title:	Art New Media-Audio AA
Program Status:	In development
Department:	Art New Media
Award Type:	A.A. Degree Major (Credit)
Program Description	The Art New Media program emphasizes visual and performing arts produced in a digital environment. While all new media are intimately linked to new technology, it is essential for a designer or artist to have a strong foundation in the fundamentals of visual art, music, and computer technologies. Course work includes a wide spectrum of studies in traditional and new media fundamentals relevant to art and design.
Control Number:	32637
Credential ID:	No value
Transferability:	No value
Program TOP Code (SP01) :	0614.10
Program TOP Code (SP01) :	Multimedia
Student Program Award (SP02) :	Associate of Arts (A.A.) degree
Maximum Credits:	42
Minimum Credits:	0
Curriculum Committee Approval Date:	No value
Board of Trustees Approval Date:	05/02/2014
External Review Approval Date:	11/17/2018

Proposal Details

Proposal Start:	Summer 2024
Program Justification:	Program reorganization.

Submission Rationale

No value

Program Requirements

Art New Media-Audio AA (Total 40.75)

Complete all of the following

ART103 - Art History: Baroque - Contemporary	4
ART111 - Two-Dimensional Design	4

ART118 - Color	4
ART135A - Digital Imaging I	4
ART146 - Digital Photography I	4
ART228A - Professional Skills for Artists (Inactive)	2
DMA112 - Introduction to Digital Media Arts	4
DMA121 - Artistic Concepts for the Web	4
MUS111 - Basic Music Theory	4.75
MUS119A - Pro Tools 101 - Pro Tools Fundamentals I (Inactive)	3
MUS119B - Pro Tools 110 - Pro Tools Fundamentals II (Inactive)	3

Recommended Sequences

No value

Program Outcomes

Art New Media-Audio AA

PSLO

Performance

Analyze design principles relevant to new media technology.

70

Combine various technical skills in the field of art or music new media.

70

Create visual images utilizing traditional and/or digital media.

70

Synthesize concepts of modern art and music history and apply them to illustration, animation, graphic design and web design.

70

Conceive visual solutions for successful visual communication.

70

Critique new media works.

70

Create a digital portfolio.

70

Program Narrative

Lake Tahoe CC

Program Outline Report

Program Basics

Program Title:	Art New Media-Illustration AA
Program Status:	In development
Department:	Art New Media
Award Type:	A.A. Degree Major (Credit)
Program Description	The Art New Media program emphasizes visual and performing arts produced in a digital environment. While all new media are intimately linked to new technology, it is essential for a designer or artist to have a strong foundation in the fundamentals of visual art, music, and computer technologies. Course work includes a wide spectrum of studies in traditional and new media fundamentals relevant to art and design.
Control Number:	32385
Credential ID:	No value
Transferability:	No value
Program TOP Code (SP01) :	0614.10
Program TOP Code (SP01) :	Multimedia
Student Program Award (SP02) :	Associate of Arts (A.A.) degree
Maximum Credits:	42
Minimum Credits:	0
Curriculum Committee Approval Date:	No value
Board of Trustees Approval Date:	01/07/2014
External Review Approval Date:	11/17/2018

Proposal Details

Proposal Start:	Summer 2024
Program Justification:	Program reorganization.

Submission Rationale

No value

Program Requirements

Art New Media-Illustration AA (Total 42)

Complete all of the following

ART103 - Art History: Baroque - Contemporary	4
ART111 - Two-Dimensional Design	4

ART114 - Beginning Drawing from Observation (Inactive)	4
ART118 - Color	4
ART135A - Digital Imaging I	4
ART135B - Digital Imaging II	4
ART146 - Digital Photography I	4
ART228A - Professional Skills for Artists (Inactive)	2
DMA111 - Introduction to Animation	4
DMA112 - Introduction to Digital Media Arts	4
DMA121 - Artistic Concepts for the Web	4

Recommended Sequences

No value

Program Outcomes

Art New Media-Illustration AA

PSLO	Performance
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Analyze design principles relevant to new media technology.	70
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Combine various technical skills in the field of art or music new media.	70
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Create visual images utilizing traditional and/or digital media.	70
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Synthesize concepts of modern art and music history and apply them to illustration, animation, graphic design and web design.	70
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Conceive visual solutions for successful visual communication.	70
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Critique new media works.	70
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Create a digital portfolio.	70
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Program Narrative

Lake Tahoe CC

Program Outline Report

Program Basics

Program Title:	Art New Media-Photography AA
Program Status:	In development
Department:	Art New Media
Award Type:	A.A. Degree Major (Credit)
Program Description	The Art New Media program emphasizes visual and performing arts produced in a digital environment. While all new media are intimately linked to new technology, it is essential for a designer or artist to have a strong foundation in the fundamentals of visual art, music, and computer technologies. Course work includes a wide spectrum of studies in traditional and new media fundamentals relevant to art and design.
Control Number:	32635
Credential ID:	No value
Transferability:	No value
Program TOP Code (SP01) :	0614.10
Program TOP Code (SP01) :	Multimedia
Student Program Award (SP02) :	Associate of Arts (A.A.) degree
Maximum Credits:	46
Minimum Credits:	46
Curriculum Committee Approval Date:	No value
Board of Trustees Approval Date:	05/02/2014
External Review Approval Date:	11/17/2018

Proposal Details

Proposal Start:	Summer 2024
Program Justification:	Program reorganization.

Submission Rationale

No value

Program Requirements

Art New Media-Photography AA (Total 46)

Complete all of the following

ART103 - Art History: Baroque - Contemporary	4
ART111 - Two-Dimensional Design	4

ART118 - Color	4
ART135A - Digital Imaging I	4
ART135B - Digital Imaging II	4
ART142 - Black and White Photography I	4
ART146 - Digital Photography I	4
ART147 - Photojournalism	4
ART148 - Digital Photography II	4
ART228A - Professional Skills for Artists (Inactive)	2
DMA112 - Introduction to Digital Media Arts	4
DMA121 - Artistic Concepts for the Web	4

Recommended Sequences

No value

Program Outcomes

Art New Media-Photography AA

PSLO	Performance
Analyze design principles relevant to new media technology.	70
Combine various technical skills in the field of art or music new media.	70
Create visual images utilizing traditional and/or digital media.	70
Synthesize concepts of modern art and music history and apply them to illustration, animation, graphic design and web design.	70
Conceive visual solutions for successful visual communication.	70
Critique new media works.	70
Create a digital portfolio.	70

Program Narrative

Lake Tahoe CC

Program Outline Report

Program Basics

Program Title:	Art New Media-Video AA
Program Status:	In development
Department:	Art New Media
Award Type:	A.A. Degree Major (Credit)
Program Description	The Art New Media program emphasizes visual and performing arts produced in a digital environment. While all new media are intimately linked to new technology, it is essential for a designer or artist to have a strong foundation in the fundamentals of visual art, music, and computer technologies. Course work includes a wide spectrum of studies in traditional and new media fundamentals relevant to art and design.
Control Number:	32636
Credential ID:	No value
Transferability:	No value
Program TOP Code (SP01) :	0614.10
Program TOP Code (SP01) :	Multimedia
Student Program Award (SP02) :	Associate of Arts (A.A.) degree
Maximum Credits:	42
Minimum Credits:	42
Curriculum Committee Approval Date:	No value
Board of Trustees Approval Date:	05/02/2014
External Review Approval Date:	11/17/2018

Proposal Details

Proposal Start:	Summer 2024
Program Justification:	Program reorganization.

Submission Rationale

No value

Program Requirements

Art New Media-Video AA (Total 42)

Complete all of the following

ART103 - Art History: Baroque - Contemporary	4
ART111 - Two-Dimensional Design	4

ART118 - Color	4
ART135A - Digital Imaging I	4
ART146 - Digital Photography I	4
ART228A - Professional Skills for Artists (Inactive)	2
DMA101 - Introduction to Video Editing: YouTube to Hollywood	4
DMA102 - Intermediate Digital Video Editing	4
DMA103 - Film Production I	4
DMA112 - Introduction to Digital Media Arts	4
DMA121 - Artistic Concepts for the Web	4

Recommended Sequences

No value

Program Outcomes

Art New Media-Video AA

PSLO

Performance

Analyze design principles relevant to new media technology. 70

Combine various technical skills in the field of art or music new media. 70

Create visual images utilizing traditional and/or digital media. 70

Synthesize concepts of modern art and music history and apply them to illustration, animation, graphic design and web design. 70

Conceive visual solutions for successful visual communication. 70

Critique new media works. 70

Create a digital portfolio. 70

Program Narrative

Lake Tahoe CC

Program Outline Report

Program Basics

Program Title:	Art-Business Entrepreneurship Certificate
Program Status:	In development
Department:	Art
Award Type:	Certificate (Credit)
Program Description	A certificate in Art is designed to provide a body of historical, conceptual and technical experiences, which will prepare a developing artist for career opportunities in the field of fine arts, commercial art, gallery and museum operations, medical illustration, and art media retail business, and related areas are additional options.
Control Number:	No value
Credential ID:	No value
Transferability:	Not transferable
Program TOP Code (SP01) :	1001.00
Program TOP Code (SP01) :	Fine Arts, General
Student Program Award (SP02) :	Certificate requiring 16 to fewer than 30 semester units
Maximum Credits:	24
Minimum Credits:	24
Curriculum Committee Approval Date:	No value
Board of Trustees Approval Date:	No value
External Review Approval Date:	No value

Proposal Details

Proposal Start:	Summer 2025
Program Justification:	Program degrees and certificate reorganization

Submission Rationale

- New Program

Program Requirements

28 units as follows. (Total 28)
Complete the following number of credits: 28
Required Core (Total 24)
Complete all of the following

ART103 - Art History: Baroque - Contemporary

ART111 - Two-Dimensional Design	4
ART114A - Fundamentals of Drawing	4
ART246 - Art Professional Practices	3.5
BSN210 - Entrepreneurship	4
BSN155 - QuickBooks	4
Group A. Choose one of the following. (Total 4)	
Complete the following number of credits: 4	
BSN135 - Principles of Marketing	4
BSN137 - Web Marketing	4

Recommended Sequences

New Sequence

Year 1, SPRING (Total 4.5)

Required Core ART103 - Art History: Baroque - Contemporary 4.5

Year 1, FALL (Total 4)

Required Core ART111 - Two-Dimensional Design 4

Year 2, FALL (Total 4)

Required Core ART114A - Fundamentals of Drawing 4

Year 2, SPRING (Total 3.5)

Required Core ART246 - Art Professional Practices 3.5

Program Outcomes

Art-Business Entrepreneurship Certificate

PSLO	Performance
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Explain the history of Western art and its cultural significance and the role that art has had in shaping our lives and aesthetics.	70
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Demonstrate practical knowledge of how to develop an artist's portfolio and conduct business as a professional artist.	70
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Apply the basic principles of observational drawing and how to develop illusionary spatial constructions.	70
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Apply the principles and concepts of design.	70
Demonstrate knowledge of the science of color perception and how it can be utilized in the creation of works of art.	70
Have a knowledge of art materials and an applied experience in the technical means used to formulate and construct visual images.	70

Program Narrative

Include supporting documentation (Narrative, Program Requirements/Sequencing, Enrollment/Completers Projectors, ASSIST etc.). Upload files (link).

A certificate in Art is designed to provide a body of historical, conceptual and technical experiences, which will prepare a developing artist for career opportunities in the field of fine arts, commercial art, gallery and museum operations, medical illustration, and art media retail business, and related areas are additional options.

Additional notes related to the program.

No Value

List related programs in this area, such as a Degree, Transfer Degree, Certificate, Employable Skills Certificate. This is intended only as reference if a program is being revised or removed.

No Value

Is this a CTE Program? (Y/N) If no, leave this area blank. If YES, please include supporting documentation (North Far North approval date/meeting minutes, Advisory committee minutes, etc.)

NO