

**Digital Media, Commercial Photography,
& Commercial Music Advisory Meeting Minutes
Wednesday, May 12th 2021
3:30-5:00pm
Lake Tahoe Community College (LTCC)**

Attendees: Solange Schwalbe (LTCC DMA adjunct faculty), Sara Hunter (LTCC Admin Asst to the Dean), Mark Williams (LTCC Music Faculty), Pat Leonard-Heffner (LTCC Photo adjunct faculty), Tony Sears (LTCC Board of Trustees), Brad Deeds (LTCC Dean of Workforce Development and Instruction), Jamie Rhone (LTCC CTE Specialist), Amber Goligoski (LTCC Work-Based Learning & Apprenticeship Coordinator), Melissa Liggett (LTCC CTE Technician), Travis Steil (South Tahoe High School Visual and Performing Arts Chair, LTCC DMA adjunct faculty), Bryan Yerian (LTCC Art Faculty), Bob Grant (Lake Tahoe Unified School District Director of Secondary Education), and Corey Rich (Novus Select, Corey Rich Productions).

Proposed Program Redesign/Industry Feedback:

South Tahoe High School is currently designing Career and Technical Education (CTE) pathways to be focused on four categories: Art New Media/Entertainment, Engineering, Hospitality/Tourism, & Allied Health. Travis is revamping his program to shift to content production/advanced broadcasting.

The proposal for a **Film, Television, Electronic Media Transfer Degree** was presented for review and input. Transfer degrees (aka “the degree with a guarantee”) provide students with guaranteed priority admission to the California State University system as full-standing juniors, and provide the college with enhanced apportionment under the student-centered funding formula.

LTCC already has all classes needed to offer a transfer degree in Film, Television, Electronic Media. LTCC courses in the proposed transfer degree would include:

- **COM 122** Mass Media & Society (4),
- **COM 130** Broadcasting: Television/Film Aesthetics (4),
- **MUS 120C/DMA 120** Beginning Audio Production (4.5),
- **DMA 150** Film Production (4.5),
- **DMA 101** Intro to Video Editing (4) or **MUS 120D/DMA 121** Beginning Audio Editing (4.5),
- **THE 112C** History of Film: 1965 – Present (4),
- **ART 103** Art History: Baroque – Contemporary (4) or **ART 118** Color (4)
- **ART 111** Two-Dimensional Design (4) or **ART 114** Beginning Drawing from Observation (4)

TOTAL UNITS in Major (including Core) = **33- 33.5**
ELECTIVE UNITS to bring the total to 90

There are **currently four Art New Media Degrees**. The proposal is to consolidate down to one degree total, with stackable certificates. Proposal for students in current four Art New Media degree tracks:

1. **Audio** –students are steered toward proposed redesigned **Commercial Music** degree
2. **Video** – students are steered toward proposed **Film, Television, Electronic Media Transfer Degree**

3. **Photography** – students are steered toward **Art: Photography** Certificate of Achievement, or **Photography: Digital Media** Employable Skills Certificate, or one of the other five Photography Employable Skills Certificates
4. **Illustration** – students are steered toward the **Art Transfer** Degree, or the **Art: Drawing** Certificate of Achievement

Discussion of proposed **Revamp of Commercial Music degree:**

Employable Skills Certificate in Recording Technology (15 units):

MUS 119A Pro Tools 101 (3)
MUS 119B Pro Tools 110 (3)
MUS 120C Beginning Audio Production (4.5)
MUS 120D Beginning Audio Editing (4.5)

Certificate of Achievement in Commercial Music (27 units):

All courses from the following (19):

MUS 119A Pro Tools 101 (3)
MUS 119B Pro Tools 110 (3)
MUS 120C/DMA 120 Beginning Audio Production (4.5)
MUS 120D/DMA 121 Beginning Audio Editing (4.5)
MUS 104B History of Rock (4)

A minimum of 6 units selected from the following Performance Electives:

MUS 116A Drumset (2)
MUS 116C Guitar (2)
MUS 116D Piano (2.75)
MUS 116E Voice (2)

A minimum of 2 units selected from the following Ensemble Electives:

MUS 116F Voice: Broadway/Pop (2)
MUS 248A Beginning Rock Ensemble (2)
MUS 248B Intermediate Rock Ensemble (2.75)

Associate in Arts in Commercial Music (27 units in Major; 90 total units):

All courses from the following (19):

MUS 119A Pro Tools I (3)
MUS 119B Pro Tools II (3)
MUS 120C/DMA 120C Beginning Audio Production (4.5)
MUS 120D/DMA 120D Beginning Sound Editing (4.5)
MUS 104B History of Rock (4)

A minimum of 6 units selected from the following Performance Electives:

MUS 116A Drums (2)
MUS 116C Guitar (2)
MUS 116D Piano (2.75)

MUS 116E Voice (2)

A minimum of 2 units selected from the following Ensemble Electives:

MUS 116F Voice: Broadway/Pop (2)

MUS 248A Beginning Rock Ensemble (2)

MUS 248B Intermediate Rock Ensemble (2.75)

Discussion:

Would students/community benefit more from a larger focus on Arts/Digital Media Arts, or Film, Television, Electronic Media? Are we looking at both one streamlined Art New Media degree and a Film, Television, Electronic Media degree, or just one or the other? Answer: One or the other. Looking to go from four degrees to one, not two.

Bryan shared his draft proposal for one redesigned Art New Media degree (see attached) and related Certificates.

Corey Rich: Specific skills industry partners look for in potential employees: need to be able to edit videos, work in Pro Tools, switch to “Live,” web design, photoshop, understanding of story art and storytelling, capable of doing everything instead of specializing in one area. “Multi-tool” workers are more valuable in the workforce because they are knowledge in all areas under the umbrella of Digital Media Arts.

College would like to base the program redesign around Dual Enrollment at the High School, to strengthen the connection and get students a head start on their certificates & degrees, and hopefully get a jumpstart on careers.

Declining enrollments and retention could be due to competing pathways and too many options, not a clear pathway.

Perkins funding was discussed. Meeting was adjourned at 5:01 p.m.

Art New Media Degree

Description:

The Art New Media Degree offers a diverse curriculum, which is designed to develop the broad technical base necessary to be competitive within the new and emerging industry of digital media. 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.

Student Learning Outcomes

- Analyze and formulate visual communication concepts using design principles relevant to digital media art.
- Create visual images utilizing digital photography theory and equipment.
- Manage and use industry standard technological tools and software used to produce both still and motion digital imagery.
- Critically analyze artworks through the examination of historical and contemporary artists.
- Assemble a digital multimedia portfolio with an emphasis on the visual narrative.

TOTAL UNITS REQUIRED = 42

A. GENERAL EDUCATION REQUIRMENTS

B. REQUIRED COURSES FOR THE ASSOCIATES DEGREE IN ART NEW MEDIA

1. 34 units distributed as follows:

ART 103	Art History: Baroque to Contemporary	4
ART 111	Two-Dimensional Design	4
ART 113	Three-Dimensional Design	4
ART 114	Beginning Drawing from Observation	4
ART 118	Color	4
ART 146	Digital Photography I	4
DMA 101	Introduction to Video Editing	4
DMA 112	Introduction to Digital Media Arts	4
ART 228A	Professional Skills for Artists	2

2. 8 units from the following:

ART 135A	Digital Imaging I	4
ART 147	Photojournalism	4
ART 148	Digital Photography II	4
DMA 102	Intermediate Digital Video Editing	4
DMA 103	Film Production I	4
DMA 111	Introduction to Animation	4
DMA 121	Artistic Concepts for the Web	4

C. ELECTIVE UNITS to bring the total to 90.

Certificates: 30 units

A. REQUIRED COURSES FOR THE CERTIFICATE OF ACHIEVEMENT IN ART NEW MEDIA

1. 14 units distributed as follows:

ART 114	Beginning Drawing from Observation	4
ART 146	Digital Photography I	4
DMA 112	Introduction to Digital Media Arts	4
ART 228A	Professional Skills for Artists	2

2. 4 units from the following:

ART 111	Two-Dimensional Design	4
ART 113	Three-Dimensional Design	4

3. AREAS OF CONCENTRATION

In addition to the required courses listed above, students seeking a certificate of achievement in Art New Media must select a minimum of one Area of Concentration from the list below and complete 12 units from the selected course listed in that area. Multiple Area of Concentration may be completed.

a. Area of Concentration: Illustration

ART 135A	Digital Imaging I	4
ART 135B	Digital Imaging II	4
ART 118	Color	4

b. Area of Concentration: Video

DMA 101	Introduction to Video Editing	4
DMA 102	Intermediate Digital Video Editing	4
DMA 103	Film Production I	4

c. Area of Concentration: Audio

MUS 111	Basic Music Theory I	4.75
MUS 120A	Basic Recording I	3
MUS 119A	Pro Tools 101: Introduction to Pro Tools	3
MUS 119B	Pro Tools 110: Pro Tools Production I	3

d. Area of Concentration: Marketing

BSN 100	Introduction to Business	4
BSN135	Principles of Marketing	4
BSN 136	Principles of Advertising	4
BSN 251	Introduction to Online Marketing	4

e. Area of Concentration: Web Development

CIS 100	Web Publishing Using Authoring Software	4
CIS 101	Graphics for the Web	4
CIS 102	Animation for the Web	4
CIS 112	Web Publishing Using HTML and CSS	4
DMA 121	Artistic Concepts for the Web	4

f. Area of Concentration: Live Broadcasting
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References:

BFA – Art; CONCENTRATION IN DIGITAL MEDIA ART
<http://info.sjsu.edu/web-dbgen/artic/tpg/template-78.html>

Art New Media - American River College
<http://arc.losrios.edu/catalog/ArtNewMedia.pdf>