Name of Division:_____   Contact Person:_____

Please submit this form to the Curriculum Committee **before** adding the course to eLumen when proposing a new Course or a new Program. Once the form is received, the course and/or program will be added as a discussion items at the next available Curriculum Committee meeting.

Please include this form as an attachment when submitting the course for final evaluation in eLumen.

All new Courses/Programs must be directly tied to the Institutional Goals, Strategic Plan, Educational Master Plan, General Education Outcomes, and Institutional Outcomes as appropriate through the Division Program Review.

Is this new Course/Program addressed in your <u>current</u> Program Review: YES____x____NO_____

If YES, please attach the appropriate sections.

> Goal A1: To create a UX Certificate that closely aligns with the PUSD
> Pathway to Commercial Art Degree
> Timeline: Fall 2025
> Needed Resources: Current staffing levels are adequate but need to hire more adjuncts
> Person Responsible: Art Faculty
> Comments: The goal is to align our Commercial Art program more closely with Digital Design and Multimedia Technology PUSD "Pathways" by continuing to offer Digital Art and Digital Graphic Design.
> The new graphic design is in software and app design and these 3 new classes will allow students to get a certificate and create a portfolio for the current job market locally and remote.

PROGRAM REVIEW REPORT: INSTRUCTIONAL DIVISIONS

Division Name: Fine & Applied Arts   Contact Person: James Thompson   Submission Date: 4-12-2022

Goal A2: Clarify & improve marketing of Art programs (ongoing)	**Comments:**
Timeline: Since Fall 2019 & Ongoing	This goal is to Clarify and publicize the pathways to completion of Studio Art and Commercial Art Degrees. Offer a Studio Art Certificate of Achievement as a stepping-stone to the AA-T. Included in this goal is the addition of a Commercial Art Video Production Certificate (a steppingstone to the Commercial Art AA—or a standalone record of the skills required for jobs in the field).
Needed Resources:	
Person(s) Responsible: Art Faculty	The number of degree completers for our two Art degrees has lagged the growth in majors for these two degree programs. We are working on ways to clarify and publicize the pathways to the completion of the two degrees in our program in order to increase the number of degree completers. We are working on offering a Studio Art Certificate of Achievement (18 units) as a stepping-stone toward the completion of a Studio Art AA-T (24 units). Commercial Art/Video Production Certificate is ready to be offered in the Fall of 2022. So, this goal will be partially complete by the Fall Semester of 2022.
Obstacles (if any):	

(For office use only) CONTENT REVIEW	**PORTERVILLE COLLEGE**	(For office use only) PROPOSAL VOTE
Date _____	**CURRICULUM COMMITTEE**	Date _____
Yes _____		Yes _____
No _____		No _____
Abstaining _____		Abstaining _____

DEGREE/CERTIFICATE ADDITION

Date Submitted _____

ASSOCIATE DEGREE	☐	**CERTIFICATE OF ACHIEVEMENT**	☐
ASSOCIATE DEGREE FOR TRANSFER	☐	**CERTIFICATE OF PROFICIENCY**	☐
AREA OF EMPHASIS	☐		

The items enumerated below are to assist you in filling out the Associate Degree/Associate Degree for Transfer/Area of Emphasis/Certificate of Achievement/ Certificate of Proficiency Addition form. Short descriptions and examples have been given to guide you in completing this form. As you develop a new degree, it is extremely important to review the State Chancellor's Program and Course Approval Handbook (PCAH) at
https://committees.kccd.edu/sites/committees.kccd.edu/files/PCAH%207th%20edition_0.pdf

Example: for occupational programs there is a need for extensive labor market analysis and regional deans' approval; for transfer programs, there is a need to determine course-to-course articulation.

1. **INITIATED BY**

Instructor	Division	Department

2. **TITLE OF DEGREE, AREA OF EMPHASIS, CERTIFICATE OF ACHIEVEMENT OR CERTIFICATE OF PROFICIENCY**

3. **REASON FOR ADDITION**
   Provide a concise statement as to why the associate degree/associate degree for transfer/area of emphasis/certificate of achievement or proficiency is being added and in what ways it will improve the department and the campus-wide curriculum.

4. **DESCRIBE ANY FISCAL IMPACT THIS ADDITION WILL HAVE ON THE DEPARTMENT, COLLEGE AND/OR DISTRICT:** Address significant changes in staffing, facilities, equipment, supplies, learning resources or state reimbursement (i.e. loss of eligibility for basic skills, matriculation, and/or other categorical funding. Example: Adding a component of computer assisted instruction to a class could mean a change in identification of facilities, the need to purchase computers and software and the need for additional staff.)

5. **TOTAL UNITS**

    a. For AA/AS Degree   [   ]

       Indicate the exact number of units a student will need to take to be awarded an AA or AS degree

    b.. For AA-T/AS-T Degree   [   ]

       Indicate the exact number of units a student will need to take to be awarded an AA-T or AS-T degree.

    c. For Area of Emphasis   [   ]

       Indicate the exact number of units a student will need to take in the area(s) of emphasis.

    d. For Certificate of Achievement   [   ]

       Indicate the exact number of units a student will need to take to be awarded a certificate of achievement.

    e. For Certificate of Proficiency   [   ]

       Indicate the exact number of units a student will need to take to be awarded a certificate of proficiency.

> **PLEASE LIST THE FOLLOWING INFORMATION FOR ITEMS 6 TO 11 ON A SEPARATE SHEET OF PAPER. REFER TO THE ASSOCIATE DEGREE SECTION IN THE CURRENT CATALOG FOR FORMAT EXAMPLES.**

6. **PROGRAM STUDENT LEARNING OUTCOMES**

7. **ASSOCIATE DEGREE DESCRIPTION**

Describe the associate degree program exactly as you wish it to appear in the catalog. The description precedes the major requirement listing.

8. **ASSOCIATE DEGREE MAJOR REQUIREMENTS**

List all courses required to complete the major. If your degree has an area of emphasis, please list the course requirements for the area exactly as you would like them to appear in the catalog.

9. **CERTIFICATE OF ACHIEVEMENT REQUIREMENTS**

List all courses students must complete to receive a certificate. (The certificate requirements follow the major requirements.)

10. **CERTIFICATE OF ACHIEVEMENT STATEMENT**

If students need only to complete the core curriculum to be awarded a certificate, the following statement must be listed under the major requirements. This certificate cannot be used for an associate degree for transfer.

    EXAMPLE   CERTIFICATE OF ACHIEVEMENT
Any student who chooses to complete only the courses required for the above major qualifies for a certificate in (enter certificate title here). An official request from the student must be filed with the Admissions and Records Office prior to the deadline stated in the yearly calendar which is listed in the class schedule and catalog.

11. **CERTIFICATE OF PROFICIENCY REQUIREMENTS**

A certificate of proficiency is awarded to a student who completes a core curriculum that totals less than 12 units. It is designed for the student who needs to be prepared to enter an entry-level job. The certificate may be awarded upon successful completion of a prescribed course of study.

Provide a description of the certificate and add as the last sentence, "All classes must be completed with a "C" grade or higher." List all courses students must complete to receive a certificate of proficiency. (The certificate requirements follow the major requirements.)

12. **ADMISSIONS STATEMENT**

    Describe the requirements for admission to the program as you would like them to appear in the catalog.

13. **PORTERVILLE COLLEGE LETTER OF INTENT: CROSS-LISTED COURSES OR COURSES SHARED WITH OTHER DEPARTMENT(S)**

    Is any course in this degree/
    certificate cross-listed   ☐ Yes   ☐ No

    In cases where this degree addition affects another degree/ certificate, please notify the appropriate chair or coordinator with a Curriculum Initiation Notification form and Letter of Intent.

    If yes, please list cross-listed course [   ]

    The documents, with sign off by the other department at this campus, must be included with this proposal. **The Curriculum Committee will not review any proposal that affects any division or department at Porterville unless the Curriculum Initiation Notification form and Letter of Intent are on file.**

    Is any course in this degree/certificate shared
    with other department(s)   ☐ Yes   ☐ No

    If yes, please list shared course [   ]

14. **VOTE OF DEPARTMENT**

    Indicate the date that the department met to consider the curriculum proposal, the number of full-time faculty members in the department, the number voting and the number absent at the time the vote was taken.
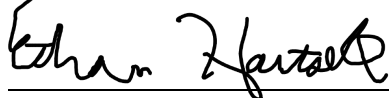
    Date of meeting [   ]   Number of full time members in department [   ]

    Yes [   ]   No [   ]   Abstaining [   ]   Absent [   ]
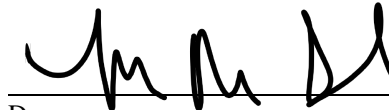
15. **SIGNATURES**

    I have reviewed this form for accuracy and completeness. I have also reviewed the State Chancellor's Program Approval Handbook and believe that this addition will meet the requirements as stipulated in the Handbook. I am therefore recommending this program addition.

    _____   _____
    Articulation Officer (for transfer degree proposal only)   Date

    _____   _____
    Division Chair   Date
                                                          10/20/24

    _____   _____
    Dean   Date

Catalog Description

The Certificate in UX Design prepares students for entry-level positions in the field and/or transfer to a bachelor's degree program in a similar discipline. Students learn foundation skills in strategic thinking, planning, iterative prototyping, and acquiring proficiency with the range of technology platforms used in interactive design. Students plan, develop, test and market web and app design solutions with an emphasis on visual flow, functionality and code using optimum parameters, accessibility standards and user experience guidelines. In completing the program, students will have design projects that can help them transition to doing internship, freelance or contract positions. Students are encouraged to apply to bachelor's degree programs within the area. In either a work or school scenario the aspiring designers will gain professional skills for advancement within a design discipline. Students completing the degree have demonstrated skills in the design and development of digital products including: websites, smartphone and tablet apps, and other digital interface products. Upon completion of the program, students are prepared for employment in app design and development and may be prepared for employment as a: Front-end Web Developer or Designer, Multimedia Artist, App Developer, UX/UI Designer, Graphic Designer, Interactive Media Designer, Digital and Social Marketer, and Visual Designer.

UX1

This course focuses on user experience design fundamentals and explores the principles of UX design strategies and processes. It introduces the essentials of creating a successful UX design case study for diverse platforms and with universal, inclusive and equitable design principles in mind. The course introduces the iterative design and development process while promoting the use of industry standard UX design, development applications and collaboration practices.

UX 2

This course focuses on the full product design and development cycle with emphasis on UX design and development best practices. It explores advanced and trending strategies to create and deliver a scalable visual and interactive design systems. Additionally, it explores equity-focused design thinking and how it is applied in today's UX design framework. Instructors introduce best practices, using industry-standard UX design and prototyping apps, on project management, collaboration and working with product requirements.

Digital Portfolio

This course is designed for students committed to developing a web based portfolio for work, transfer, and other purposes. Students are given the opportunity to identify

professional goals, analyze different types of portfolios, and develop a professional skills based resume. Instructor evaluates portfolio presentations throughout the semester. Students will have a web based portfolio of their work.

Course Outlines

UX 1 - ART P150

Lecture Outline

A. Introduce Information Architecture.

    1. Common page hierarchical structure: header, body, footer

    2. Web Page user path using Bread Crumbs

    3. Screen Flow

B. How to establish UX Design needs and parameters of development.

    1. Review user persona to provide page font and color needs

    2. Review user age to determine design guidelines

    3. Test page load speed and bytes size to determine code needs

C. UX Design analysis as it relates to task based design.

    1. Determine interface elements in a login screen

    2. Color analysis of visual clues for user feedback

    3. Review position for social media icons

D. Define evolutionary patterns in interface design and computer to human interaction.

    1. Review grids over web page design to review button and user input field sizes. Document all sizes for proposals.

    2. Review all the main app design navigational patterns, Tabbed, Table, and Pullout.

    3. Determine best use of the Burger Menu

E. Icon design for application and web site navigation

    1. Draw a series of icons for app navigation

    2. Resize a series of icons for both app and mobile design

F. Color limited design with tints and shades

1. Review use of color tints and shades to lead user input and feedback

2. Color screen design with a monochrome palette

3. Determine the best use of color tints for images

G. Wire framing and prototype development

1. Draw a series of wireframe designs for a user input field

2. Draw using computer software to design login screen

3. Use software to link screen design together for prototype testing

H. Interface needs assessment and overview.

1. Write persona that determine user goals for specific interfaces

2. Determine the font size and color for users age group

3. Review how operating system may effect interface needs

I. Best practices for UX Design.

1. Determine screen hierarchical for a shopping app

2. Establish color highlights for navigation

3. Maximize content for screen sizes.

Lab Outline

- Design and critique a navigation structure and layout.

    1. Using software to save screen grabs of common design elements

    2. Draw lines over sample designs for a grid structure

    3. Write report on structural elements

- Create a series of user profiles/personas.

    1. Review design layout color elements to determine appropriate age group

    2. Review font sample pages to determine fonts that appeal to specific audience

    3. Using software to determine web site load speeds

    4. Write report on design elements for specific age groups of users

- Create a sketch prototype of a login screen

    1. Use sketch pad to draw a series of login screen including:

        - Text size related to box size

        - Width of box on Mobile vs Desktop

        - Naming of text within a button

    2. Use software to make digital prototype

    3. Test prototype with software actions

- Design layout and practice

    1. Using software draw a tabbed based layout for an App layout

    2. Using software draw a table based

    3. Draw a burger menu and similar opening a menu

- Icons for navigation a menus

    1. Draw five different icons for a home menu

    2. Draw icons for a travel web site or app

    3. Using software correctly place the icons position and size for tabbed menu

- Color as a design element

    1. Utilize a monochrome color theme for app layout

    2. Use a tricolor theme for layout

    3. Draw an animation that shows how color can be used in user feedback

- Draw a series of screen for navigation

    1. Draw a series of screen that show a checkout process

    2. Draw a series of screen that demonstrate purchase of hotel room

    3. Link a series of screen together for App prototype

- User interface interview

    1. Write a series of questions that can be used in web page review

    2. Create survey for web site review

3. Email survey to several reviewers

4. Interview we site testers

5. Write a proposal outlining research results

- Refine design principles

    1. Draw an app design layout that follows correct size for Apple Products

    2. Draw an app design layout that follows correct size for Android Products

    3. Draw a layout that demonstrates artwork sizes for common web sites.

UX 2 – ART P151

Requisites ART P150

Lecture Outline

A. Understanding the product design process

   1. Common 6 step development process: Ideation, Product Definition, Prototyping, Detail Design, Testing, Commercialization.

   2. Where UX Design fits into product development

   3. Prototyping and Refinement

B. UX Design team

   1. Understand of team members responsibilities

   2. Software tools for development

   3. Timelines and outcomes

   4. Role of Graphic Designer in UX Design team

C. Define a product and user target audience

   1. App product vs web site

   2. Research into target audience and platform

   3. Define the timing of user interaction

   4. Importance of documentation

D. Importance of user testing

  1. Writing questionnaire for user testing

  2. User testing observation

  3. Documenting of research data

E. International Design standards

  1. Understanding of cultural differences in design

  2. Design for different languages

  3. Different reading styles

  4. Color used in international design

F. Platform guides for user success

  1. Define the correct platform for specific users

  2. Color and type in operating systems

  3. Macintosh user interface guide

  4. Android Material Design

G. Prototype testing with online tools

  1. Guide to international testing

  2. Video and sound recording in user testing

  3. Using feedback tools with online software

  4. TestFlight and other testing tools

H. Product and design refinement

  1. Meeting client's needs and expectations

  2. Cost and Budget in design

  3. Product updates

Lab Outline

  - UX Design tools and software

      1. Draw login screen on post-it notes

2. Simulate paper testing on white board

3. Draw paper testing result in software

- Design firm research and documentation

    1. Apple store company research

    2. Screen grabs of company web sites and employees

    3. Document job description and tasks

    4. Write report on company structure

- Product review and testing

    1. Screen grabs of proper design for specific audience

    2. Documenting pain points and other pit falls

    3. Write a persona of specific target audience

    4. Write report on design elements for specific age groups of users

- Product prototype and testing

    1. Link five or more screen together for building prototype

    2. Design placement of buttons for user flow

    3. Write questionaire and survey for user review

    4. Send links to prototype review to testing users

- Research into international design standards

    1. Screen grab of web site made for Asia, Europe, Africa, Middle East Countries

    2. Color standards

    3. Culture option in writing and reading options

    4. Write report on International design options

- Design screens for platform standards

    1. Use common design elements to make a app layout for the Macintosh platform

    2. Add common font elements to web site layout

3. Review Android Material design and design layouts with common elements

4. Use software to layout a 2 column app design layout

- Testing of prototype and refinement

  1. Review prototype and write changes to design

  2. Update design according to suggested changes

  3. Update prototype for retesting

Digital Portfolio – ART P152

Lecture Outline

A. Analyze the purpose of a professional portfolio.

- Examine some different kinds of portfolios used for obtaining internships, obtaining entry-level positions, or submitting to gain entry into a four-year program or graduate school.

B. Present strategies for engaging your audience and developing a visual identity:

- Address what makes each portfolio unique.

- Address what makes each individual designer unique.

- Address strategies for telling a story about your self and your design journey so to engage your audience.

- Examine strategies for translating a personal story into a visual identity.

C. Process of developing a professional portfolio.

- Identify why you need a portfolio.

- Identify what the goal is for your portfolio.

- Identify timeline, budget, tools needed and any constraints that you may need to overcome in order to realize the portfolio project.

D. Integrate portfolio material across multiple platforms.

- Examine portfolio portals that students commonly use to network and build community.

- Examine social media platforms that work to promote your professional self.

- Examine print promotional materials as a way to network and build a potential client list.

E. Overview of preparing work for portfolio inclusion.

- Analyze portfolio making steps.

- Analyze design process in relation to portfolio making.

- Examine steps to creating one project as a means to focus on the larger effort required.

F. Analyze a portfolio piece and troubleshoot production problems.

- Address technical problems of presenting different kinds of graphic work.

- Address file formats, resolution, compression that impact various kinds of art work.

G. Examine publishing portfolio pieces in a variety of environments.

- Pros and cons of the web environment.

- Pros and cons of responsive design.

- How print pieces can work in tandem with a web portfolio.

- When to use a dvd of your portfolio.

H. Examine pertinent legal issues for graphic and web designers.

- Copyright and fair usage.

- Public archives and stock photography/art work.

- Protecting and or releasing original design work.

I. Web Services for Portfolio Site

- Examine coming up with and registering a domain name.

- Examine web hosting services and packages.

J. Portfolio Production

- Examine steps to making logo/monogram

- Examine steps to laying out one portfolio project, and then implementing into the chosen web format.

- Examine some common problems that arise in portfolio making.

Lab Outline

1.Using Craigslist and one other job site do the following:

- Identify three different fields within the web design field

- Identify three different fields within the graphic design field.

- Find three job postings that you find interesting.

- For each job posting summarize the skills required, what duties the position entails, salary range, and the necessary level of education.

2. Contracting agencies for web and graphic design professionals.

- From the class reading identify what is required to work with a contracting agency.

- From the class readings and lecture identify what are some pros and cons of doing contract work.

3. Implementing a logo across multiple platforms and environments.

- Using software create a simple monogram for your portfolio.

- Develop a style guide (best use practices) to guide the visual presention of the logo.

- Brainstorm ways to present logo on different platforms.

- Generate logo prototypes for one social media platform, one design portal, and a web portfolio.

4. Prepare documentation of portfolio projects.

- Write a summary for each project addressing specifically what problem you solved, and a brief summary about the project.

- List the software tools you used to complete the project.

- Obtain screen shots of the work.

- Obtain a testimonial if the project was for a client.

5. Create a digital template for a portfolio piece using the documentation generated for the project.

- Create thumbnail concepts of possible layouts.

- Integrate style guide into the layout.

- Create a final layout that can be used and/or modified to accomodate all portfolio projects.

6. Create a portfolio site map.

- Brainstorm sections of portfolio.

- Create an inventory of work to be included in the portfolio.

- Draw a site map that includes sections and work to be featured.

7. Create a digital mock up of your portfolio website.

- Using the style guide, inventory of work, project documentation, site map, and digital template create a mock up of the portfolio web site.

- Create a naming system for site development.

- Create a site folder that will house web files and visual assets.

8. Research professional design organizations in the Bay Area.

- Find two possible meet ups, or professional organizations in the Bay Area that are inline with your interests.

- Create a flyer with the information about one meet up or a guest speaker. Bring to class and share with classmates.

9. Identify one social media platforms that is best suited for promoting your professional self.

- Write a brief paragraph explaining the merit of the platform in relation to promoting your professional profile/skills.

- Provide mock ups of at least three initial postings for one social media platform.

- Generate a list of idea postings that you can implement on a weekly basis for three months.

10. Research local printers and online print companies where you can get your business card printed.

- Download a template file from a printer for your final business card layout.

- Set up the template file with your final monogram/logo design.

- Proof the final design in black and white and color.