

District Technical Review Committee Meeting Agenda

Tuesday, May 4, 2021	2:30-4:00pm	Hosted Via Zoom
Committee Members	Guests	
☐ Steven Schmidt (Chair, MUS)	☐ Lijuan Zhai (AV	C Ed Services and
	Institutional Effecti	veness, RCCD)
☐ Jeannie Kim (Co-Chair, VC Ed Servie	ces) 🗆 Bryan Nicol (Sta	aff, RCCD)
☐ Kelly Douglass (ENG, RCC)	☐ Ellen Brown-Dr	rinkwater (AO, RCC)
☐ Brian Johnson (MAT, NOR)	☐ Nick Franco (AC	O, NOR)
☐ Ann Pfeifle (HIS, MVC)	☐ Jeanne Howard	(AO, MVC)
	☐ Sabina Fernande	ez (Staff, MVC)
	☐ Casandra Green	e (Staff, RCC)
	☐ Nicole Brown (S	Staff, NOR)
Additional Guests:		

Zoom Information

https://ccconfer.zoom.us/j/93481309860

+1 669 900 6833 (US Toll) Meeting ID: 934 8130 9860

Agenda and Minutes

- 1. Approval of Agenda
- 2. Approval of Minutes April 20, 2021

Action Items

1. Curriculum Proposals

Discussion Items

1. GE Approval Process – Bryan Nicol

Program Documentation:

- 1. New Programs
 - a. Riverside Medical Secretary
 - b. Riverside Graphic Design and Promotional Printing Entrepreneur



Notice is Hereby Given That Pursuant to Executive Order N-29-20 the Riverside Community College District Technical Review Committee will meet on May 4, 2021 via Zoom Conferencing.

Consistent with Executive Order N-29-20 and Government Code sections 54953.2, 54954.1, 54954.2, and 54957.5, the Riverside Community College District Technical Review Committee will provide to individuals with disabilities reasonable modification or accommodation including an alternate, accessible version of all meeting materials. To request an accommodation, please contact techreview@rccd.edu at least one week prior to the meeting. Requests received after this time will be honored when possible.

Members of the public wishing to comment on an agenda item or other topic within the purview of the Riverside Community College District Technical Review Committee will be given the opportunity via Zoom or may submit commentary to techneview@rccd.edu.

Technical Review Committee

Proposals for Review for Meeting: 05/04/2021

C	ourses				
C	ourse Dele	<u>tions</u>	MNR	Discussion	Action
н	CAT 84 Rationale:	Word Processing: WordPerfect for Windows Course is being deleted from the Riverside Course inventory.		Awaiting program modifications - RIV Paralegal and MOV Computer Applications.	
Н	CIS 84 Rationale:	Word Processing: WordPerfect for Windows Course is being deleted from the Riverside Course inventory.		Awaiting program modifications - RIV Paralegal and MOV Computer Applications.	
<u>C</u>	ourse Exclu	<u>usions</u>	MNR	Discussion	Action
	SCE 810 Rationale:	Photography for Older Adults EXCL 810 R			
	SCE 820 Rationale:	Music for Active Seniors EXCL 820 R			
	SCE 821 Rationale:	Music Therapy for Frail Seniors EXCL 821 R			
	SCE 842 Rationale:	Needle Art for Seniors EXCL 842 R			
<u>C</u>	ourse Majo	or Modifications	MNR	Discussion	Action
	COS 60F Rationale:	Remedial Training Course To enable students to complete requirements in Lecture setting needed Section F: Article 12 health and safety laws and regulations required to further obligations set forth by the California State Board of Barbering and Cosm	ulfill		
Н	FIT S3 Rationale:	Basic Fire Fighter Academy Update SLO's due to Assessment results.	V	Objectives are missing.	
D	istance Ed	<u>ucation</u>	MNR	Discussion	Action
	AHS 8DE Rationale:	Art History of the Photographic Image			

Technical Review Proposals for 05/04/21

Proposals marked with a red "H" were held at a previous Tech Review meeting.

Co	u	r	S	e	S

Distance Edu	ucation	M N R Discussion	Action
ART 44ADE Rationale:	Beginning Animation Principles		
ART 44BDE Rationale:	Intermediate Animation Principles		
ART 44CDE Rationale:	Advanced Animation Principles		
ART 50ADE Rationale:	Beginning Storyboarding		
ART 50BDE Rationale:	Intermediate Storyboarding		
ART 51ADE Rationale:	Beginning Animation Production		
ART 51BDE Rationale:	Intermediate Animation Production		
AST 1ADE Rationale:	Introduction to the Solar System		
BIO 10DE Rationale:	Life Sciences Principles		
BIO 18DE Rationale:	Human Genetics		
BIO 19DE Rationale:	Environmental Science		
BIO 1DE Rationale:	General Biology		
BIO 1HDE Rationale:	General Biology Honors		
BIO 35DE Rationale:	Health Science		
BIO 45DE Rationale:	Survey of Human Anatomy and Physiology		

Courses			
Distance Ed	ucation	M N R Discussion	Action
BIO 4DE Rationale:	Human Biology		
BIO 60DE Rationale:	Introduction to Molecular and Cellular Biology		
BIO 60HDE Rationale:	Introduction to Molecular and Cellular Biology Honors		
BIO 61DE Rationale:	Introduction to Organismal and Population Biology		
CON 60DE Rationale:	Introduction to Construction		
CON 61DE Rationale:	Materials of Construction		
CON 62DE Rationale:	Print Reading for Construction		
CON 63ADE Rationale:	International Building Code		
CON 63BDE Rationale:	Analysis of Revisions to the Uniform Building Code		
CON 63CDE Rationale:	Analysis of Revisions to the Uniform Building Code		
CON 63DDE Rationale:	Analysis of Revisions to the Uniform Building Code		
CON 64DE Rationale:	Office Procedures and Field Inspection		
CON 65DE Rationale:	Plumbing Code		
CON 66DE Rationale:	National Electrical Code		
CON 67DE Rationale:	Mechanical Code		

Courses				
Distance Edu	<u>ucation</u>	MNR	Discussion	Action
CON 68DE Rationale:	Simplified Engineering for Building Inspectors			
CON 70DE Rationale:	Fundamentals of Soils Technology			
CON 71DE Rationale:	Energy Conservation Standards			
CON 72DE Rationale:	California State Accessibility Standards			
CON 73DE Rationale:	Project Planning for Site Construction			
COS 1ADE Rationale:	Introduction to Cosmetology Level 1			
COS 1BDE Rationale:	Introduction to Cosmetology Level II			
COS 1CDE Rationale:	Cosmetology Business Concepts			
COS 60ADE Rationale:	Beginning Cosmetology Concepts			
COS 60BDE Rationale:	Level II Cosmetology Concepts			
COS 60CDE Rationale:	Level III Cosmetology Concepts			
COS 60DDE Rationale:	Level IV Cosmetology Concepts			
COS 60EDE Rationale:	Level V Cosmetology Concepts			
COS 60FDE Rationale:	Remedial Training Course			
COS 61ADE Rationale:	Level I Cosmetology Instructor Concepts A			

Courses				
Distance Edu	ucation	MNR	Discussion	Action
COS 61BDE Rationale:	Level II Cosmetology Instructor Concepts B			
CUL 20DE Rationale:	Fundamentals of Baking I			
CUL 46DE Rationale:	Fundamentals of Baking and Pastry			
CUL 47DE Rationale:	Advanced Baking and Pastry			
FTV 65DE Rationale:	The Director's Art in Filmmaking			
FTV 67DE Rationale:	Introduction to Video Production			
GEO 1BDE Rationale:	Historical Geology			
GEO 1DE Rationale:	Physical Geology			
GEO 1LDE Rationale:	Physical Geology Laboratory			
GEO 2DE Rationale:	Geology of National Parks and Monuments			
GEO 30ADE Rationale:	Geologic Field Studies of Southern California			
GEO 30BDE Rationale:	Geologic Field Studies of Southern California			
GEO 31DE Rationale:	Regional Field Studies in Geology			
GEO 32DE Rationale:	Regional Field Studies in Geology			
GEO 3DE	Geology of California			

Courses			
Distance Ed	<u>ucation</u>	M N R Discussion	Action
GEO 4DE Rationale:	Earth Science for Educators		
GEO 5DE Rationale:	Natural Hazards and Disasters		
HES 1DE Rationale:	Health Science		
HMS 50DE Rationale:	Introduction to African American Families and Populations		
HMS 51DE	Introduction to Latina and Latino American Families and Populations		
Rationale: HMS 52DE Rationale:	Introduction to Asian American Families and Populations		
HMS 53DE Rationale:	Introduction to Native American Families and Populations		
MAT 25DE Rationale:	Mathematics for the Liberal Arts Student		
MAT 5DE Rationale:	Calculus for Business and Life Science		
OCE 1DE Rationale:	Introduction to Oceanography		
OCE 1LDE Rationale:	Introduction to Oceanography Laboratory		
PHO 10DE Rationale:	Advanced Photography		
PHO 12DE Rationale:	Photojournalism		
PHO 14DE Rationale:	Lighting for Portraiture and Still Life		
PHO 17DE	Introduction to Color Photography		

C	ourses				
D	istance Edu	<u>ıcation</u>	M N R	Discussion	Action
	PHO 20DE Rationale:	Introduction to Digital Photography			
	PHO 9DE Rationale:	Intermediate Photography			
	PHY 10DE Rationale:	Introduction to General Physics			_
Ν	ew Courses	<u>S</u>	MNR	Discussion	Action
	ADM 801 Rationale:	Design Process for Graphic Design and Printing Entrepreneur To provide short-term vocational training that equip entrepreneurially mindividuals with marketable, employable, and entrepreneurial skills for the graphic design and promotional printing industries.			
	ADM 802 Rationale:	Adobe Illustrator for Graphic Design and Printing Entrepreneur To provide short-term vocational training that equip entrepreneurially mindividuals with marketable, employable, and entrepreneurial skills for the graphic design and promotional printing industries.			
	ADM 803 Rationale:	Adobe Photoshop for Graphic Design and Printing Entrepreneur To provide short-term vocational training that equip entrepreneurially mindividuals with marketable, employable, and entrepreneurial skills for the graphic design and promotional printing industries.			
	ADM 804	Promotional Printing for Graphic Design and Printing Entrepreneur			
	Rationale:	To provide short-term vocational training that equip entrepreneurially mindividuals with marketable, employable, and entrepreneurial skills for the graphic design and promotional printing industries.			
Н	BUS 19 Rationale:	Business Success Seminar The is a for-credit mirrored course, mirrored to BUS-819.		Mirrored to non-credit 819. 19 does not list units, and the hours do not match 819. The content also seems light for a 3 unit course. No TOPs code listed. Has unlimited repeatability. Latest textbook is 2012.	

Programs New Programs Action MNRDiscussion Certificate **Medical Secretary CAT** Rationale: For the past two years the discipline has monitored the labor market and discussed the addition of this program. The current labor market, our proximity to hospitals and medical clinics in the local area, and the capacity of our program supports the addition of this program. **Advisory Committee** Documents: Narrative LMI **Regional Consortium Non-Credit Certificate ADM Graphic Design and Promotional Printing Entrepreneur** Awaiting courses. Rationale: The proposed Graphic Design and Promotional Printing Entrepreneur certificate offers short-term, vocational, CTE-focused and hands-on training that equips prospective students with marketable, employable, and entrepreneurial skills for

the graphic design and promotional printing industries. **Employment Potential**

Documents:

Narrative

Technical Review - Curriculum Proposals Proposals for 05/04/2021

Courses			
Course Deletio	<u>ns</u>	MNR	Notes
H CAT 84 Awaiting program	Word Processing: WordPerfect for Windows modifications - RIV Paralegal and MOV Computer Appl	☐ ☐ ✓ ications.	
CIS 84 Awaiting program	Word Processing: WordPerfect for Windows modifications - RIV Paralegal and MOV Computer Appl	☐ ☑ ☑ ications.	
Course Exclusion	ons en	MNR	Notes
SCE 810	Photography for Older Adults		
SCE 820	Music for Active Seniors		
SCE 821	Music Therapy for Frail Seniors		
SCE 842	Needle Art for Seniors		
Course Major I	Modifications	MNR	Notes
COS 60F	Remedial Training Course		
H FIT S3 Objectives are mis	Basic Fire Fighter Academy	V	
Distance Educa	ation	MNR	Notes
AHS 8DE	Art History of the Photographic Image		
ART 44ADE	Beginning Animation Principles		
ART 44BDE	Intermediate Animation Principles		
ART 44CDE	Advanced Animation Principles		
ART 50ADE	Beginning Storyboarding		
ART 50BDE	Intermediate Storyboarding		
ART 51ADE	Beginning Animation Production		
ART 51BDE	Intermediate Animation Production		
AST 1ADE	Introduction to the Solar System	V V	
BIO 10DE	Life Sciences Principles		
BIO 18DE	Human Genetics	V V	
BIO 19DE	Environmental Science	V V	

Courses **Distance Education** MNR**Notes BIO 1DE General Biology V V BIO 1HDE General Biology Honors V V BIO 35DE Health Science V V BIO 45DE Survey of Human Anatomy and Physiology V V BIO 4DE Human Biology** BIO 60DE **Introduction to Molecular and Cellular Biology BIO 60HDE Introduction to Molecular and Cellular Biology Honors BIO 61DE Introduction to Organismal and Population Biology CON 60DE Introduction to Construction CON 61DE Materials of Construction** CON 62DE **Print Reading for Construction CON 63ADE International Building Code CON 63BDE** Analysis of Revisions to the Uniform Building Code CON 63CDE Analysis of Revisions to the Uniform Building Code **CON 63DDE** Analysis of Revisions to the Uniform Building Code CON 64DE Office Procedures and Field Inspection CON 65DE **Plumbing Code CON 66DE National Electrical Code Mechanical Code CON 67DE** CON 68DE **Simplified Engineering for Building Inspectors CON 70DE Fundamentals of Soils Technology** CON 71DE **Energy Conservation Standards** CON 72DE **California State Accessibility Standards** CON 73DE **Project Planning for Site Construction COS 1ADE Introduction to Cosmetology Level 1** COS 1BDE Introduction to Cosmetology Level II COS 1CDE **Cosmetology Business Concepts**

Courses **Distance Education** MNR **Notes COS 60ADE Beginning Cosmetology Concepts** COS 60BDE **Level II Cosmetology Concepts** COS 60CDE **Level III Cosmetology Concepts** COS 60DDE **Level IV Cosmetology Concepts COS 60EDE Level V Cosmetology Concepts COS 60FDE Remedial Training Course** COS 61ADE **Level I Cosmetology Instructor Concepts A** COS 61BDE **Level II Cosmetology Instructor Concepts B** CUL 20DE **Fundamentals of Baking I CUL 46DE Fundamentals of Baking and Pastry** CUL 47DE **Advanced Baking and Pastry** FTV 65DE The Director's Art in Filmmaking **Introduction to Video Production** FTV 67DE **GEO 1BDE Historical Geology** GEO 1DE **Physical Geology GEO 1LDE Physical Geology Laboratory** GEO 2DE **Geology of National Parks and Monuments GEO 30ADE Geologic Field Studies of Southern California GEO 30BDE Geologic Field Studies of Southern California** GEO 31DE **Regional Field Studies in Geology** GEO 32DE **Regional Field Studies in Geology GEO 3DE Geology of California GEO 4DE Earth Science for Educators GEO 5DE Natural Hazards and Disasters Health Science V V HES 1DE** HMS 50DE **Introduction to African American Families and Populations**

Courses			
Distance Educ	cation	MNR	Notes
HMS 51DE	Introduction to Latina and Latino American Families and Populations		
HMS 52DE	Introduction to Asian American Families and Populations		
HMS 53DE	Introduction to Native American Families and Populations	✓ □ □	
MAT 25DE	Mathematics for the Liberal Arts Student		
MAT 5DE	Calculus for Business and Life Science	V V	
OCE 1DE	Introduction to Oceanography		
OCE 1LDE	Introduction to Oceanography Laboratory		
PHO 10DE	Advanced Photography		
PHO 12DE	Photojournalism		
PHO 14DE	Lighting for Portraiture and Still Life		
PHO 17DE	Introduction to Color Photography		
PHO 20DE	Introduction to Digital Photography	V V	
PHO 9DE	Intermediate Photography		
PHY 10DE	Introduction to General Physics	V V	
New Courses		MNR	Notes
ADM 801	Design Process for Graphic Design and Printing Entrepreneur		
ADM 802	Adobe Illustrator for Graphic Design and Printing Entrepreneur		
ADM 803	Adobe Photoshop for Graphic Design and Printing Entrepreneur		
ADM 804	Promotional Printing for Graphic Design and Printing Entrepreneur		
The content also	Business Success Seminar -credit 819. 19 does not list units, and the hours do not made seems light for a 3 unit course. No TOPs code listed. Has utest textbook is 2012.		

Programs			
New Progra	<u>ims</u>	M N R	Notes
CAT	Medical Secretary		
Non-Credit Cer	rtificate		
H ADM Awaiting cour	Graphic Design and Promotional Printing Entrepreneur rses.		



Record -

Credit Degrees and Certificates

Program Outline

Title: Medica	al Secretary			
	degrees and cert	□ Norco Co ificates are college specif d college specific suppor	îc. If multiple colle	☑ Riverside City College eges wish to adopt this degree or e required.)
TOPs Code:	0514.20	CIP Code: 51.0716		
Type of Progra	am:			
⊠ Certificate o	of Achievement	only Associate'	s Degree only	☐ Certificate <u>and</u> Degree
Type of Associ	ate Degree:	☐ Associate	of Arts	☐ Associate of Science
This is a:	⊠ New certifi	cate/degree	odification to an	existing certificate/degree
				cify the changes being made: nes, courses, unit values, etc.)
For the past two program. The c	o years the disci urrent labor ma		e labor market an ospitals and med	d discussed the addition of this ical clinics in the local area, and
Technical Revi		ia TechReview@rccd.e	elow to your colle	ege coordinator and the District t submit your proposal until all of
☑ Narrative (se	nd Department ge following page	minutes showing appro) entation (only if applicat		
In addition to must include t △ Labor Mark △ Advisory Co	the above, all che following to the termination and the termination and the termination are the terminatio		s of 8 units or m tate Chancellor' or new programs a r new programs an	ore with a vocational TOPs code 's Office for approval.* and modifications) and modifications)

*While certificates between 8 and less than 16 units can be approved locally and are not required to be submitted to the State Chancellor's Office for approval, certificates that have not been approved by the State Chancellor's Office cannot appear on student transcripts and the college cannot receive apportionment for program completions. Additionally, any certificate of less than 8 units can only be approved locally. These certificates also cannot appear on student transcripts and colleges cannot receive apportionment for completion.

Credit Degrees and Certificates

Program Narrative

Item 1. Program Goals and Objectives

For programs with a vocational TOPs code, must address a valid workforce preparation purpose. For programs with a non-vocational TOPs code, must address a valid workforce preparation, basic skills, civic education, or local purpose. May address transfer preparation if applicable.

According the Centers of Excellence labor market report, there is 13% projected growth for Medical Office Technology workers by 2023. Medical Secretaries are a part of this in-demand group. The Medical Secretary Certificate of Achievement will fill a growing need in the local workforce for medical secretaries by providing the skills most requested in local jobs, including administrative support, scheduling, and Microsoft Office skills.

Item 2. Catalog Description

Includes program requirements, prerequisite skills or enrollment limitations, program learning outcomes, and information relevant to program goal.

The Medical Secretary Certificate of Achievement program prepares individuals to perform the duties of secretaries for practicing physicians and nurses, health care facilities and services administrators, and other health care professionals. Includes instruction in business communications, software applications, scheduling and meeting planning.

Program Learning Outcomes

- Apply administrative support skills, including greeting and directing visitors, answering/managing telephone messages, and communicating with staff and patients in a professional manner.
- Schedule and confirm appointments and/or consultations.
- Select the appropriate word processing, spreadsheet, database, or presentation software application(s) to prepare correspondence, invoices, statements.
- Apply common language/terminology used by healthcare professionals in a variety of settings.

Item 3. Program Requirements

Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.

Required Courses: 10

Course	Title	Units	Sequencing
CAT-1A	Business Etiquette	1	Semester 1, Fall, Semester 2 Spring
CIS-1A	Introduction to Computer Information Systems	3	Semester 1, Fall, Semester 2 Spring
CAT-31	Business Communication Fundamentals	3	Semester 1, Fall, Semester 2 Spring
CAT-90	Microsoft Outlook	3	Semester 1, Fall, Semester 2 Spring



Credit Degrees and Certificates

NNA-79	Medical Terminology for Healthcare Professionals	3	Semester 1, Fall, Semester 2 Spring
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Elective Courses: 0 units

Course	Title	Units	Sequencing

Total Program Units: 13 units

Item 4. Master Planning

Must address how the certificate/degree fits in the mission, curriculum, and master planning of the college and higher education in California.

The program courses are currently offered regularly and are an existing part several of the Computer Applications and Office Technology curriculum.

Item 5. Enrollment and Completer Projections

Projection of number of students to earn certificate/degree annually.

	2018-2019		2019-2020		
Course ID	Course Title	Annual	Annual	Annual	Annual
		Sections	Enrollment	Sections	Enrollment
CAT-1A	Business Etiquette	6	186	6	204
CIS-1A	Introduction to Computer Information Systems	45	1480	45	1484
CAT/CIS-3	Computer Applications for Business	3	92	4	96
CAT-31	Business Communications Fundamentals	2	62	3	69
CAT/CIS-90	Microsoft Outlook	3	109	3	98
NNA-79*	Medical Terminology for Healthcare Professionals (first offering 21SUM)	0	0	0	0

^{*}NNA-79 is a new course and will be offered for the first time in summer 2021. The planned offering pattern was confirmed with our Nursing faculty and listed in Item 3.

Item 6. Place of Program in Curriculum/Similar Programs

Must address how the certificate/degree fits in college's existing inventory.

The program courses are currently offered regularly and are an existing part several of the Computer Applications and Office Technology curriculum. The addition of this program allows students to complete a certificate providing in-demand workplace skills in medical offices.

Item 7. Similar Programs at Other Colleges in Service Area

Justification of need for certificate/degree in the region.

Currently, three colleges provide medical office technology programs. There is no specific information regarding Medical Secretary programs.



Record -

Credit Degrees and Certificates

program in the iniana empire/ Desert Region

0514.20 Medical Office Technology – local program title	CCC Headcount, Academic Year 2016-17	CCC Annual Average Credentials, Academic Years 2014-17
Chaffey – Professional Administrative Assistant: Medical/Electronic Health Records/Medical Biller Specialist/Inpatient Medical Coder Specialist/Outpatient Medical Coder/Medical Insurance Billing	-	
Associate Degree		1
Certificate 30 to < 60 semester units		1*
San Bernardino	121	
Victor Valley – Medical Office	- 1	
Certificate 30 to < 60 semester units	W	1*
Total CCC Headcount, Academic Year 2016-17	121	
Total Annual Average CCC Credentials, Academic Years 2014-17		2

Source: LaunchBoard, MIS Data Mart, COCI

Item 8. Transfer Preparation Information (if applicable)

If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.

^{*}Chaffey awarded 1 30 to < 60-semester unit certificate in 2015-16. Victor Valley awarded 1 30 to < 60-semester unit certificate in 2016-17.



Program Outline

Title: Gra	aphic Design and Promotional I	Printing Entrepreneur
(Please note		Norco College
TOPs Cod	e: 0614 Digital Media	CIP Code: 090702 Digital Communication and Media
⊠ Certific	e is being proposed as: eate of Completion (CDCP Eligible ease specify non-credit category:	e)
\boxtimes	Short-Term Vocational	☐ Workforce Preparation
	ate of Competency (CDCP Eligible case specify non-credit category:	e)
	English as a Second Language	☐ Elementary and Secondary Basic Skills
Ple	ease specify non-credit category:	Eligible; Not Submitted to State Chancellor's Office)
	Citizenship for Immigrants	☐ Health and Safety
	Parenting Home Economics	☐ Courses for Persons with Substantial Disabilities ☐ Courses for Older Adults
	Trome Economics	a courses for order reducts
This is a:	⊠ New non-credit certificate	☐ Modification to an existing non-credit certificate
	9	edit certificate, please specify the changes being made: escription, learning outcomes, courses, contact hour values, etc.)
Rationale: (Please note	: This information will be presented to i	the Board of Trustees.)
Technical I	nit this form and the documents out	ed Documentation lined below to your college coordinator and the District creed.edu. Please do not submit your proposal until all of
☑ Discipli	nd modified programs must include ne and Department minutes showing the (See following page)	
■ Labor N	Market Information and Analysis (Fo.	r certificates in the Short-Term Vocational category only)

Program Narrative

Item 1. Program Goals and Objectives

Goals:

The proposed Graphic Design and Promotional Printing Entrepreneur certificate offers short-term vocational training that provides an introductory overview of marketable, employable, and entrepreneurial skills for the graphic design and promotional printing industries. This CTE-focused certificate is designed to provide hands-on instructions in relevant software and technical skills and a comprehensive examination of today's industry and entrepreneurial trends. The knowledge and competencies covered in this program will enable the prospective students to set up good business practices and embrace entrepreneurial ventures with confidence, familiarity, and professionalism. This certificate also serves as a gateway into the Applied Digital Media and Printing program's more comprehensive career certificates and associate's degrees.

Objectives:

- Demonstrate an understanding of the design process from concept to completion for promotional design and printing.
- Utilize effective graphic communication design techniques for print-focused entrepreneurial marketing and promotional campaigns.
- Understand the importance and strategic usage of typography combined with graphics and color themes for compelling visual communication.
- Create professional quality, print-ready vector graphics in Adobe illustrator that use the correct color system and file type.
- Complete a vector-based illustration that utilizes appropriate line quality, color, style, and shading.
- Prepare branding graphics appropriate for entrepreneurial marketing and promotional printing.
- Prepare images using the correct color mode and resolution appropriate for various promotional printing applications.
- Perform proficiently basic image editing techniques including tonal adjustment, color correction, resizing, cropping and removal of unwanted elements.
- Demonstrate the ability to create professional quality images using layers, masks and compositing techniques.
- Demonstrate proper promotional printing techniques and procedures.
- Produce prints that demonstrate technical competency, craftsmanship and attention to detail.
- Examine different design styles and printing techniques for various entrepreneurial marketing and promotional applications.

Item 2. Catalog Description

Includes program requirements, prerequisite skills or enrollment limitations, program learning outcomes, and information relevant to program goal.

a. The certificate provides students with an understanding of the design process, Adobe Photoshop, Adobe Illustrator, and promotional printing processes. The knowledge and

competencies covered in this program will enable the prospective students to function as entrepreneurs in the graphic design and promotional printing industries. This certificate also serves as a gateway into the Applied Digital Media and Printing department's more comprehensive credit programs.

- b. Program requirement:
 - Graphic Design and Promotional Printing Entrepreneur certificate is consisted of the following four courses; each course is 16 hours long and the certificate is 64 hours long in total.
 - 1. ADM801 Design Process for Graphic Design and Printing Entrepreneur
 - 2. ADM802 Adobe Illustrator for Graphic Design and Printing Entrepreneur
 - 3. ADM803 Adobe Photoshop for Graphic Design and Printing Entrepreneur
 - 4. ADM804 Promotional Printing for Graphic Design and Printing Entrepreneur
- c. Prerequisite skills: None. These four classes can be taken out of sequence; however, it is advisable to take them sequentially.
- d. Enrollment limitation: 25 maximum capacity
- e. PLOS: Upon successful completion of this program, students should be able to:
 - i. Critical assessment of the design processes from conception to completion for promotional design and printing.
 - ii. Prepare branding graphics appropriate for entrepreneurial marketing and promotional printing.
 - iii. Prepare images using the correct color mode and resolution appropriate for various promotional printing applications.
 - iv. Examine different design styles and printing techniques for various entrepreneurial marketing and promotional applications

Item 3. Program Requirements

Includes course requirements and sequencing that reflect program goals. The courses specified must coincide with the courses associated with the certificate proposal record. Within the program requirements table, specify the total student contact hours of each course. Course titles and contact hours must be exact.

Required Courses: ____ hours

Course	Title	Hours	Sequencing
ADM801	Design Process for Graphic Design and Printing Entrepreneur	16	Fall and Spring
ADM802	Adobe Illustrator for Graphic Design and Printing Entrepreneur	16	Fall and Spring
ADM803	Adobe Photoshop for Graphic Design and Printing Entrepreneur	16	Fall and Spring
ADM804	Promotional Printing for Graphic Design and Printing Entrepreneur	16	Fall and Spring

Elective Courses nour	E.	lective	Courses:	hours
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Course	Title	Hours	Sequencing
n/a	n/a	n/a	n/a

Total Program Hours: 64 hours

Item 4. Master Planning

Describe how the certificate program fits into the mission, curriculum, and master planning of the college and higher education in California.

a. Appropriateness to mission

The Riverside Community College District's (RCCD) mission is to offer educational opportunities that promote social and economic mobility for its students and demonstrates leadership in the region and the state by providing high quality instructional programs and by advancing social justice for all. In unison with the RCCD's mission, this Graphic Design and Promotional Printing Entrepreneur certificate serves a diverse community of learners by offering hands-on training that helps students achieve their educational and career goals. This short-term vocational and student-centered CTE program also strives to improve the social and economic mobility of its students and communities by equipping prospective learners with relevant and marketable skills for entrepreneurial applications in the areas of graphic design and promotional printing. The development of this Graphic Design and Promotional Printing certificate is consistent with Riverside Community College District's Mission Statement and master plan, as it provides a pathway to the workplace, additional noncredit certificates, or credit certificates and degrees.

b. Need

According to the Center for Excellence's recent report, employment for the multimedia occupational group is expected to increase by 4% between 2018 and 2023 in the Inland Empire/Desert region (IEDR). A total of 1,475 job openings will be available over the five-year timeframe. The median wages for the multimedia occupational group are above the MIT Living Wage estimate of \$12.39 per hour for a yearly salary of \$42,700 for a single adult living in the IEDR.

Graphic design and printing courses at the Applied Digital Media and Printing (ADM) department at RCC consistently fill and given that the noncredit program will have lower barriers to enrollment; therefore, the ADM department believes these non-credit courses will fill successfully.

The college expects to offer all courses in the Graphic Design and Promotional Printing Entrepreneur certificate twice per year(Spring and Fall), and each class will have a capacity of 25 seats (due to the number of equipment and capacity of the ADM labs).



This certificate will potentially yield in total 200 seats available to prospective students and 50 program completion each academic year.

Currently, there is no other non-credit certificate at the RCCD that is specially geared toward short-term vocational training that provides an introductory overview of marketable, employable, and entrepreneurial skills for the graphic design and promotional printing industries. This certificate is designed to fill that gap and allow adult learners to build the specific knowledge necessary to meet their short-term goals as graphic design and promotional printing entrepreneurs. The Applied Digital Media and Printing (ADM) department at RCC currently offers credit programs that address many of the overlapping skills outlined in this non-credit certificate; however, this short-term certificate will expand access to those interested in non-credit and a quicker pathway. This certificate also serves as a gateway into the Applied Digital Media and Printing department's more comprehensive credit courses, degrees and certificates.

c. Resources

v. No additional resources will be needed as the colleges currently have appropriate faculty, staff and technology resources to offer this program. Additionally, this program will not result in additional costs.

d. Compliance

vi. This certificate program is in full compliance with Title 5 and is not in conflict with any state or federal laws, statues, or regulations.