**Porterville College Digital Video Production**

**Item 1. Program Goals and Objectives**

The Digital Video Production Certificate of Achievement prepares students to work in diverse motion picture industries. With a focus on historical through contemporary cinema and video art genres, students will develop skillsets in documentary, narrative, video art, and remix video formats. After learning techniques in storyboarding and script development, students will engage industry standard camera, sound, and lighting equipment. State of the art computer stations and digital video editing software will be used to learn strategic sequencing, color grading, motion graphics, and title, poster, and press kit design to create a mature portfolio of filmic work demonstrating advanced formal, conceptual, and technical development.

The coursework of the certificate will address community needs through student documentaries on the various histories of groups in the region as well as through the production of commercial advertising content for K-12 or other business institutions.

*Program Learning Outcomes*

1. Use appropriate materials, techniques, and media to create 4D projects

2. Synthesize advanced multidisciplinary knowledge into a portfolio of moving image works

3. Describe, deconstruct, and evaluate historical and contemporary examples of motion media work

**Item 2. Catalog Description**

**Digital Video Production**

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**Item 3. Program Requirements**

**Digital Video Production Certificate**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Requirements** | **Dept. Name/#** | **Name** | **Units** | **CSU-GE** | **IGETC** | **Sequence** |
| Courses  (14 units) | CGRA P110 PHOT P101 CGRA P113  CMRT P102   CGRA P114 | Introduction to Digital Art Introduction to Photography Digital Video Production Commercial Layout and Design Advanced Digital Video Production | 3 3 3 2 3 |  |  | Year 1, Fall Year 1, Fall Year 1, Spring Year 1, Spring Year 2, Fall |

TOTAL UNITS: 14

**Proposed Sequence**:   
Year 1, Fall = 6 units   
Year 1, Spring = 5 units  
Year 2, Fall = 3 units

TOTAL UNITS: 14

**Item 4. Master Planning**

In the previous and current program reviews for the Fine and Applied Arts division, the development and establishment of Digital Video Production courses and a certificate in the area are stated goals. In anticipation of realizing these plans, the former darkroom in the Fine Art building was cleared for the installation of industry standard computer and filmmaking equipment that was acquired during the 2021-2022 academic year.

Diran Lyons was hired in 2019 as full-time faculty in the art program. His training and expertise in video has been utilized in the writing of the curriculum for two new courses in video production and the certificate in this area. CGRA P113 Digital Video Production and CGRA P114 Advanced Video Production will be added to the Fall 2022 schedule. CGRA P113 is also needed for the purpose of collaborating with Monache High School and the PUSD Pathways, which has been identified as a goal in the 2016 and 2019 Fine and Applied Arts program reviews.

The coursework of the certificate will also meet community needs through student documentaries on the various histories of groups in the region as well as commercial advertising content for K-12 or other business institutions.

**Item 5. Enrollment and Completer Projections**

With multiple local high school pathway programs in digital video production, our estimation is that approximately 40 students will be in pursuit of a Certificate of Achievement in Digital Video Production in its first year with about 8-10 completers after the first year and a half. These numbers would reflect the Commercial AA and Studio Art AA-T programs. For example, over the past 5 years, the Commercial Art program averaged over 40 majors and 5 completers per year. Concurrently, the Studio Art program averaged 10 completers per year with enrollment increases from 695 students in 2016-17 to 821 students in 2020-21 (see 2018-19 Fine & Applied Arts Program Review and forthcoming 2021-2022 Fine & Applied Arts Program Review). In an era saturated by audiovisual content and the popularity of film and video, we anticipate an increase in student enrollment during the second year and afterward once the program gets fully underway.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | <Year 1> | | <Year 2> | |
| CB01: Course Department Number | CB02: Course Title | Annual # Sections | Annual Enrollment Total | Annual # Sections | Annual  Enrollment Total |
| CMRT P102 | Commercial Layout and Design | 1 | 7 | 1 | 17 |
| PHOT P101 | Introduction to Photography | 2 | 30 | 2 | 40 |
| CGRA P110 | Introduction to Digital Art | 2 | 30 | 2 | 40 |
| CGRA P113 | Digital Video Production | 2 | 30 | 2 | 40 |
| CGRA P114 | Advanced Digital Video Production | 2 | 30 | 2 | 40 |

**Item 6. Place of Program in Curriculum/Similar Programs**

The Digital Video Production certificate shares three courses with the Commercial Art AA degree. While utilizing Introduction to Digital Art, Commercial Layout and Design, and Digital Video Production options within the field of Commercial Art, the Digital Video Production certificate focuses primarily on 4D media and culminates in an advanced motion media course that concentrates on historical through contemporary filmmaking issues and student response to that body of knowledge. The certificate is intended for students interested in finding employment in the fields of motion picture and/or commercial motion media production. The certificate, like the Commercial Art AA, closely aligns with several of the area high schools Pathways programs (see 2018-19 Fine & Applied Arts Program Review and forthcoming 2021-2022 Fine & Applied Arts Program Review).

**Item 7. Similar Programs at Other Colleges in Service Area**

Similar certificates in video production are currently offered at Glendale Community College, City College of San Francisco, Sacramento City College, and other campuses outside of our region. Fresno City College offers a Graphic Communications: Video Production AS degree.

Sacramento City College, Theater Arts Film Program

The Theatre Arts Film program offers certificates in Film Production and Film Studies that provide a core foundation in these fields. The collaborative nature of filmmaking will be taught through classroom presentations and hands-on crew experiences. The process allows students to explore both the creative and technical aspects of production. Students learn an appreciation of film as a medium of communication.

https://scc.losrios.edu/academics/programs-and-majors/theatre-arts-film

City College of San Francisco, Video Production and Editing Program

Video Production is a highly collaborative and engaging field that utilizes art, design, communication, collaboration, craft, passion and precision. Learn to brainstorm ideas, develop a story, and produce the story from concept to completion. Skills include script development, writing, storyboarding, camera operations and visual storytelling, editing, motion graphics, color grading and basic sound recording and editing.

https://www.ccsf.edu/degrees-certificates/video-arts

Glendale Community College, Cinematography and Editing Program

Upon completion of this program, students will demonstrate an effective ability to work as a member of a team to achieve the challenges of technical and conceptual goals of the project from origination to the completion of the high quality final deliverable media productions; demonstrate mastery of conceptual editing techniques to support storytelling and solving story problems through the use of editing dialogue, sound design, music, and sound effects to complete the creation of the master for final deliverables; and demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director.

https://www.glendale.edu/academics/degree-certificate-programs/certificate-programs/cinematography-and-editing

Fresno City College, Graphic Communications: Video Production AS

​​​​​​​The application of current software and hands-on project work prepares you for entry-level positions in media related industries. Upon developing a wide set of skills, you can find employment in a technical position dealing with graphic design, web design, video production, or within the print industry. You will also have the opportunity to take an Adobe Certified Associate (ACA) course to obtain industry certifications.

https://www.fresnocitycollege.edu/uploaded-files/documents/academics/major-sheets/2021-2022/aa\_as/graphic-communications---video-production--as.pdf