

Executive Summary

Q:
A brief recap or highlights of the entire program review document. (500 words or less)

- Highlight major strengths and weakness.
- Highlight areas for improvement over the next 3-6 years.

Response:

Media Arts Department Program Review

Executive Summary

In the last five years, the Media Arts department continued to see a great deal of change and growth, as we merged with Photography and Journalism, forming an even stronger department and offering more opportunities for students. We finalized our Transfer Certificate, enabling students to directly transfer to a UC or CSU with courses directly from our department, and we continue to streamline all of our certificates and degrees in all of our subject areas. Such as, we defined and expanded our Media Arts Degrees and Certificates by offering specialization in Producing, Screenwriting, Post-Production and Directing. These followed strong recommendations by our Advisory Committee that students needed to have strong foundational skills in these areas to succeed in an ever changing and expanding career market in the entertainment industry. We also have an online degree and certificate in Cinema, where students can earn an AA or certificate by taking online only courses, which have proven to be very popular here at the College.

The Media Arts Department at Los Angeles Valley College is uniquely situated in the heart of the entertainment industry's East San Fernando Valley locations, within minutes of Warner Brothers Studios, Disney Studios, Universal Studios, CBS Radford Studios, KNBC, KABC and KCBS, and a host of production companies, literary and talent agencies, post-production and production soundstage facilities, theatres and other related industries. Students have a wide array of job placement and employment opportunities, and the Media Arts department has had success in student hires in virtually all of the major areas of the industry.

As such, the Media Arts department is an integral part of the Los Angeles Valley College Educational Master Plan, which cites it as a being one of the innovative and attractive programs at Valley College, and states the need for continued support and resources to help complete the mission of the college -- to be an educational and vocational beacon for students: "LAVC advances the economic development of the region through programs, services and partnerships that address continuing and emerging employer needs in a diverse set of industries, including one of the largest concentration of entertainment studios in the world." (From LAVC Mission Statement)

In the areas of Broadcasting and Cinema, changes have been made to both the degrees and certificates, such as offering more digital radio classes, better reflecting technological changes in the industry, such as in digital radio and cinema/television. In 2010, the Belle and Harry Krupnick Media Arts Center Television Studio was opened after a two year construction period, and students are able to learn such skills as high-definition three-camera television studio production, compositing and editing, and control room management. The KVCM radio station was also revamped and improved, better reflecting the changing scope of digital radio in the broadcast industry.

Participants

Q: Please indicate the individuals that participated in the completion of this program review.

Response:

Eric Swelstad - Chair

Jason Beaton - Broadcasting

Gail Nastasia - Broadcasting

Arantxa Rodriguez - Cinema

Rod Lyons - Photography

William Dauber - Journalism

Dan Watanabe - Adjunct, Media Arts

Validation Comments for Program

Q:

Response:

I have reviewed this information and validate it. However, I want to note that the grants the department has recently received for developing career pathways as well as the new building (whenever it gets build) will have a significant impact on revitalizing the department. Also the photography department underwent a viability study last year. Recommendations need to be implemented to improve enrollment and retention. LN

*Agree with dean's analysis with no further comments. KD

Comments for Review Committees

Q:

Response: