

Santa Rosa Junior College
New Program of Study Application
Cover Page

Basic information:

Proposed Program Title: Digital Filmmaking – Non-Fiction Production Brian Antonson	Submitter:
Program Type: Certificate of Achievement (at least 8 units)	
TOP Code: 0612.20 Career Technical Education (CTE): Yes	Total Program Units: 20.50
Summary of new program costs: Instructors are already offering all classes in the Certificate so no additional faculty costs are anticipated. The Digital Film program already owns all of the necessary audio & video production equipment for the classes. In fact, thanks for several CE and Strong Workforce grants over the last several years, the Digital Filmmaking program has exceptional production equipment. Thanks to the new classroom, adjacent to the TV Studio in the Library, Digital Filmmaking students will have unprecedented access to the TV Studio, Control Room, and Sound Booth facilities, and will be right underneath the 2 nd Floor Digital Media Lab recording suites.	
Why is this certificate/major needed: The purpose of the new Certificate in Digital Filmmaking – Non-Fiction Production is to update our program by offering students a smaller unit certificate (our only current certificate is 31 units) and by allowing them to tailor their degree to their particular interests. We expect this will lead to more students entering and completing our program. More importantly, by allowing students to specialize within a specific area of production (in this case, non-fiction, which is different from other kinds of production), they will have more specific technical experience and knowledge, making them better prepared to work in the industry.	
For CTE only, brief summary of labor market information: LMI data shows an 8.3% anticipated growth in the market for video/film editors and producers 2016-2026. Local market data for 2016 (most recent available) shows 90 openings annually in Sonoma Co. and 294 in nearby San Francisco Co.	

Checklist of Attachments:

All Applications: <input checked="" type="checkbox"/> Recommended Course Sequence*
For Programs in a Career Education TOP Code only, include the following attachments: <input checked="" type="checkbox"/> Advisory committee roster including: First names, last names, titles, companies and contact information <input checked="" type="checkbox"/> Advisory committee minutes where the advisory committee recommends the College create the proposed program <input type="checkbox"/> Bay Area Community College Consortium Recommendation and Labor Market Information, including job titles (not required for Skills Certificates)*
For Associate Degrees for Transfer (based on State-Approved Transfer Model Curriculum) only: <input type="checkbox"/> Only complete Items #1 & #2 in the Narrative section <input type="checkbox"/> Include Transfer Model Curriculum Template* <input type="checkbox"/> Attach applicable C-ID & ASSIST transfer documentation*

**Can be obtained after AAC review. Curriculum office can also assist with this documentation.*

For Curriculum Office Use

After AAC recommendation:

☒ EPCC ☒ Majors & Certificate Review ☒ BACCC

Final Approvals:

☒ CRC ☒ Board of Trustees ☒ CCCCCO

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- ☒ After obtaining department chair & dean support, submit application to:
Adrienne Leihi, Curriculum Technician, aleihy@santarosa.edu

Item 1. Program Goals and Objectives

1. Statement of Program Goals and Objectives:

Upon successful completion of Digital Filmmaking, the student will be able to:

- Understand the essential workflows and career paths within the digital media production industry.
- Have a working knowledge of the basic technologies within the various digital media production departments.
- Be able to work in teams creatively and technically and have the opportunity to make lasting professional relationships.
- Gain valuable production experience in the creation of original work for their professional reel/website.

Item 2. Catalog Description

The Digital Filmmaking Program is designed for students who may not be interested in studying media production at a four-year school, but still want to take specific classes in the field of digital media production. The Program offers four different certificates, listed below, three are 18 unit certificates and one is a 31 unit certificate. Each certificate focuses on a different media production industry, giving students foundational knowledge in that particular field. Students will learn about current production technologies and how to use them creatively and competently within that particular field.

Certificates in Digital Filmmaking:

- Digital Filmmaking – Core Production
- Digital Filmmaking – Fiction Production
- Digital Filmmaking – Non-Fiction Production
- Digital Filmmaking – Digital Media

If students are unsure about whether or not they wish to transfer to a 4-year school, it is recommended they take the Core Production Certificate. That plus 30 units of General Education will get them the AS-T, which they can then use to transfer if they choose. (See a guidance counsellor or help from the Communications Department Staff for more information.)

As with the Department's AS-T degree, the program is designed to prepare students for

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careers in the film and television industries by giving them a variety of hands-on opportunities, including: using industry standard technologies in the production of student-created content; writing and producing original screenplays; working collaboratively in film production teams and with industry professionals; working collaboratively with SRJC's award-winning student newspaper The Oak Leaf on important local and national stories; and programming and event planning for the Petaluma Cinema Series and Film Fest Petaluma. State-of-the-art facilities include a fully-functioning multicamera broadcast studio, student accessible digital media suites & VR lab, Petaluma Campus' elegant 250-seat 4K motion picture theater -- the Carole L. Ellis Auditorium, and Santa Rosa Campus' brand new 50-seat screening room.

Item 3. Program Requirements

R/RE	Course Number	Course Title	Units
R	CS 74.21A	Digital Video Post-Production Techniques 1	1.50
R	CS 74.21B	Digital Video Post-Production Techniques 2	1.50
R	JOUR 1	Introduction to Journalism	3.00
R	JOUR 1L	Introduction to Journalism Lab	.50
R	JOUR 55	Multimedia Reporting	4.00
R	MEDIA 19	Multi-Camera Studio Production	4.00
R	MEDIA 51	Audio for Film Production	3.00
Complete any combination totaling at least 3.00 units			
RE	COMM 1	Introduction to Public Speaking	3.00
RE	JOUR 2	News Gathering and News Writing	3.00
RE	THAR 63	Acting in Film, Television, and Voice-over	3.00
Total			20.50

Item 4. Master Planning

The purpose of the new Certificate in Digital Filmmaking – Non-Fiction Production is to update our program by offering students a smaller unit certificate (our only current certificate is 31 units) and by allowing them to tailor their degree to their particular interests. We expect this will lead to more students entering and completing our program. More importantly, by allowing students to specialize within a specific area of production (in this case, non-fiction, which is different from other kinds of production), they will have more specific technical experience and knowledge, making them better prepared to work in the industry.

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At Santa Rosa Junior College, faculty members with discipline expertise develop all certificates and majors. For AA-T and AS-T degrees, faculty members with appropriate expertise determine which courses align with the C-ID descriptors. The Supervising Administrator(s) then review the application to assure that it aligns with Chancellor's Office criteria for approval and SRJC guidelines for financial feasibility and community need. The Majors & Certificate Review Committee reviews the application and suggests any changes to assure than all guidelines have been observed. The item is then placed on the Curriculum Review Committee agenda for approval, and when approved, is submitted for approval by the Board of Trustees.

Item 5. Enrollment and Completer Projections

How many students do you expect to complete this program annually? Tip: look at other similar programs completer numbers in the SIS211_ProgramAwardsTally report in SIS to help determine a reasonable estimate.

Item 6. Place of Program in Curriculum/Similar Programs

In the Digital Filmmaking Program we currently have a 31 unit certificate (Certificate in Digital Filmmaking – Core Production), which we are modifying, and we are adding three new 18 unit certificates (Certificate in Digital Filmmaking – Fiction Production, Certificate in Digital Filmmaking – Non-Fiction Production, and Certificate in Digital Filmmaking – Digital Media). We also have an AS-T in Film, Television, and Electronic Media, and an AA in Film Studies. Furthermore, in the Communications Department, the Journalism program offers a number of certificates and degrees.

Item 7. Similar Programs at Other Colleges in Service Area

College of Marin – serving areas approx.. 40 miles south of Santa Rosa has an AS in Film but does not offer a Certificate. Napa Valley College does not offer any Majors or Certificates in this area.