

Santa Rosa Junior College  
New Program of Study Application  
Cover Page

**Basic information:**

<b>Proposed Program Title:</b> Film, Television, and Electronic Media Brian Antonson	<b>Submitter:</b>
<b>Program Type:</b> Associate of Science for Transfer Degree (based off of Transfer Model Curriculum)	
<b>TOP Code:</b> 0612.20 <b>Career Technical Education (CTE):</b> Yes	<b>Total Program Units:</b> 24.
<b>Summary of new program costs:</b> This AS-T replaces an existing AS and there are no additional program costs.	
<b>Why is this certificate/major needed:</b> This AS-T replaces an existing AS. The new program conforms to the TMC thereby enabling students to transfer more easily to a 4-year college and benefit more extensively from the courses they have taken at SRJC.	
<b>For CTE only, brief summary of labor market information:</b> LMI 2020 data for California shows over 1600 job openings annually in the state. The media wage for film/video editors was \$42.19 and employment in the sector is projected to rise by 6.2% 2016-2026.	

**Checklist of Attachments:**

<b>All Applications:</b> <input checked="" type="checkbox"/> <b>Recommended Course Sequence*</b>
<b>For Programs in a Career Education TOP Code only, include the following attachments:</b> <input checked="" type="checkbox"/> Advisory committee <b>roster</b> including: First names, last names, titles, companies and contact information <input checked="" type="checkbox"/> Advisory committee <b>minutes</b> where the advisory committee recommends the College create the proposed program <input type="checkbox"/> Bay Area Community College Consortium Recommendation and <b>Labor Market Information, including job titles</b> (not required for Skills Certificates)*
<b>For Associate Degrees for Transfer (based on State-Approved Transfer Model Curriculum) only:</b> <input checked="" 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.*

- ☒ After obtaining department chair & dean support, submit application to:  
**Adrienne Leihi, Curriculum Technician, [aleihy@santarosa.edu](mailto:aleihy@santarosa.edu)**

**For Curriculum Office Use**

After AAC recommendation:

☒ EPCC ☒ Majors & Certificate Review ☐ BACCC

Final Approvals:

☒ CRC ☒ Board of Trustees ☒ CCCCCO

## Santa Rosa Junior College

Program Title, Associate of Science for Transfer Degree (based off of Transfer Model Curriculum)

Narrative Items 1 – 7

### Item 1. Program Goals and Objectives

#### 1. Statement of Program Goals and Objectives:

Upon successful completion of the AS-T in Film, Television, and Electronic Media, the student will be able to:

1. Analyze visual media from a technical, aesthetic, historical, and cultural point-of-view;
2. Demonstrate fluency in the language of film production and criticism;
3. Structure and develop a narrative into a properly formatted screenplay;
4. Plan, organize, and execute the production of digital media projects;
5. Collaborate effectively in production teams.

### Item 2. Catalog Description

The Associate of Science for Transfer (AS-T) in Film, Television, and Electronic Media is designed for students pursuing transfer majors in film & media studies and film & television production.

The AS-T in Film, Television, and Electronic Media is designed to give the student a basic framework with flexibility to tailor the degree to their interests. It provides a basic foundation in film aesthetics, screenwriting, and digital media production while meeting the typical lower division requirements for a bachelor's degree in Film/TV/Media at a four-year institution. Articulation agreements with California CSU and UC schools allow students to transfer easily and retain their credits.

The major is designed to prepare students for 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.

## Santa Rosa Junior College

Program Title, Associate of Science for Transfer Degree (based off of Transfer Model Curriculum)

Narrative Items 1 – 7

### Item 3. Program Requirements

See TMC template attached

### Item 4. Master Planning

This AS-T replaces an existing AS. The new program conforms to the TMC thereby enabling students to transfer more easily to a 4-year college and benefit more extensively from the courses they have taken at SRJC.

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 that 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 Completion Projections

10

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

With the creation of our new Audio for Digital Film Production class (Media 51), this new AS-T will replace our old AS. We will continue to have an AA in Film Studies, as well as 4 certificates in Digital Filmmaking (three 18 unit certificates and one 31 unit certificate). 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