Black Hawk College

Goals without Outcome/Objective Relationships Specified

G 1: Visual Communication Content Current
Visual Communications will meet the needs of both the students and the employers by staying current in its content to produce qualified job applicants in teh visual communications field.

Analysis Questions and Analysis Answers

(PR) STUDENT/MARKET NEED: (CTE) Describe the current and future occupational demand for the program. Include Advisory Committee feedback on demand for skills and an analysis of student enrollment trends and projections.

Based on the State of Illinois Occupation Employment Projections, from 2004 to 2014, there will be an increase in the demand for art directors (7%), multi-media artists and animators (12%), and graphic designers (6%). Within the Black Hawk College district the demand will also increase in these areas: art directors (7%), multi-media artists and animators (18%), and graphic designers (4%). Within Iowa's Region #9, the demand for graphic designers will increase by 17%. Based on Henry, Mercer, Rock Island and Stark counties, the increased demand in these professions is as follows: art directors (35%), multi-media artists and animators (33%), graphic designers (51%) and prepress technicians and workers (39%).

Connected Documents
Enrollment Student Demographics
Labor Market Information
Occupational Report (Path Not Found)
Revised Curriculum Spring 2009

(PR) RECOMMENDATIONS: What specifically did your review show regarding proven strengths or progress made on outcomes/objectives?

Based on our research, input from our Visual Communication Advisory Board and former and current students, faculty felt it was appropriate to revise the Visual Communication curriculum to remain current with employment trends. The Art Technology certificate consists of the same curriculum as the first year of the Visual Communication program. This certificate may be appealing to students who are only interested or able to attend the College for one year. In recent years we have had a number of students who may already have a baccalaureate degree in fine art or a related field, but lack the technical expertise to make them employable as a production artist, graphic designer, web designer or photo assistant. By giving them a strong basis in studio art and relevant computer software technology (Adobe Photoshop, InDesign, Illustrator and Flash), they can gain the skills needed for an entry-level position. Revisions to the two-year Visual Communication degree were developed to give the students a stronger foundation in computer skills and to allow for some flexibility in the type of classes they may focus on. Once core classes are completed they may choose to follow one of three tracks: photography, web design or illustration. ART 111 and ART 101 were both called Visual Design, which was often confusing to students. Therefore ART 111 is now called 3-D Design and ART 101 2-D Design, which more accurately describes each course. Two courses that were once offered as ART 200 Art Problems are now individual courses: ART 215 Digital Imagery (formerly Photoshop) and ART 217 Digital Drawing (formerly Illustrator). ART 130 Survey of Materials and Methods was removed as a requirement from the curriculum, but will remain as a studio elective. It has been replaced by CS 100 Introduction to Computers, which is more relevant to today's students. ENG 132 Technical Writing was also removed as a requirement, as students gain significant writing experience in classes such as ENG 101 Composition, COMM 100 Communication Skills, JOUR 221 Introduction to Mass Communication, ART 100 Art Appreciation and ART 281 and ART 282 Art History. ART 200 Art Problems – Digital Photography, was added to the curriculum, as there is a high demand for skills with a digital camera in nearly all visual communication professions. ART 248 has changed significantly, and is now called Production and Prepress (formerly Commercial Art). Students will focus on the layout and production of a 4-color process art magazine, which involves working closely with a commercial printer and visiting the facilities while the project is being printed. Lastly, students are now able to select a specific track to focus on including photography, web design or illustration. ART 232 Photography, CIP 170 Web Page Development and CIP 211A Introduction to Flash were added to the curriculum to fulfill these requirements.

Connected Document
Visual Communications Master Course List

(PR) RECOMMENDATIONS: What specifically did your review show regarding proven weaknesses or outcomes/objectives that will need continued attention?

New and significantly evised courses have been submitted and approved by both the BHC Curriculum Committee and ICCB. The new curriculum went into affect Spring 2009.

Black Hawk College Program Review 2008-2009
List of Courses Generating Program Review Data for Visual Communication

Prefix	Number	Course Master File.Title	PCS	CIP	Curriculum Prefix	Curriculum Number	Curriculum Master File.Title	Curriculum Master File.Status
ART	130	SURVEY OF MATERIALS AND METHDS	12	500401	0927	1045	ASSOCIATE IN ARTS	A
ART	210	INTRODUCTION TO ILLUSTRATION	12	500401	0927	1045	ASSOCIATE IN ARTS	A
ART	230	TYPE AND DIGITAL LAYOUT	12	100303	0516	5247	VISUAL COMMUNICATION	A
ART	241	CALLIGRAPHY AND LAYOUT	12	500401	0927	1045	ASSOCIATE IN ARTS	A
ART	246	GRAPHIC DESIGN	12	500401	0927	1045	ASSOCIATE IN ARTS	A
ART	248	COMMERCIAL ART	12	500401	0927	1045	ASSOCIATE IN ARTS	A
ART	299	ART INTERNSHIP	12	509998	0516	5047	COMMERCIAL ART	W
ART	299	ART INTERNSHIP	12	509998	0516	5247	VISUAL COMMUNICATION	A
BE	248	DESKTOP PUBLISHING	12	100303	0418	5041	BUS INFO TECH: OFFICE OPTION	W
ID	109S	BASIC DESIGN	12	500401	0419	5014	INTERIOR DESIGN	A
ID	140S	PRESENTATION GRAPHICS	12	500401	0419	5014	INTERIOR DESIGN	A
ID	245S	3-DIMENSIONAL DESIGN	12	500401	0419	5004	INTERIOR DESIGN	W

Black Hawk College Program Review 2008-2009
List of Courses Generating Program Review Data for Visual Communication

Course Master File.Status	Begin Date	End Date	Fund Level
A	5/1/1994		3
A	1/1/2002		3
A	8/15/1995		3
A	5/1/1994		3
A	5/1/1994		3
A	5/1/1994		3
W	1/1/1997	8/1/2001	1
A	8/1/2001		1
A	5/1/1994		3
A	5/1/1994		3
A	5/1/1994		3
W	8/1/1996	5/1/2002	3

Program: Visual Communication
Prefix and Number Used: 0516 5147, 0516 5247, and 0516 5047
CIP Code(s): 100303, 500401, and 509998
Year of Review: FY2009

		FY2005	FY2006	FY2007	FY2008
Total Number of Students:		19	20	-	-
Category					
Gender	Male	10	9		
	Female	9	11		
Ethnicity	Caucasian	15	18		
	Asian	0	0		
	Native American	1	0		
	African American	2	1		
	Hispanic	1	1		
	Other/Unknown	0	0		
	Total Minority	4	2	0	0
Age	Under 25	11	12		
	25 and Over	8	8		
	Unknown	0	0		
Previous	< High School	1	0		
Education	High School or GED	16	16		
	Some College	2	3		
	>=Bachelor's	0	1		
	Unknown	0	0		
Student	Freshman	7	7		
Level	Sophomore	11	13		
	High School	0	0		
	Other	1	0		
Current	Transfer	4	3		
Goal	Improve job skills	1	3		
	Career prep	11	9		
	Basic skills	0	0		
	Personal Interest	0	0		
	Other	3	5		
Objective	Courses only	1	1		
	Earn Certificate	2	1		
	Earn Degree	17	18		
Status	Full-time	14	12		
	Part-time	5	8		
Disadvantage	Economic Disadvantage	1	10		
Status	Academic Disadvantage	6	3		
	Both	0	1		
	None	12	6		
Completions	Yes	1	4		
	No	18	16		