Certificate Form

Certificates of Achievement (if applicable):
A.   An Annual Update must be completed for each Certificate of Achievement program.
B. Programs with stackable certificates fill out the following form, which is included in the related degree program review.
C. Stand-alone certificates fill out the entire Annual Update.

Name of Program: Graphic Design Certificate of Achievement

Certificate Name	JSC	CA	Is the certificate stackable?	Is the certificate a stand alone program?
Graphic Design		X	Yes	Yes

Please discuss the following questions regarding all area Certificates of Achievement (CA):

1. List certificates that are proposed for *addition*.
2. List certificates that are proposed for *deletion*.
3. For this CA, what are the SOC codes (Occupational Titles and codes) that students who complete the CA will be able to obtain entry-level employment in, and what are the projected annual openings and median salary for each occupational title? You can use your latest Program Review data for your response.
4. For this CA, what process was followed to ensure the required and possible elective courses were adequate for entry level employment (such as advisory committee input, surveys, industry feedback, licensing or accreditation agencies)? How often do/will you re-examine the effectiveness of certificate requirements?
5. What is your annual completion target (number of certificates awarded) for this CA? What was the number of awards in this CA for each of the past three years? Based on your results, what changes could you make in your program to meet or continue to exceed your target (such as course content, scheduling/sequence, outreach, instructional strategies)?

1. N/A
2. N/A
3. **Occupational Titles and Codes**
   27-1024 Graphic Designers
   43-9031 Desktop Publishers
   51-5111 Prepress Technicians and Workers

   According to the Occupation Overview EMSI Q3 2018 Data Set regarding Kern County:

   • There are three occupations which correspond with the certificate in Graphic Design: Graphic Designers, Desktop Publishers, Prepress Technicians and Workers.

   • The growth for Graphic Designers between 2018 and 2027 is 8%, going from 391 jobs to 423 jobs.

   • The growth for Desktop Publishers is negative, going from 15 to 14 during the 2017 to 2027 timeframe, resulting in a 7% loss.

   • The growth for Prepress Technicians and Workers is also negative, going from 22 to 20 in the timeframe, resulting in a -9% loss.

   Comment: As the nation and world increasingly rely on electronic media for information (web, apps, etc...) the need for printing will remain flat to slightly negative. However, the need for visual communicators, i.e. graphic designers will increase, as their products (images, branding, logotypes, etc...) will also easily transfer to and be needed by electronic platforms.

4. Prior to developing the certificate, the faculty consulted with the local advisory committee and sought out their advice regarding courses and software appropriate to Kern County. In addition, graphic design faculty regularly attend national and regional conferences to follow large trends in the industries of graphic design, web design, illustration, typography...

   The faculty discusses the effectiveness of the certificate every time there is an advisory board meeting. As we continue to develop internships and opportunities for students to get real-world experience, we will also monitor these situations to ascertain student effectiveness.

5. The annual completion target is 15. According to PERKINS IV Core Indicators of Performance by 6-digital Vocational TOP Code, the program saw 24 completions in the Summary Detail Report for 2018-2019 Fiscal Year Planning document. If these numbers are correct, the program is exceeding the target. However, increasing the outreach to high schools, increasing contact with Counselors on campus, and continuous review and monitoring of curriculum and scheduling will assure continued success for the certificate.

   The faculty in the graphic design program has cooperated with the faculty in the photography and media arts program to produce a poster to distribute to high schools. Continuing these efforts, as well as electronic publications (blogs, social media, etc...) will help keep the certificate information available to potential students.