



CENTER FOR A COMPETITIVE WORKFORCE

# GRAPHIC ARTS & DESIGN REGIONAL PROGRAM ADVISORY

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Los Angeles Community College Program Look Book  
October 29, 2021 | 10:00 - 11:30AM



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In partnership with the Los Angeles County Economic Development Corporation



**LOS ANGELES COUNTY**  
ECONOMIC DEVELOPMENT CORPORATION  
Collaboratively Advancing Growth and Prosperity for All



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# MEETING AGENDA

<b>Date and Time</b>	October 29, 2021 from 10:00am -11:30am
<b>Occupation</b>	Graphic Design and Arts
<b>Opening Remarks</b>	<ul style="list-style-type: none"><li>- Welcome and Introductions   Jessica Ku Kim, LAEDC</li><li>- Center for a Competitive Workforce Overview   Richard Verches, CCW</li><li>- Graphic Design Demand and Supply Data   Arthur Girard, LAEDC and Luke Meyer, COE</li></ul>
<b>Discussion Topics Moderated by Jermaine Hampton</b>	<ul style="list-style-type: none"><li>- Industry workforce trends</li><li>- Technology and AI impacts</li><li>- Opportunities to bridge knowledge, talent and certification gaps</li><li>- Industry trends used to access entry-level talent</li></ul>
<b>Curriculum Review and Feedback Poll</b>	Colleges represented: <ul style="list-style-type: none"><li>- El Camino College</li><li>- Glendale Community College</li><li>- Long Beach City College</li><li>- Los Angeles City College</li><li>- Los Angeles Trade Technical College</li><li>- Los Angeles Mission College</li><li>- Mt. San Antonio College</li><li>- Pasadena City College</li><li>- Rio Hondo College</li><li>- Santa Monica College</li><li>- West Los Angeles College</li></ul>
<b>Closing Remarks</b>	Next Steps and Adjournment   Jessica Ku Kim, LAEDC



# CENTER FOR A COMPETITIVE WORKFORCE

## Mission

Center for a Competitive Workforce (CCW) was established in 2017 as a Strong Workforce Program regional project of the 19 community colleges in the Los Angeles region in collaboration with the LA/OC Center of Excellence for Labor Market Research (COE) hosted at Mt. San Antonio College and the Los Angeles County Economic Development Corporation (LAEDC).

In partnership with the COE and LAEDC Institute for Applied Economics, CCW has published multiple labor market reports that analyze labor supply and demand data for middle-skill occupations in high-growth industries to inform and influence the development of new or modified career education and workforce development programs and curricula. CCW supports quarterly convenings with education, workforce, nonprofit, government and industry leaders in three of the LA region's most highly concentrated and fastest growing industry sectors of advanced transportation, bioscience and digital media/entertainment, with the co-equal goals to strengthen industry engagement with community college faculty and to connect more community college students to meaningful work-based learning opportunities, as one of the best ways to constructively prepare them for the 21st century jobs and careers in the fast-emerging and rapidly-changing knowledge-intensive industries that will drive our regional economy today and tomorrow.

CCW, in partnership with the regional directors for employer engagement, is piloting seven regional advisory committees to further strengthen regional alignment of and ongoing connections between faculty and industry. CCW has developed two online platforms: a biosciences industry portal and a regional Workforce and Education Partner Portal that employs technology to increase the speed and richness of industry-college connections, to seamlessly access and deploy the economic intelligence gleaned through industry engagement, and to rapidly expand and scale the number of work-based learning and employment opportunities for career education students and graduates with certificates and degrees.

Learn more at [www.CompetitiveWorkforce.LA](http://www.CompetitiveWorkforce.LA).



Funded by the California Community Colleges Chancellor's Office under the Strong Workforce Program (SWP) as a Los Angeles Regional Project.

The Los Angeles County Economic Development Corporation (LAEDC) was founded in 1981 as a nonprofit, public-benefit organization to harness the power of private sector in collaboration with L.A. County, to guide economic development and create more widely shared prosperity. LAEDC collaborates with all stakeholders in the region including education, business, and government. Learn more at [www.LAEDC.org](http://www.LAEDC.org).



## Contact Information



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**Isabel Duran, Administrative Program Manager**

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# INDUSTRY REPRESENTATION

## Adam Lyons, Founder at Pop the Pixel



Adam Lyons, founder of POP THE PIXEL, is an educator and award-winning designer whose background includes acclaimed work on local and global brand initiatives; skilled in conceptualizing and executing compelling creative strategies for print, digital, and social media. Visit [popthepixel.com](http://popthepixel.com) to learn more.

## Danielle “Danimoe” Mosher, Executive Director of Southern California at Audacy



Danimoe is part of the exciting transformation that is NOW Audacy, one of the largest media and entertainment companies in the U.S. Over the past 22+ years, Danimoe has worked inside multiple divisions helping her gain valuable expertise that have paved the way for her dream job. She leads the internal strategy team, based in Los Angeles California, that works with brands across multiple industries from Fortune 500s to start ups - specializing in helping brands strategically encourage consumers to take action. As a trained facilitator she provides valuable focus and action for any marketing team with the power of the media behind her. The urban dictionary defines “Dani” as a person with lots of layers of goodness, while “Mo” means a lot of. Together, Danielle Mosher’s nickname fittingly describes a marketing strategist at the top of her game with unparalleled passion and energy to help clients increase revenue and grow to new heights.

## Danny Bittker, Director of Production at CreatorUp



Danny Bittker is the Director of Production for CreatorUp, a digital production studio in Los Angeles that helps clients ranging from tech leaders such as Google and Twitter to educational institutions like UCLA and Harvard tell untold stories with the goal of making an impact through video. Previously, Danny worked freelance for a number of television shows, films and documentaries; including The Oscars Red Carpet, Jimmy Kimmel Live and the Grammy Awards Tributes. Prior to working in the entertainment industry, Danny spent five years working in live events and conventions for a large non-profit organization. He graduated from Northwestern University with a Masters of Science in Leadership for Creative Enterprises and a Bachelor of Arts degree from Michigan State University.

## Hamish McCollester, SVP, Group Creative Director at RAPP



Hamish has over 25 years of experience in advertising, working for agencies on both coasts. He has created mind-altering marketing materials for some of the world’s biggest brands while working up through the ranks, starting as a Junior Copywriter. He is currently the Executive Creative Director at RAPP Los Angeles where he leads a creative department of talented designers, art directors and writers, working primarily on the Toyota and Lexus relationship marketing businesses. He is also a commercial director and member of the DGA. He has directed content for brands as diverse as AT&T, Toyota, Wells



Fargo, 23andMe and more, earning several awards for his work. Additionally, he is an independent filmmaker with an MFA from NYU and has written, directed, edited, and been a cinematographer on shorts and feature films. As a freelance journalist, he has written multiple articles on emerging filmmaking technologies for MovieMaker Magazine. He is also a self-proclaimed “moderate fitness junkie” who has successfully completed the grueling Leadville 100 mountain bike race three times and has summited the legendary Denali peak in Alaska.

### **James Whale, Co-Founder and Creative Director at Commune**



Commune was co-founded in 2014 by James Whale and Ryan La Rosa and is a full service Advertising agency based in downtown Long Beach. Commune has 14 full time staff members that are spread across multiple disciplines including: Account Management, Brand Strategy, Creative Services, Digital, Design & Development, Social Media, Video Production, Media Planning & Buying. James is our Co-Founder and Creative Director and leads the Commune creative team and development of all agency creative and design output across all channels and media. When he’s not telling long stories, imagineering & making awesome stuff, upsetting everyone internally by constantly tweaking

our client facing creative work until it feels just right, he’ll be building things, messing around in boats, fixing old cars, or sailing off to non-cell service areas and figuring out where to catch our teams next meal.

### **Jonathan Lo, Creative Director at Virgin Orbit**



Jonathan Lo works at the intersection of business and design strategy, helping people and organizations express their big ideas by building impactful brands. As the Creative Director at Virgin Orbit – the Long Beach, California-based NewSpace rocket launch start-up, he is responsible for designing the brand experience across physical and digital platforms. Prior to Virgin Orbit, he worked at several agencies including Mirada and 2x4. He has also shaped in-house visual design systems as Design Director at Shop Architects and The Eli and Edythe Broad Foundation. He supports additional projects through Public Assembly, collaborating with mission-driven partners like The Bronx Museum of the Arts, NRG Station A, New York University, and The Broad

Center. Jonathan graduated with a Bachelor of Science in Economics from the Wharton School at the University of Pennsylvania. Before transitioning to design, he worked as an investment banker, a consultant at an economics think tank, and an instructor at a wall street financial training firm. He has co-founded several entrepreneurial initiatives including The Drop, an art festival designed to fill vacant space in New York City during the Great Recession; and Sugar Pie Honey Buns, an online bakery with a digital-first business model. Outside of the workplace, he is a passionate climate change activist with Al Gore’s Climate Reality Project.

### **Maureen Gibbs, Brand, Packaging & Marketplace Excellence at Xbox**



Accomplished Product Marketing Manager with a focus on physical and digital go-to-market visual identity strategies and the development of asset tool kits. Working in partnership with the Integrated Marketing and Industrial Design leads, drives the asset kits with the focused lens of Brand Management and retail advertising. Delivers the products’ go-to-market Art Direction and the foundational support of assets that cross functional teams use to build out the final campaign, social media, PR, and retail communications for a product launch.



### **Sean Lee, Design Lead at Snapchat**



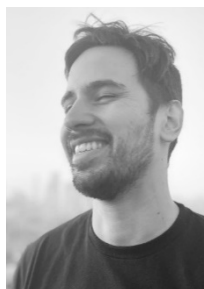
Sean Lee is a multidisciplinary designer specializing in branding, motion graphics, 3D and AR, UI/UX, and sketching on napkins. He is currently working with brands to help advertise on Snap's platform. Before entering the creative field, Sean ran his own gas station and a fried chicken restaurant. Before he did that, he studied biology at UC Irvine (it took a while to find my path).

### **Tim Ryder, General Manager, Manufacturing at Microsoft**



Tim Ryder is a Microsoft General Manager in the Manufacturing space with responsibility for Microsoft's high performing enterprise account teams. His organization is responsible for Microsoft's largest US based manufacturing customers. Tim's organization partners with clients to drive efficiencies in supply chain, production, customer engagement, and the development of new innovative cloud-based products and services. With a comprehensive and rapidly expanding solution portfolio of Intelligent Edge, IoT, Big Data, Business Application, and Intelligent Cloud services; Microsoft enables manufacturing and distribution customers to grow revenue and margin by rapidly deploying solutions with the support and economies of scale of one of the largest cloud providers in the world. Tim is passionate about building high performing teams experienced in guiding their customers through a digital transformation journey. He focuses heavily on team culture, learning, and employee development to help his teams evolve in a rapidly changing marketplace. His previous experience includes developing both manufacturing and Data and AI focused teams in the US Southwest for Microsoft. Tim cultivates a philosophy of customer and partner obsession to help his teams and customers thrive in a growing marketplace.

### **Victor Kowalski, Designer and Animator at Snapchat**



Victor Kowalski is a designer and animator currently working at Snap Inc. Previously he has worked as a brand designer at Defy Media and has freelanced for many small agencies. Victor started his studies at Cerritos College before transferring to Otis College of Art and Design where he studied Digital Media and Communication Arts.

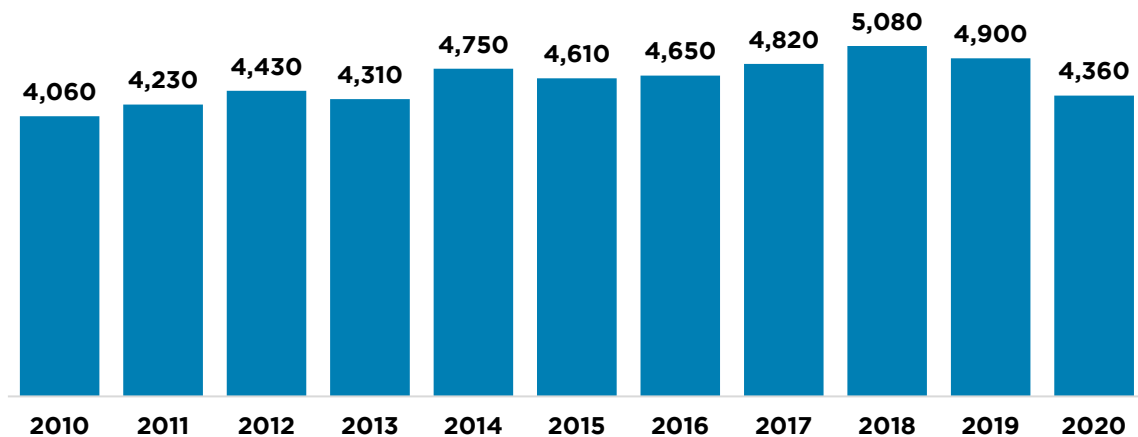




# GRAPHIC DESIGN DEMAND DATA

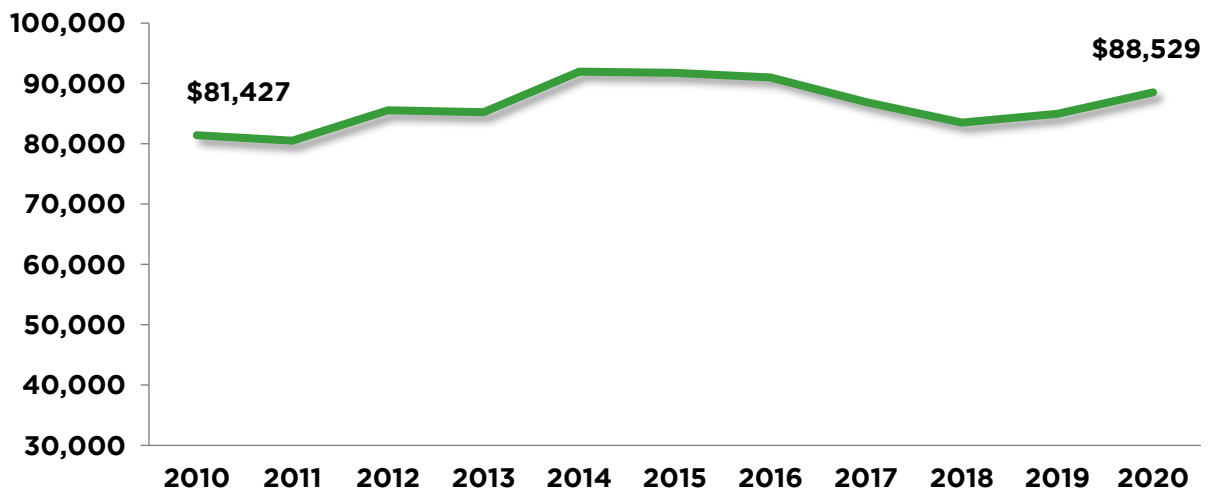
## Current Landscape

**Graphic Design Employment  
Los Angeles County, 2010 - 2020**



Source: CA EDD

**Graphic Design Annual Average Pay  
\$2020, 2010 - 2020**

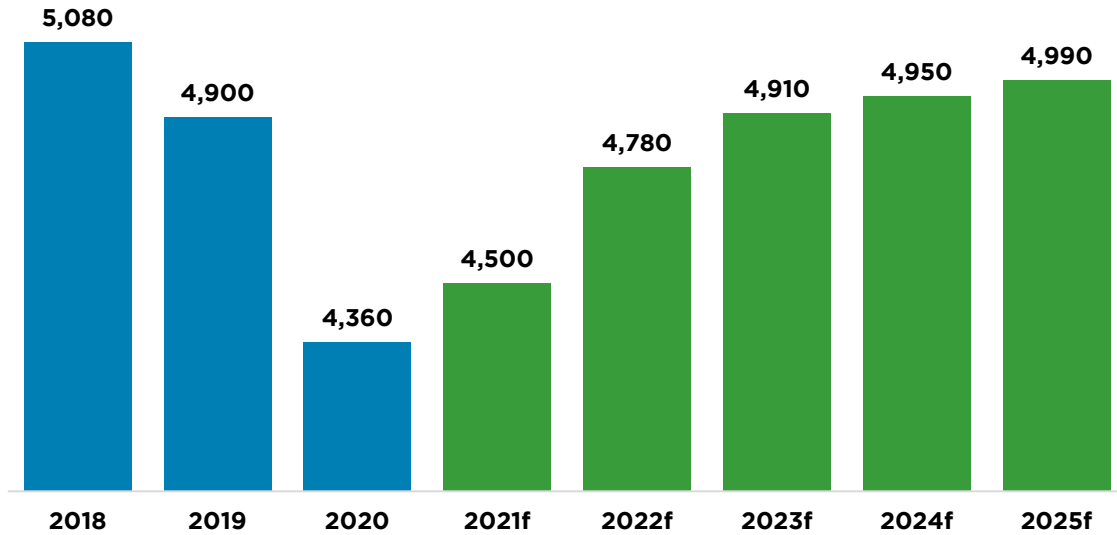


Source: CA EDD



## Employment Forecast

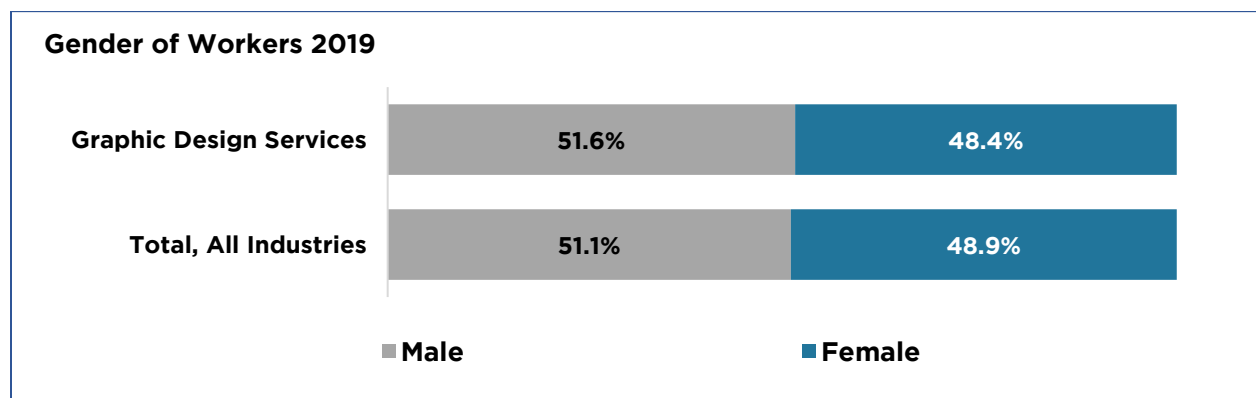
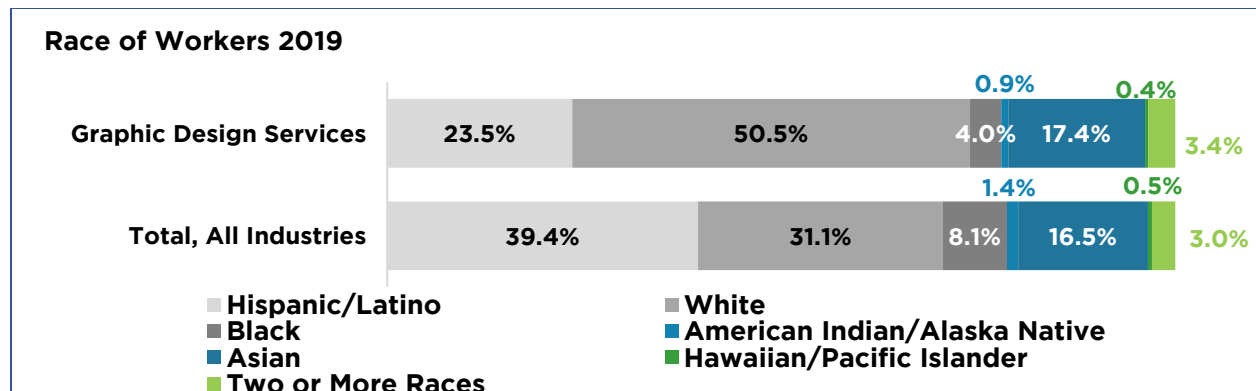
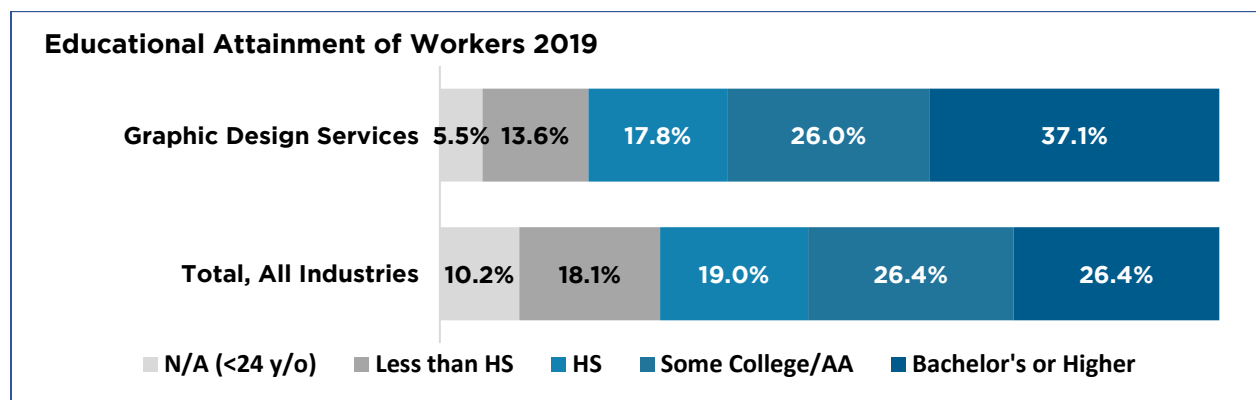
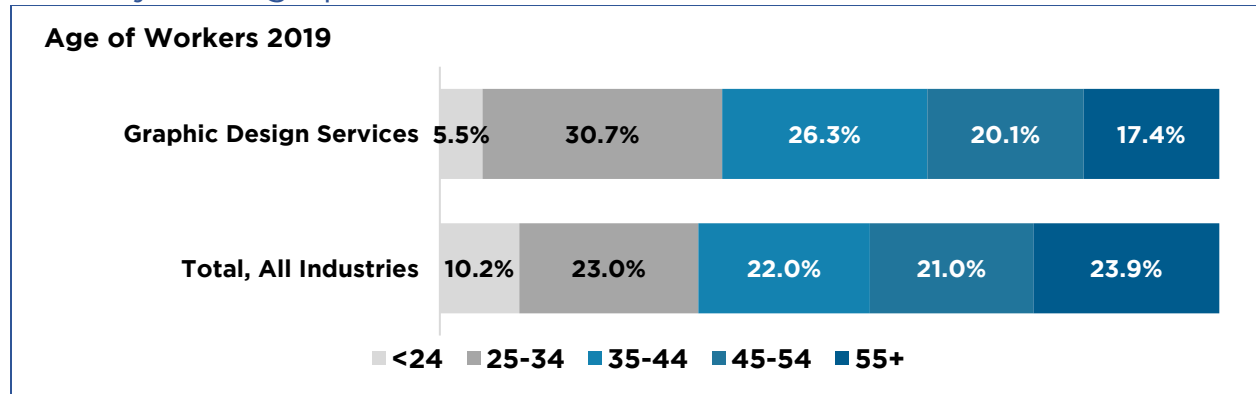
### Graphic Design Forecasted Employment Los Angeles County, 2021 - 2025



Source: CA EDD, Estimates from LAEDC



## Industry Demographics





## Occupational Profiles

Demographic		Graphic Designers (27-1024)	Multimedia Artists and Animators (27-1014)	Commercial and Industrial Designers (27-1021)
Sex	Male	59.5%	60.0%	51.3%
	Female	40.5%	40.0%	48.7%
Education	Less than High School	0.6%	2.2%	0.7%
	High School (or equivalent)	7.1%	7.6%	0.0%
	Some College/Associate	30.1%	19.5%	23.5%
	Bachelor's	55.1%	52.9%	36.8%
	Master's or Higher	7.1%	17.8%	39.0%
Age	< 24	6.6%	3.6%	4.6%
	25 - 39	51.5%	53.5%	16.8%
	40 - 54	25.7%	27.4%	7.8%
	54 +	16.2%	15.6%	70.8%
Race/Ethnicity	Hispanic	23.9%	15.4%	35.9%
	White	43.6%	63.8%	38.7%
	Asian	21.4%	13.0%	25.4%
	Black	8.3%	2.8%	0.0%



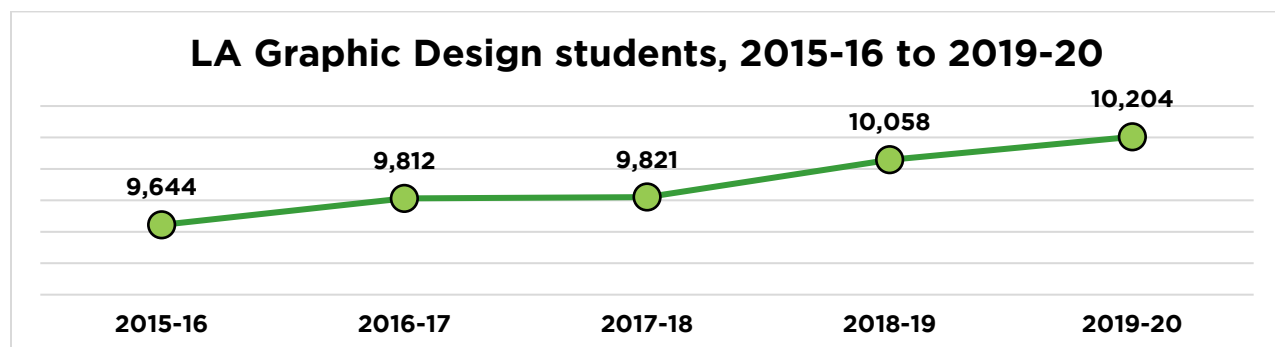
# COMMUNITY COLLEGE TALENT SUPPLY

## Community College Program Analysis

Several community college programs have historically prepared students for careers involved in graphic design:

- Graphic Art and Design (1030.00)
- Digital Media (0614.00)
- Multimedia (0614.10)
- Website Design and Development (0614.30)
- Animation (0614.40)
- Desktop Publishing (0614.50)
- Computer Graphics and Digital Imagery (0614.60)
- Commercial Art (1013.00)

Combined, there were over 10,200 students enrolled in graphic design programs during the 2019-20 academic year at LA community colleges. Student enrollment in these programs has consistently increased over the previous five academic years.



Source: Cal-PASS Plus LaunchBoard

Between 2017 and 2020, community colleges in the region conferred an average of 378 awards in these career education programs.

TOP	Program	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
0614.00	Digital Media	8	20	18	15
0614.00	Multimedia	23	32	26	27
0614.30	Website Design and Development	9	12	12	11
0614.40	Animation	101	125	134	120
0614.50	Desktop Publishing	0	1	1	1
0614.60	Computer Graphics and Digital Imagery	23	29	13	22
1013.00	Commercial Art	55	58	30	48
1030.00	Graphic Art and Design	100	151	151	134
<b>LA Supply Total/Average</b>		<b>319</b>	<b>427</b>	<b>384</b>	<b>378</b>

Source: CCCCCO MIS Datamart



## LA Graphic Design Programs

Offered by 17 of the 19 community colleges, graphic design programs focus on the application of artistic techniques to the effective communication of information and ideas, for commercial or technical purposes. This includes design principles, color theory, typography, concepts sketching, imaging, and communication skills. Broader digital media programs combine computer and other electronic technologies with skills and techniques from various fine arts and communications disciplines, such as those focused on multimedia, website design, animation, and other computer graphics and digital imagery. The 16 colleges offering graphic design programs appear below along with illustrative program titles and award types offered.

College	Local Program Titles	Award Offered
<b>Cerritos</b>	Digital Arts – Computer Animation; Art and Design: Graphic Design	<ul style="list-style-type: none"> <li>• A.A. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>Citrus</b>	Website Development; Digital and Web Design	<ul style="list-style-type: none"> <li>• A.S. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>East L.A.</b>	Multimedia (Levels I & II); Animation (Levels I & II); Desktop Publishing; Arts Graphic Communication	<ul style="list-style-type: none"> <li>• A.A. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>El Camino</b>	Digital Arts: Web Design; Digital Arts: Motion Graphics; Digital Arts: Illustration; Visual Communications	<ul style="list-style-type: none"> <li>• Certificate of Achievement</li> </ul>
<b>Glendale</b>	Digital Character Design; Digital Animation; Desktop Publishing Technician; Advertising Arts; Graphic Design	<ul style="list-style-type: none"> <li>• A.S. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>L.A. City</b>	Animation; Illustration; Arts Graphic Communication; Graphic Design	<ul style="list-style-type: none"> <li>• A.A. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>L.A. Mission</b>	Multimedia: Graphic and Web Design; Multimedia: Video Production; Animation and 3D Design	<ul style="list-style-type: none"> <li>• A.A. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>L.A. Pierce</b>	Graphic Design; Desktop Publishing; Graphic Design for the Web	<ul style="list-style-type: none"> <li>• A.A. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>L.A. Southwest</b>	ICT Media Technology Essentials	<ul style="list-style-type: none"> <li>• Certificate of Achievement</li> </ul>
<b>L.A. Trade-Tech</b>	Digital Media; Digital Media: Digital Video and Audio; Digital Media Mobile Application and Web Design; Visual Communications; Sign Graphics	<ul style="list-style-type: none"> <li>• A.S. Degree</li> <li>• A.A. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>L.A. Valley</b>	Art: Graphic Design	<ul style="list-style-type: none"> <li>• A.A. Degree</li> <li>• Certificate of Achievement</li> </ul>



College	Local Program Titles	Award Offered
<b>Long Beach City</b>	Digital Media: Interactive Design and Animation; Photography Digital Media: Advanced Production; Radio/Television Multimedia Production	<ul style="list-style-type: none"> <li>• Certificate of Achievement</li> </ul>
<b>Mt. San Antonio</b>	Virtual Reality Designer; Web Page Design; Junior Game Designer – Foundation; Animation – Junior Animator Level II; Desktop Publishing; Computer Graphics Design; Graphic Design Levels I & II – Generalist, Marketing, Motion Graphics, Web Design	<ul style="list-style-type: none"> <li>• A.S. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>Pasadena City</b>	Basic Graphic Design; Design Media Art - Interactive Art & Design; Design Media Art - Design / Media Arts Foundation; Design Media Art - Web Design & Development; Design Media Art - Animation & Motion Arts; Product Design; Product Design – Graphics; Product Design – Technology; Design Media Art - Graphic Design	<ul style="list-style-type: none"> <li>• A.S. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>Rio Hondo</b>	Entertainment Art – Digital Characters; Entertainment Art – Digital Environments; Animation; Graphic Design; Graphic Design: Advertising Design; Graphic Design: Branding & Identity Design; Graphic Design: Publication Design; Graphic Design: Website Design; Graphic Design: Packaging Design; Career Exploration: Graphic Design; Entrepreneurial Graphic Design	<ul style="list-style-type: none"> <li>• A.S. Degree</li> <li>• A.A. Degree</li> <li>• Certificate of Achievement</li> <li>• Noncredit program</li> </ul>
<b>Santa Monica</b>	Social Media Assistant; Animation Foundation; 2D Animation; 3D Animation; Visual Development; Digital Publishing; Graphic Design; Digital Media Foundation, Interaction Design	<ul style="list-style-type: none"> <li>• B.A Degree</li> <li>• A.S. Degree</li> <li>• Certificate of Achievement</li> </ul>
<b>West L.A.</b>	Digital Art	<ul style="list-style-type: none"> <li>• Certificate of Achievement</li> </ul>

Source: The Chancellor's Office Curriculum Inventory System (COCI)



## Graphic Design Student Demographics

The graphic design program that enrolled the most students in 2019-20 was Graphic Art and Design (3,204), followed by Animation (1,865 students), and Digital Media (1,857 students). Students enrolled in LA’s graphic design programs account for 4% of all Career Education (CE) students in the county (10,204 out of 235,644 students). Female students account for greater than half of all students in four out of the eight graphic design programs. The Computer Graphics and Digital Imagery program has the highest concentration of minority students and second highest portion of students 24-years-old or younger. Only Animation programs have a larger proportion of students that are 24-years-old or younger.

<b>Program</b>	<b>2019-20 Students Enrolled</b>	<b>Percent Female</b>	<b>Percent Minority</b>	<b>Percent 24 or younger</b>
Graphic Art and Design	3,204	48%	80%	54%
Animation	1,865	40%	83%	69%
Digital Media	1,857	42%	78%	61%
Commercial Art	1,320	53%	85%	61%
Computer Graphics and Digital Imagery	1,052	50%	87%	68%
Multimedia	507	37%	79%	60%
Website Design and Development	320	51%	77%	38%
Desktop Publishing	79	51%	67%	60%
<b>All LA CE Programs</b>	<b>235,644</b>	<b>51%</b>	<b>83%</b>	<b>51%</b>

Source: Cal-PASS Plus LaunchBoard

Below is a list of self-reported job titles from students that completed a graphic design program in LA County during the most recent three academic years:

- Graphic Designer
- Sign Artist
- User Experience Designer
- Freelance Designer
- Junior Graphic Designer
- Self-Employed Sign Designer and Manufacturer
- Web Graphic Designer
- Art Director
- Graphic Artist
- Special Effects, Motion Graphics, Rotoscoping
- Lead Graphic Designer

Source: Career Technical Education Outcomes Survey (CTEOS)





# COMMUNITY COLLEGE REPRESENTATION

- El Camino College
- Glendale Community College
- Long Beach City College
- Los Angeles City College
- Los Angeles Trade Technical College
- Los Angeles Mission College
- Mt. San Antonio College
- Pasadena City College
- Rio Hondo College
- Santa Monica College



## El Camino College

<b>Program Name</b>	Digital Arts Certificate of Achievement and Visual Communications Certificate of Achievement
<b>Website</b>	Digital Arts: <a href="http://catalog.elcamino.edu/preview_program.php?catoid=3&amp;poiid=414&amp;hl=%22digital+arts%22&amp;returnto=search">http://catalog.elcamino.edu/preview_program.php?catoid=3&amp;poiid=414&amp;hl=%22digital+arts%22&amp;returnto=search</a> Visual Communications: <a href="http://catalog.elcamino.edu/preview_program.php?catoid=3&amp;poiid=414&amp;hl=%22digital+arts%22&amp;returnto=search">http://catalog.elcamino.edu/preview_program.php?catoid=3&amp;poiid=414&amp;hl=%22digital+arts%22&amp;returnto=search</a>
<b>Competencies Focus</b>	<p>The Digital Arts Certificate program offers a range of courses designed to prepare students for internships, entry-level jobs, and transfer to 4-year programs requiring proficiency in digital media. After completing foundation courses in studio art, design, visual literacy, and industry-standard software, students choose a path of intermediate and elective courses best fitting their interests that lead to careers in illustration, animation, visual effects, and interactive media.</p> <p>The Visual Communications Certificate Program follows a similar path, guiding students through a sequence of courses leading to careers in Graphic Design and Advertising for print, web, and mobile devices.</p>

For more information about the Digital Arts Certificate contact, Joyce Dallal, at [JDallal@elcamino.edu](mailto:JDallal@elcamino.edu).

For more information about the Visual Communications Certificate contact, Andrea Micallef, at [AMicallef@elcamino.edu](mailto:AMicallef@elcamino.edu)



## Glendale Community College

<b>Program Name</b>	Graphic Design AA Degree Graphic Design Certificate
<b>Website</b>	<a href="https://www.glendale.edu/academics/academic-divisions/visual-performing-arts-division/graphic-design">https://www.glendale.edu/academics/academic-divisions/visual-performing-arts-division/graphic-design</a>
<b>Competencies Focus</b>	The degree or certificate is focused on the develop core competencies in several areas including visual communication, critical thinking, foundational design principles, user experience design, user interface design, use of industry compliant hardware and software, and the role of personal responsibility within continual professional development. Strong emphasis is placed on the creation of a portfolio to demonstrate the same core competencies stressed throughout the curriculum. Students are prepared to seek employment in the advertising/graphic design industry as entry-level production designers or junior graphic designers. The Degree also prepares students to enter four year graphic design programs as earn four year degrees such as a BFA in Graphic Design, a BA in Graphic Design, and Communication Design. Students must complete all required courses for a minimum of 30 units.
<b>Learning Outcomes</b>	Upon completion of this program, students will be able to continually develop curriculum incorporating the critical elements of Graphic Design; continually develop curriculum incorporating the industry standard technical elements of Graphic Design; and demonstrate articulation with surrounding 4 year institutions and with the local Graphic Design Community.

For more information contact, Freddy Saucedo, Dean, Instructional Services Career Education & Workforce Development at [fsaucedo@glendale.edu](mailto:fsaucedo@glendale.edu) or Rebecca Hillquist, Chair of Graphic Design at [rebeccah@glendale.edu](mailto:rebeccah@glendale.edu).



## Long Beach City College

**Program Names** Graphics & Design Media

**Website** <https://www.lbcc.edu/graphics-and-digital-media>

**Competencies Focus** From logos and layouts to game sprites and immersive environments, the Graphics and Digital Media programs at Long Beach City College provide students with valuable design and development skills to for the creative jobs of the future. In addition to preparing students for extended programs of study, we offer two certificate programs in both Graphic Design and Interactive Design and Animation. Our program of study provides students with both practical skills in learning to use the latest technology and software, paired with traditional making techniques and profession skills in concept development and presentation.

Graphic Design courses cover: branding and identity, layout and publication, packaging, typography in addition to courses in web and interaction design, motion graphics, and explorations into augmented reality and 3D printing

The Interaction and Animation track prepares students for careers in comics, gaming, character design, post production and special effects, and 3D modeling and world-building.

For more information, contact Michael Neal, Assistant Professor of Graphic Design at [m2neal@lbcc.edu](mailto:m2neal@lbcc.edu).



## Los Angeles City College

<b>Program Name</b>	Graphic Design -Associate in Arts Degree
<b>Website</b>	<a href="https://programmap.lacitycollege.edu/academics/interestclusters/eb982172-f69e-4017-8454-c714c3dbc9f6/programs/f81b6695-556e-453c-e960-7aacc138f9e6">https://programmap.lacitycollege.edu/academics/interestclusters/eb982172-f69e-4017-8454-c714c3dbc9f6/programs/f81b6695-556e-453c-e960-7aacc138f9e6</a>
<b>Competencies Focus</b>	<p>The Graphic Design AA degree prepares students for transfer to competitive university, college, and art college programs. The program also provides the foundation for professional careers in graphic design, computer graphics, advertising design, and commercial illustration. The creative and practical aspects of visual communication are equally stressed, with an emphasis on contemporary trends. Digital work is grounded in fundamental art skills and methods. Students enrolled in the program will utilize the Art Department's computer labs.</p>
<b>Learning Outcomes</b>	<ul style="list-style-type: none"><li>- Acquire and integrate visual art concepts and/or technical skills.</li><li>- Practice and learn visual art concepts by performing skill based exercises.</li><li>- Design and implement independent skill-based projects to demonstrate acquired knowledge and mastery.</li><li>- Engaging in inquiry and critical thinking and evaluation process.</li><li>- Demonstrating, in portfolio-level projects, the skills and knowledge necessary for entrance into a graphic design program at a four-year college/university or for entrance into the workforce as an entry-level designer.</li></ul>
<b>Cohort Size</b>	15-20 students
<b>Hiring Timeframe</b>	Following completion of certificate and/or degree Cohort from Spring 2020/2021 available now, upcoming cohort Spring 2022

For more information, contact Amarpal Khanna, Assistant Professor, Multimedia at [khannaa@lacitycollege.edu](mailto:khannaa@lacitycollege.edu) or (323) 953-4000 Ext. 1518



## Los Angeles Trade Technical College

<b>Program Name</b>	VISCOM
<b>Website</b>	<a href="http://www.lattc.edu/academics/pathways/dma/certificates-degrees/visual-communications">http://www.lattc.edu/academics/pathways/dma/certificates-degrees/visual-communications</a>
<b>Competencies Focus</b>	The Visual Communications program at LATTC is the starting point for exciting careers in animation, art direction, digital imaging, graphic design, illustration, multimedia, web design and other related fields. The fast-paced two-year program begins with fundamentals: color, design, drawing, prepress and typography. Advanced levels create finished portfolios on a Macintosh computer, utilizing industry standard digital software. Student portfolios demonstrate creativity and discipline, displaying dynamic art sensibilities and creating visual solutions for problems of marketing and publishing. The Visual Communications program focuses on four core areas: GRAPHIC DESIGN, DRAWING, DIGITAL PREPRESS, COMPUTER GRAPHICS
<b>Cohort Size</b>	Varies especially now with COVID

For more information, contact Silbina Lepe, Instructor at [lepesa@lattc.edu](mailto:lepesa@lattc.edu).



## Los Angeles Mission College

**Program Name** Multimedia: Graphic and Web Design

**Website** <https://www.lamission.edu/Multimedia.aspx>

**Competencies Focus** This program was created to prepare students for careers involving the Internet and graphic layout with a focus on marketing and design. It integrates the elements of illustration, logo-design, typography, HTML/CSS page layout, audio, video, still images, animation, text and data for the delivery of graphic and online interactive content. Our program is designed to give students the skills and training to compete in this creative and high skill industry.

Students will learn the skills and techniques of computer graphics, electronic imaging and production using scanners, digital cameras and computer-based hardware and software (such as Photoshop, Adobe InDesign, Adobe Dreamweaver and Adobe Illustrator) and all other essential skills to begin a career in the design field.

**Program Learning Outcomes** - Upon completion, students will be able to:

Analyze and apply the elements and principles of design with competent skill and technique with computer based media.

- Analyze basic design principles with an emphasis on illustration, graphic layouts, logo creation, font creation, web navigation, web page layout, and the ability to apply these principles to a specific aesthetic intent, including a functional knowledge of the traditions, conceptual modes, and evolutions of the discipline.
- Synthesize visual forms and their aesthetic functions and basic design principles, with attention to such areas as design, color, and lighting.

**Cohort Size** 85 students

**Hiring Timeframe** 3-6 months

For more information, contact Curtis Stage, Arts, Media & Performance Dept. Chair at [stagecj@laccd.edu](mailto:stagecj@laccd.edu).



## Mt. San Antonio College

<b>Program Name</b>	Graphic Design
<b>Website</b>	<a href="https://www.mtsac.edu/graphics/">https://www.mtsac.edu/graphics/</a>
<b>Competencies Focus</b>	<p>The Graphic Design program offers degree and certificate options designed to prepare students to be professional graphic designers. We have one Level I and four Level II Certificates: Graphic Design Level II - Generalist, Graphic Design Level II - Marketing, Graphic Design Level II - Motion Graphics, and Graphic Design Level II - Web Design.</p> <p>We also have an internal internship program via Studio13 (<a href="https://www.mtsac.edu/studio13/">https://www.mtsac.edu/studio13/</a>). Studio13 is an on-campus media design studio that provides real-world design work experience for advanced design students. Studio13 serves campus organizations as clients. It fills the work experience gap students face in leaving school and applying for jobs.</p>
<b>Cohort Size</b>	150

For more information, contact Steve Burgoon at [sburgoon@mtsac.edu](mailto:sburgoon@mtsac.edu) or (714) 642-7303.

<b>Program Name</b>	Animation & Gaming program
<b>Website</b>	<a href="http://www.mtsac.edu/animation">www.mtsac.edu/animation</a>
<b>Competencies Focus</b>	<p>Students who complete our program learn the fundamentals of drawing, designing, animating, game creation, and virtual reality (VR). Students learn production skills using top-notch equipment in a highly creative environment, under the guidance of industry-connected faculty.</p> <p>Degrees &amp; Certificates offered:</p> <ul style="list-style-type: none"> <li>- Animation Degree (specializing in Animation or Game design)</li> <li>- Junior Animator Certificate</li> <li>- Junior Game Designer Certificate</li> <li>- Virtual Reality Design Certificate</li> </ul>
<b>Cohort Size</b>	150
<b>Hiring Timeframe</b>	1-2 months





For more information, contact Sunil Thankamushy at [sthankamushy@mtsac.edu](mailto:sthankamushy@mtsac.edu) or (818) 357-7667 and Hector Rivas at [Hrivas@mtsac.edu](mailto:Hrivas@mtsac.edu) or (909) 274-4769.

## Pasadena City College

**Program Name** Design Media Art – Graphic Design

**Website** <https://pasadena.edu/academics/degrees-and-certificates/certificates-of-achievement/graphic-design.php>

**Competencies Focus** The field of graphic design involves bringing ideas to the printed page or screens. Concepts covered include design history, page layout, typography, research, branding, and interaction design/user experience (UX). Students will develop a portfolio and participate in a shared incubator course with all Design/Media Arts students.

All courses in this certificate require literacy and proficiency in writing and math. Projects require written, oral, and visual presentations as well as the application of basic math principles and skills.

### Program Outcomes

1. Understand and apply the vocabulary of the graphic design field, design research, and the process of design thinking.
2. Create advanced original design projects that analyze, define, and solve problems in visual communications.
3. Utilize the critique process and research to analyze the effectiveness of visual communications on graphic design projects.
4. Apply knowledge of page layout software to produce graphic design projects.
5. Create and present a portfolio of original student work that reflects an advanced understanding of visual communication and design principles.



## Rio Hondo College

**Program Name** Introduction to Web Design, Intermediate Web Design

**Website** <https://www.riohondo.edu/arts/front-page/programs-offered/graphic-design/commercial-art-degree/>

**Competencies Focus** Students are taught the foundational and intermediate skills needed to create effective Website Design and Digital Media solutions. Website Design and Digital Media solutions require the designer to be versed in the manipulation of visual imagery, the use of typography, as well as the principles and elements of design. Research and development of both the client and audience are also essential components in creating effective Website Design and Digital Media solution concepts.

**Cohort Size** Varies from 26 and up

**Hiring Timeframe** None currently

For more information, contact Alex Gardos, Associate Professor of Graphic Design at [agardos@riohondo.edu](mailto:agardos@riohondo.edu).



## Santa Monica College

<b>Program Name</b>	Graphic Design Program
<b>Website</b>	<a href="https://www.smc.edu/academics/areas-of-interest/arts-media-and-entertainment/design-technology/graphic-design.php">https://www.smc.edu/academics/areas-of-interest/arts-media-and-entertainment/design-technology/graphic-design.php</a>
<b>Competencies Focus</b>	<p>Our graphic design program is comprehensive, and your projects will solve real-world problems using images, graphics, designs, and words. Learn about color theory, art, and design principles, and industry software, then apply those concepts in class and beyond. You will build a diverse portfolio that will help you secure work in-house for a company, brand or organization; at a design agency; or as a freelance graphic designer. Additional job roles include web designer, user experience (UX) designer, animator, and photographer.</p> <p>Upon completion of the program, students will be able to solve a variety of communication problems utilizing imagery and typography, will possess fundamental graphic design skills as well as a working knowledge of current technology, and will have the ability to work successfully as an entry-level graphic designer.</p>
<b>Certificate and Degree Options</b>	<ul style="list-style-type: none"><li>- Associate of Science in Graphic Design (40 units + General Education Requirements)</li><li>- Certificate of Achievement in Graphic Design (40 units)</li></ul>



West Los Angeles College

**Program Name** Associate Degree in Arts

**Website** <http://www.wlac.edu/The-Arts/Art.aspx>

**Competencies Focus** The Associate Degree program in Art is designed for students intending to enter the fields of design, illustration, art history, and art education. The program offers two state-approved degrees: 1) Ceramics, and 2) Drawing and Painting. The program also offers coursework in Computer Graphics/Multimedia and Students interested in transferring to a four-year college or university with a major in Art are encouraged to pursue the Associate in Arts Degrees for Transfer (AA-T) in Art History or Studio Art.

For more information contact, Brian Olson, at [olsonbj@wla.edu](mailto:olsonbj@wla.edu).