Art Computer Graphics

Program Strengths and Accomplishments
The primary focus of the ACG department is to prepare students for careers in the field of New Media. This field encompasses web design and publishing, 3D modeling and animation, desktop publishing, digital video production and distribution, motion graphics and commercial electronic arts. Enrollment data indicate that the program is exceeding Educational Master Plan predictions. Students enroll in the program to learn New Media, to prepare portfolios for transfer to a four-year university or to enter the job market directly. In order to sustain program currency and relevancy, program faculty members have engaged in a process of review which assures curriculum is addressing student needs. In addition, the ACG program has been successful in upgrading technology, including new computers and associated software. New printers, digital cameras, video cameras and other needed equipment have been purchased and integrated into classroom instruction. The ACG Department has engaged in a significant outreach effort in the last two years, establishing relations with local area high schools and community businesses. In conjunction with this effort, program outreach materials were developed and have been successfully disseminated. The Department has a visible presence on the College website, receiving over 200 hits in the first two weeks of the fall 2007 term.

Other Issues Facing the Department
The ACG program is equipment intensive. Because the discipline is technology dependent, currency in the field is an ongoing challenge, especially so in difficult budget years such as 2007-2008 was and 2008-2009 appears to be. The Department must continue to monitor equipment needs and to pursue funding via Department, Division, College and grant resources. Though the establishment of a campus club centered on art and technology was stated as a Department goal, the initiative did not come to fruition. The establishment of such a club continues as a goal of the Department and as an extension of continuing marketing and outreach efforts.

Goals/Action Plans for the Next Three Years
- Improvement of Department marketing/outreach efforts.
- Maintenance of program currency through continuous review of curriculum.
- Maintenance of program currency through continuous procurement of state-of-the-art equipment.
- Establishment of a rapid prototyping field. This will provide students with the opportunity to experience hands-on 3D computer modeling and rapid prototyping of hard surface models for use in industry design.
- Development of courses intended to serve returning students interested in pursuing knowledge of digital media for use in avocations once they leave the workforce.