

De Anza College
Program Outline Report

Program Basics

Program Title:	Film/TV: Production
Program Status:	In development
Department:	F/TV - Film and TV Prod.
Award Type:	Certificate of Achievement (COA) (Credit)
Program Description	The Film/TV: Production Certificate of Achievement provides a solid introduction to production for students interested in pursuing a career in the film or television industry or a bachelor's degree in Film, Television and Electronic Media. Students are exposed to various facets of professional film and television production, including producing, screenwriting, directing, cinematography, editing and sound design.
Control Number:	31504
Credential ID:	COA_Film/TV: Production
TOP Code (SP01) :	0604.20
TOP Code (SP01) :	*Television (including combined TV/film/video)
CIP Code:	(09.0701) Radio and Television.
Maximum Units:	28 24
Minimum Units:	28 24
Curriculum Committee Approval Date:	06/04/2024
Board of Trustees Approval Date:	06/10/2024

Proposal Details

Proposal Start: Fall 2024

Submission Rationale

- Improvement to Program of Study
- Change to Content

Program Changes Report

Program Changes Report

eLumen_FTV Production COA_POR_CHANGES.pdf

 Download

Program Files Upload

Program Requirements File - ALL certificate/degree programs

No Value

LMI File - ALL CTE certificate/degree programs

LMI_2024.pdf

 Download

Advisory Board Minutes File - Credit CTE certificate/degree programs ONLY

Minutes_Advisory_2024.pdf

 Download

Regional BACCC Minutes File - Credit CTE certificate/degree programs ONLY

No Value

TMC Template File - Transfer degree programs ONLY

No Value

ASSIST File(s) - Transfer certificate/degree programs ONLY

No Value

Program Goal

Program Goal

CTE

Program Header

Program Header

Film/TV

Program Division

Program Division

2CA

Program Sub-Award

Program Sub-Award

NA

Comments - Program**Stage 2: Department Chair**

No Value

Stage 3: Division Curriculum Representative

No Value

Stage 4: Division Dean

No Value

Stage 5: SLO Coordinator

DATE	Name - Role OR Tab	Part - Field	Type of Edit	Edit	Initiator - Indicate "Y" When Completed
4/24/2024	Mary Pape – SLO Coordinator	Learning Outcomes – last PSLO	Required	Avoid use of ‘understand’ since it is not measurable. Instead use one of the following: Account for, Annotate, Associate, Classify, Convert, Define, Describe, Discuss, Estimate, Explain, Express, Identify, Indicate, Interpret, Observe, Outline, Recognize, Reorganize, Report, Research, Restate, Retell, Review, Translate	Y

Stage 6: CTE Dean

No Value

Stage 8: Articulation Officer

No Value

Stage 9: Curriculum Committee

No Value

Curriculum Office - Program

Program Distance Education

0% (0000)

Program Apprenticeship

No

Program CDCP Eligibility Criteria

NA

Program Employment Potential

LMID EDD Consultant (Imidedd)

Program Code

DA_CEA_2FL2

Curriculum Office Notes

No Value

Program Requirements

COA_Film/TV: Production (Total ~~28~~) 24

Complete all of the following

IMPORTANT NOTE: Some courses have prerequisites; see the college catalog for more information. 0

IMPORTANT NOTE: Some courses have a cross-listed and/or honors version. Students will receive credit for only one version of the course. 0

Required Core: (Total ~~24~~) 20

Complete the following number of units: 24 20

F/TVD001. - Introduction to Cinematic Arts 4

F/TVD001H - Introduction to Cinematic Arts - HONORS 4

F/TVD006A - Screenwriting Fundamentals for Film/Video I 4

F/TVD010. - Introduction to Electronic Media	4
F/TVD010H - Introduction to Electronic Media - HONORS	4
F/TVD020. - Beginning Video Production	4
F/TVD026. - Introduction to Film/Television Directing	4
F/TVD027. - Nonlinear Editing	4

move to List A

List A: (Total 4)

Complete the following number of units: 4

F/TVD022. - Beginning 16mm Motion Picture Production	4
F/TVD023. - Beginning TV Studio Production	4
F/TVD039. - Intermediate Digital Film and Video Production	4
F/TVD057A - Nonfiction Workshop I: The Documentary	4

Recommended Sequences

No value

Program Outcomes

COA_Film/TV: Production

PSLO	Performance
Develop pre-production skills including screenwriting, location scouting, scheduling and budgeting	100
Utilize narrative techniques and visual storytelling to communicate a message	100
Operate a film/video camera, sound and lighting equipment on a remote or studio shoot	100
Use and apply principles of editing and post-production techniques	100
Identify film and television's greater role in the current global media context	100

Program Narrative

1. Program Goals and Objectives

De Anza College's Film/TV: Production certificate meets the needs of both students and employers alike. The program focuses on enhancing the employment or transfer opportunities of graduates, the certificate provides a structured pathway and solid introduction to production for those interested in pursuing a career in the film or television industry or a baccalaureate degree in Film, Television, and Electronic Media. Students are exposed to various facets of professional film and/or television production, including producing, screenwriting, directing, cinematography, editing, sound design and motion graphics/color grading.

The certificate also offers students the ability to pursue an advanced certificate/degree in Film/TV: Production at De Anza College.

The program directly relates to the mission and Institutional Core Competencies of De Anza College. With a focus on the cinematic arts, the Certificate of Achievement in Film/TV: Production contributes to an academically rich, multicultural learning environment that encourages our diverse student population to develop their intellect, character and abilities; to realize their media-related career goals; and to become socially responsible leaders in their communities, the nation and the world through the power of storytelling and the moving image.

In addition the program engages students in creative work and critical thinking that demonstrate the knowledge, skills and attitudes contained in the following:

1. Provide students with a resource to develop skills in film, television and digital media, thereby fostering their communication and expression abilities; promoting the need for personal responsibility and well-being while working in the cinematic arts; and creating awareness of the civic capacity for global, cultural, social and environmental justice through the influence of media.
2. Provide students with the conceptual and intellectual tools to become critical thinkers, thus contributing to their media and information literacy.
3. Provide students with practical film and television production skills and experience to assume careers in the film, television and gaming industries, corporate environments, and/or independent work.
4. Provide transfer students with core competencies to succeed in media programs at such baccalaureate institutions as CSU Northridge (Cinema and Television Arts, B.A.), San Francisco State University (Cinema, B.A.) and San Jose State University (Radio-Television-Film, B.A.).

There are no mandatory fees aside from the ordinary course enrollment fees.

2. Master Planning

The De Anza College Film/TV program is one of the most comprehensive in Northern California. The program offers students a solid foundation in the aesthetic and technical elements of the production of short-format and feature-length narrative and nonfiction film/video, episodic television and corporate work. Students gain expertise in all aspects of the creative process: producing, screenwriting, constructing sets, lighting, operating cameras, editing, color grading, managing production workflows and distribution. As a result, the Certificate of Achievement in Film/TV: Production prepares individuals for a wide array of employment opportunities, including producing commercials and public service announcements, documentaries and newscasts, and independent films for distribution through traditional channels, online and mobile platforms.

The Film/TV: Production Certificate of Achievement (24 units) prepares individuals for entry-level employment as production assistants, camera operators, broadcast technicians, and film/video editors. This certificate program is designed to give students technical skills in screenwriting, operating cameras, video and sound editing software, and production management and workflows. This certificate serves the needs of individuals who are preparing for an entry-level career in the media industry, as well as those currently employed or wishing to reenter the workforce in the film or television production fields. Individuals who enroll in the Film/TV: Production program with advanced education and professional experience can enter the field at higher levels; e.g. writers and producers.

The Certificate of Achievement is designed with a "ladder" concept, whereby students can continue to take classes and pursue additional education towards a Certificate of Achievement-Advanced in Film/TV: Production (44-44.5 units) or an A.A. Degree in Film/TV: Production (90 units).

3. Enrollment Numbers

CB01: Course Department Number	CB02: Course Title	Year 1		Year 2	
		Annual # Sections	Annual Enrollment Total	Annual # Sections	Annual Enrollment Total
F/TV001.	Introduction to Cinematic Arts	16	606	15	567
F/TV001H	Introduction to Cinematic Arts - HONORS	New	New	New	new
F/TV006A	Screenwriting Fundamentals for Film/Video I	7	186	5	140
F/TV010.	Introduction to Electronic Media	4	191	4	198
F/TV010H	Introduction to Electronic Media - HONORS	New	New	New	New
F/TV020.	Beginning Video Production	10	291	10	285
F/TV026.	Introduction to Film/Television Directing	2	64	3	74
F/TV027.	Nonlinear Editing	2	60	3	72

4. Place of Program in Curriculum/Similar Programs

The Certificate of Achievement in Film/TV: Production is part of an existing program at De Anza College. There is no similar certificate being offered at other colleges in our service area.

5. Similar Programs at Other Colleges in Service Area

Although several community colleges in the San Francisco Bay Area service region offer certificate and degree programs in Film, Television and Electronic Media, De Anza College has the most comprehensive program.

Originally approved in 1985, the De Anza College Film/TV Department has experienced substantial growth and student demand since that time. Other colleges in the greater Bay Area that offer production programs in the cinematic arts are City College of San Francisco (Associate in Science in Cinema Production; Associate in Science in Film, Television & Electronic Media for Transfer), College of San Mateo (12-unit Digital Media Certificate of Specialization; Film A.A.; Film, Television, and Electronic Media A.S.-T.), Diablo Valley College (A.A. in Television Arts; A.S.-T. in Film, Television, and Electronic Media; Certificate of Achievement in Television Arts, in Film Production, and in Film Post-Production; and 9- to 15-unit Certificates of Accomplishment in Basic Writing for Digital Medium, in Film Production and in Studio Production) and West Valley College (A.S.-T. degree in Film, Television and Electronic Media). Programs such as San Jose City College's Media Arts A.A. is journalism- and multimedia-specific, and others concentrate on designing and developing digital solutions solely for web or mobile-based platforms.

Most colleges only offer a few media studies classes and/or only give students limited exposure to film, television and digital production. De Anza's Film/TV: Production program provides students the opportunity to learn all aesthetic, creative and technical aspects of the cinematic arts, including extensive hands-on practice with the professional equipment on both individual and team-produced narrative, experimental and nonfiction works.

The Certificate of Achievement in Film/TV: Production is part of an existing program and does not pose a negative impact on similar college programs in the greater Bay Area. There are significant numbers of annual openings for camera operators, production assistants, editors and related occupations to support enrollments at other community colleges, including those at City College of San Francisco, College of San Mateo and Diablo Valley College.

6. Enrollment and Completer Projections

Per the report created by the San Francisco Bay Center of Excellence (COE) for Labor Market Research, the ICT-Digital Media sector accounted for over 360,000 jobs in the Bay Region in 2021. Employment growth is projected to continue to increase in the Bay Area from approximately 457,698 workers to 528,423 workers in 2026, accounting for a 15% change in jobs for the period between 2021 and 2026.

When examining specific occupations in the ICT-Digital Media sector, the report notes that the demand for Audio and Video Technicians will grow by 18% in the 5-year period between 2021-2026. The demand for Producers and Directors will grow by 10% in the same period, and the demand for Film and Video Editors – by 7%.

As we examine our program's TOP code, 060420, the data in Table 7 shows that 99 Associate Degree/Associate for Transfer have been awarded by community colleges in the Bay Area between 2018-19 and 2020-21.

Furthermore, the Arts Media Bay Region Demand Dashboard from COE demonstrates that the job growth for Audio and Video Technicians is projected to increase by 23% between 2021-2026 in the North Bay. The demand for Camera Operators for Television, Video and Film is projected to grow by 18% in Silicon Valley and 16% in the mid-Peninsula, while demand for Film Editors will increase by 48% in the Santa Cruz-Monterey region. The job demand for Producers and Directors will increase by 35% in the Mid-Peninsula, and the demand for Lighting Technicians will increase by a whopping 333% in Silicon Valley. This data projects a healthy demand for skilled labor in the above occupations around the Bay Area.

Despite the enrollment struggle after the post-Covid pandemic, during the 2022-23 academic year, De Anza Film/TV area educated 1,317 students. Specifically, there were 598 students educated in the Film Production area.

The department is seeing renewed interest in this local certificate offering and entertaining inquiries from students who want to include basic F/TV production experience as part of their skill set. In 2022-23, the program issued 38 Associate in Arts degree awards in Film Production, 25 A.S.-T. degree awards, as well as four Credit Certificates. As such, we anticipate several Certificate Of Achievement student completers annually in the next few years.

Re: ACTION REQUIRED: F/TV: Production Approval Request for Fall 2024

Sam Bliss <blisssam@fhda.edu>

Mon 2024-06-24 10:56 AM

To: Catherina Wong <wongcatherina@fhda.edu>; Zack Judson <judsonzack@fhda.edu>; Mi Chang <changmi@fhda.edu>

Cc: curriculum <curriculum@fhda.edu>

Approved on my end as well.

Sam Bliss

Associate Vice President of Instruction

De Anza College

From: Catherina Wong <wongcatherina@fhda.edu>

Sent: Monday, June 24, 2024 9:59 AM

To: Zack Judson <judsonzack@fhda.edu>; Mi Chang <changmi@fhda.edu>; Sam Bliss <blisssam@fhda.edu>

Cc: curriculum <curriculum@fhda.edu>

Subject: Re: ACTION REQUIRED: F/TV: Production Approval Request for Fall 2024

Hi All,

Thanks Mi for bringing this to our attention. I approve the change.

Best regards,
Catherina

From: Zack Judson <judsonzack@fhda.edu>

Sent: Monday, June 24, 2024 9:21 AM

To: Mi Chang <changmi@fhda.edu>; Sam Bliss <blisssam@fhda.edu>; Catherina Wong <wongcatherina@fhda.edu>

Cc: curriculum <curriculum@fhda.edu>

Subject: Re: ACTION REQUIRED: F/TV: Production Approval Request for Fall 2024

I approve the change.

From: Mi Chang <changmi@fhda.edu>

Sent: Monday, June 24, 2024 8:32 AM

To: Sam Bliss <blisssam@fhda.edu>; Catherina Wong <wongcatherina@fhda.edu>; Zack Judson <judsonzack@fhda.edu>

Cc: curriculum <curriculum@fhda.edu>

Subject: Re: ACTION REQUIRED: F/TV: Production Approval Request for Fall 2024

Apologies.

Here's the change in PDF.

Mi Chang

De Anza College
Curriculum Office
21250 Stevens Creek Boulevard
Cupertino, CA 95014
(408) 864-8544
changmi@fhda.edu
Curriculum - www.dilbert.fhda.edu/curriculum/

From: Mi Chang <changmi@fhda.edu>
Sent: Monday, June 24, 2024 8:04 AM
To: Sam Bliss <blissam@fhda.edu>; Catherina Wong <wongcatherina@fhda.edu>; Zack Judson <judsonzack@fhda.edu>
Cc: curriculum <curriculum@fhda.edu>
Subject: ACTION REQUIRED: F/TV: Production Approval Request for Fall 2024

Hi Chairs,

Happy finals week!

First a bit of explanation.

- A Certificate of Achievement (COA) is between 18-26 units.
- A Certificate of Achievement-Advanced (COA-A) is between 27-45 units.

There is a rule that if a revision to a program causes the units to fall out of the stated ranges, it will be considered a new program and hence a new program submission.

I did not catch this until I was processing the program last week. F/TV: Production COA was revised where the units changed from 24 to 28 units. Normally, this would have been considered a new program BUT a COA-A already exists and therefore the COA cannot be revised as the initiator originally requested. I emailed her last week and she has made the following request:

- Move F/TV 26 to List A and therefore leave the total units for the F/TV: Production - COA to 24 units for effective fall 2024

I believe Zack said the rule for approving emergency requests when CC is not in session is still in place. *Therefore, I am requesting the bulleted change*

above. I believe all three of you have to approve this. This will be brought to CC in the fall to be included in the minutes.

If you have any questions, please let me know.

Mi

Mi Chang

De Anza College

Curriculum Office

21250 Stevens Creek Boulevard

Cupertino, CA 95014

(408) 864-8544

changmi@fhda.edu

Curriculum - www.dilbert.fhda.edu/curriculum/