# Certificate Program Approval Process

I. Identification
College: **Bluegrass Community & Technical College** Date: **August 22, 2012**
President/CEO Signature _____ Chief Academic Officer Signature _____
Date Submitted: _____ Date Received: _____
Program Title: **Information Management and Design** CIP Code: _____

II. Curriculum Description: *(Attach course sequence, new course identification and competencies)*
**Requirements:**

| Course Prefix | Course Number | Course Title | Credit Hours |
|---|---|---|---|
| IMD | 128 | Raster Design with Photoshop | 3 |
| IMD | 250 | Digital Video Editing I | 3 |
| IMD | 255* | Digital Video Editing II | 3 |
| IMD | 258* | Visual Effects for Video | 3 |

**Semester-by-Semester Plan**
**Fall: IMD128 and IMD250**
**Spring: IMD255* and IMD258***

**Competencies**

Upon successful completion of this program the graduate will be able to:

1. Demonstrate the ability to edit and create digital video using industry-standard video editing and graphic design software applications.
2. Create 2D and 3D visual effects for digital video.
3. Apply film theory and techniques through appropriate use of software applications and technology.
4. Conceptualize, design and complete digital video projects from concept through production and distribution.

*** Indicates a new course.**

III. How was need for this program determined?
**Our new certificate has been recommended by both the college's administration and the existing Film Studies –Script to Screen program. The Film Studies program is submitting a new AFA in Cinematic Arts proposal. Our new digital video certificate is designed to fit into this AFA as one option for students to specialize in. The Digital Video certificate can stand alone, but we expect the majority of our students to come from the new AFA in Cinematic Arts degree.**

IV. Collaboration with other institutions *(if applicable):*
**n/a**

V. Catalog Description: *(Description of Program as it will appear in the catalog)*
**The Information Management & Design program prepares students for careers in various industries utilizing cutting-edge technology within graphic design, web design, project management and library professions. Students will specialize their degree from a choice of four options.**

**The Graphic Design option provides the concepts and skills needed to create and produce design projects such as brochures, flyers, newsletters, logos, product packaging, photo restorations and manipulations, multimedia presentations, simple illustrations, and web sites using industry-standard techniques and graphic design applications.**

**The Web Design option provides the concepts and skills needed to create and produce web sites using industry-standard techniques using graphic and web design, and video editing applications. The Web Design option graduates will have the ability to create and maintain professional sites and also be capable of working with other web professionals such as programmers, network administrators and database administrators as well as interfacing with management and clients.**

**The Project Management option focuses on the management of time-limited operations in terms of four constraints: time, cost, resources and specification. Students learn to identify priorities, organize assignments and deploy the necessary resources to accomplish projects on time and within specified budgets.**

**The Library and Information Technology option prepares graduates for paraprofessional library work.**

**The courses within the Graphic and Web Design options will assist with preparation for Adobe Certifications and the Certified Internet Webmaster (CIW) certification exam. The Library and Information Technology option courses may be used to meet Kentucky public library certification requirements.**

**The IMD program also offers two certificates within the web and graphic design options. The web and graphic design certificates provide up-to-date training in current industry-standard software and trends for practitioners in the fields as well as introductory education for beginning students. In addition, the IMD program offers a certificate in Digital Video for students interested in film editing and cinematic arts.**

VI. Leads to licensure or certification: Yes [ ] No [X]
If yes, specify agency and level:

VII. Certificate Part of Existing Diploma or Degree Program: Yes [X] No [ ]
If yes, identify program: Information Management and Design
If no, project average yearly enrollment and completions: _____

VIII. Admissions Requirements
VIII. a. Assessment / Placement Level (Select from chart) Level I [X] Level II [ ] Level III [ ]

| CERTIFICATE/DIPLOMA ASSESSMENT AND PROGRAM PLACEMENT | | | | | | |
|---|---|---|---|---|---|---|
| | Reading | | Mathematics (Pre-Algebra Domain) | | English (Writing) | |
| | COMPASS | ASSET | COMPASS | ASSET | COMPASS | ASSET |
| I | 80 | 42 | 42 | 38 | 64 | 41 |
| II | 74 | 39 | 34 | 35 | 49 | 39 |
| III | 64 | 36 | 25 | 31 | 36 | 37 |

Y [ ] No [X]

VIII b. Admission Requirements in addition to Assessment / Placement: e s

If yes, specify requirements:

IX. Additional resources required: Yes No **X**
If yes, specify source:

X. Projected Implementation Date: **Pilot: Spring 2013; Full: Fall 2013**