ART / GRAPHIC DESIGN
UNIT PLAN RATIONALE
2008 – 2009

Mission of the Unit
We seek to instill in our students a deep appreciation for art as a professional activity, as well as an opportunity for personal growth and enrichment. We seek to prepare students to enter transfer institutions fully prepared to succeed, to become exhibiting artists, and to fulfill themselves through creative expression.

Accomplished Goals and On-Going, Regular Activities
- Courses transferable to the CSU system, some to U.C., many to private colleges and universities.
- Program provides students general education and elective requirements.
- Provides instruction in drawing, ceramics, painting, sculpture, graphic design, digital media, art history, and museum studies.
- New art gallery provides opportunities to museum studies’ students to learn about curating and organizing exhibits.
- Provides studio art students a venue for their first exhibitions.
- Pottery Sale, 20% donated to Art Gallery
- Display of student work at Hayward City Hall for foundation “Blooming Affair”
- Ongoing display of student Pottery/Sculpture for Chabot Boardroom ongoing.
- Placed two students in jobs related to their major (ceramics.)
- Participate in Chabot Open House Demo’s etc. student pottery sale of their personnel work.
- A second section of Art 56 to be offered in the evening.
- The art/Graphic Design Web link to promote our expanding area.

Goal Objectives for Improvement and/or New Development
- Produce a promotional YOUTUBE video for outreach
- Exhibit faculty Artwork at local off campus galleries
- Offer Drawing & Design classes at San Leandro Joint facility
- Cross list a new course called “Water Media” Art 8 A, B, C and D with the existing “Watercolor” Art 7A-D
- Add an E level section to existing Art 3A,B,C, D; Art 7A,B,C,D, Art 12A,B,C,D and Art 13A,B,C,D, The Art area Unit has observed a recent population increase of older returning students and international students. The measures listed above are in response to this growing trend of students wishing to take classes for personal enrichment. A vocal group of said students claim that once they have taken all the classes available here they will just go to another Bay Area Community College and repeat what they did here.
- Add a second section of 2B separate from 2A to see if it will fill on its own.
- Would like to increase the number of our students exhibiting in the community by encouraging them, and helping them, to find venues on the outside.

- Offer an art Colloquium to represent Chabot College student artwork at the CCACA Ceramic Sculpture Conference in Davis, CA.
- The Graphic Design and Illustration classes will be moved from bldg. 1600 to 900 in the fall of 2008.
- Updates needed; The Digital Media program has grown and this growth has caused the Graphic Design program to contain fewer students each year. We would like to cancel out the Graphic Design program. In doing so, instead of Janice Golojuch teaching these programs she would teach all drawing classes. This would involve the addition of more drawing classes. Which will entail that we offer Drawing I thru V. At this moment we are offering Drawing I and II.
- Using Web links in the Fine Arts/Humanities web site could include a page for each area of our unit showing examples of students' work and teachers demonstrating techniques with Youtube.com video links.
- Money for Guest lecturers.

**Student Learning Outcome:**

In terms of student learning outcomes, the common thread that is continuous in all classes taught in this unit is the formal trade language of elements and principles of design that are measurably evident in the students projects. Also increased visual literacy and critical thinking in analyzing Artwork and how to interpret symbols and assign meaning to their artwork is evident in the way they speak and write about their work. Learning how to use the tools effectively and see the underlying forms in all artwork is an additional learning outcome.

**How the Budget Supports these Activities**

In addition to providing funds for operating cost and modeling fees, for teachers, the budget allows us to buy up-to-date equipment. We have an extremely modest supply budget, shared by five full time instructors, that allows us to buy incidental items to keep our studios operational. Graphic Design students seeking computer software skills can take courses in Photoshop, Illustrator, Dreamweaver, and Flash, which are shared with the Digital Media, Photography, and Architecture, making for very efficient use of college funds.

**Staff Request**

We need a full time Drawing/Printmaking teacher

**Relation to the College’s Strategic Objectives**

The ongoing activities and new goals for improvement listed above are inline with the campus wide goal of increasing enrollment and student retention. In particular most of our planning is aimed at expanded marketing and out reach to improve the colleges profile in the community.

ArtUnitPlan08
pf(5/19/08)
Following is our budget request:

Equipment Requests

We would like a row of glass cases placed in front of the courtyard. Which would consist of four solid glass cases – 4"x2"x2". To be controlled by the Full Time Art Faculty to limit loose keys.

We would like the use of the hallway between 900 and the Art Gallery to hang student hall shows.

Classroom's 1006, 1008, 1012 and 1016 needs a VCR/DVD/CD machine installed. We need a storage room for storing any audiovisual equipment.

No action was taken last year on the request for a gas kiln so it has been re-submitted with a 10% inflation increase.

The sculpture area is requesting an additional $600.00 to replace worn out grinders and used up abrasives.

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<td>Equipment requests</td>
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ACCESS:

Balanced Scheduling and Entry Level Offerings (Spreadsheet narrative)

[Please note spread no longer includes Art History because it now has it's own Rubric]

We continue to work to create a balanced schedule for day, evening and distance education students, but we do not currently have enough FTEF to serve Friday or Saturday students, although we think this is a slot that could be productive for us.

In the Fall 2008 we will be adding another section of Art 2A intro to Drawing. Also we will be adding another section of Art 17 Beginning Sculpture so that students will now have choice of access to that coarse both day and evening. Also we are adding a section of Art 56 Graphic Design 1 (previously Art 40 Graphic Design Principles) so that students will also have a choice of access to that coarse day and evening.

In an effort to stay current with Graphic Design programs at other colleges, Janice Golojach updated the Graphic Design Program by writing all new courses which included new course content new names new numbers and the addition of a requirement of a Computer Graphics 1 class. She also wrote a new graphic Design A.A., Graphic Design Certificate, and a Digital Design Certificate. These changes are not reflected in the current coarse catalog.

Effectiveness of last year's Plan

Art faculty agrees that last year's plan was a success. Still, we feel strongly that this could be improved further with the purchase and installation of an additional student-tracking computer to record student participation in the 200 level courses. The single computer we now have in building 1100 is located at a considerable distance from the studio classes it services. Students who want to utilize the studio facilities in building 1000 have few reasons to come to 1100 at all, and are apt to forget to scan their i.d.'s if they are nowhere near the actual classrooms they serve shows those machines are far more successful in tracking student users than our more remote machine. Therefore we are requesting an additional tracking device be installed in the studio area itself. The cost of purchasing and installing additional computers will certainly pay for itself. And, while we're asking, we'd like a machine that works, please. The one we now have is often not functioning at all. We need a better way to record out productivity!

In Fall 2008 we are continuing to offer a Sculpture class to a Tuesday/Thursday evening slot so we then would have an instructor here every evening. Enrollments remain high, and it has improved access by allowing students to take more art classes at night. Additionally, this has helped our productivity in a very real way by allowing us keep the studios open four nights a week for students enrolled in the 200-level courses.

Additionally, the art faculty voluntarily increases allowables from 24 to 30 students in 2A, 10 and 11, straining the capacity of both faculty and facilities. Even at theirs allowable there is still high demand for these classes.
SUCCESS & EQUITY:

The art faculty is proud of its high success rates, access and equity. In many classes we enjoy success rates of 80 percent, well above the campus average. Clearly students find our classes attractive and rewarding.

We are working to improve the quality of our offerings and increase productivity without sacrificing quality. We could use help from the college in this. The art area asks that:

1) The schedule of classes NOT list lecture and lab hours separately. This has always confused students who think they are signing up just for the "lecture" or just for the "lab" portion of the class, when in reality that is not even an option. We would like the class schedule to reflect just the entire block of time during which the class is scheduled, not two blocks of time. This really is a problem we would like addressed; student confusion over the issue seems to be getting worse.

2) We are provided with student-tracking technology in studios. As mentioned above, we believe having one computer far from where our students actually attend class is hurting our ability to record our actual productivity.

3) Success and equity data is presented in a clearer fashion. Although we are glad to have this data and it is extremely helpful in determining the success profile of our programs, we find the listing of data relating to cross-listed courses confusing. We are asking for clearer reports.

CONCLUSION:

In conclusion, we the art faculty simply want to reiterate our pride in our successes and remind the college that we are working diligently to increase student access, success and equity in all our classes. What we offer is unlike the offerings of any other department, and it is our pleasure to serve the college community by attracting new students to Chabot and by helping them become more well rounded and more creative people.