

ANNUAL REPORT OF PROGRAM DATA 2023



UNIVERSITY of HAWAII
KAPI'OLANI
COMMUNITY COLLEGE



2023 Annual Report of Program Data

New Media Arts

1. Program or Unit Mission

The New Media Arts (NMA) program seeks to prepare students for employment in the fields of animation and interface design including web design and the converging industries that require advanced skills in digital multimedia design and production.

NMA Program Goals: Strategic Outcomes

1. The New Media Arts program at Kapi‘olani CC prepares students for professional work in the fields of interface design, computer animation, and the converging industries that require advanced skills in digital media and production.
2. The program serves professionals updating and refining their job skills and students preparing for careers in interface design and animation. The program integrates classroom instruction with hands-on production skills in a learning environment that encourages the collaborative process inherent in professional creative media design and production.
3. The program prepares students for further advanced study and entry into competitive Bachelor Degree programs.

Associate in Science: New Media Arts with a Specialization in Animation

The Associate in Science degree, New Media Arts with a specialization in Animation, prepares students for careers in 3D computer animation, video game development, and emerging industries employing 3D computer graphics. Topics include the full CG pipeline, film analysis and storytelling, digital painting, and demo reel development.

The program is intended to serve professionals updating and refining their job skills and students preparing for a career in animation. The program integrates classroom instruction with hands-on production experience in a learning environment that encourages the collaborative process inherent in professional practice.

The Associate in Science degree, New Media Arts with a specialization in Animation, will introduce students to the field of 3D computer animation, exploring the complex interplay of theory, aesthetics, technology, and production methodologies.

Associate in Science: New Media Arts with a Specialization in Interface Design

The Associate in Science degree, New Media Arts with a specialization in Interface Design, prepares students for careers as interface designers with a focus on web design. Interface Design course topics include graphic design, web design, front-end interface programming, typography, graphic symbolism, digital multimedia, and motion graphic design. Additional courses include digital imaging, design history and portfolio development.

The program is intended to serve students preparing for a career in interface design and professionals updating and refining their job skills. The program integrates classroom instruction with hands-on production skills in a learning environment that encourages the full design process for interface design as dictated by the industry and utilized in the field.

The Associate in Science degree, New Media Arts with a specialization in Interface Design, will introduce students to the theory, technology, aesthetics, business, and production process of interface design.

2. Program Student Learning Outcomes or Unit/Service Outcomes

Program Student Learning Outcomes

Five outcomes serve as the basis of the New Media Arts program:

1. Apply knowledge of the theory, history, and principles of design and/or animation in the creation of new media art.
2. Apply successful problem-solving skills utilizing industry standard applications, technologies, and techniques in the creative and technical production process.
3. Participate as a team member to make collaborative decisions toward shared objectives with civility, interpersonal skills, and a respect for cultural diversity.
4. Communicate effectively both visually and verbally in the classroom, community, and industry.
5. Synthesize the concepts and skills in the creation of a culminating project that integrates conceptual thinking and aesthetic application.

Courses Assessed in AY 2022 – 2023

Course	No. of Outcomes	Results	Resources	Mapping
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ART120	7	81% of the students to meet the benchmark level of 2.0 or higher.	Lab with up-to-date Mac OS equipment running the latest version of required software: Adobe Creative Cloud (~\$500 per student per year)	
ART127	7	95% of the students to meet the benchmark level of 2.0 or higher.	Lab with up-to-date Mac OS equipment running the latest version of required software: Adobe Creative Cloud (~\$500 per student per year)	
ART129	6	97% of the students to meet the benchmark level of 2.0 or higher.	Lab with up-to-date Mac OS equipment running the latest version of required software: Adobe Creative Cloud (~\$500 per student per year)	
ART156	6	100% of the students to meet the benchmark level of 2.0 or higher	Software licenses and updated labs	
ART157	7	100% of the students to meet the benchmark level of 2.0 or higher	Autodesk Maya and Adobe licenses	
ART229	6	90% of the students to meet the benchmark level of 2.0 or higher	Lab with up-to-date Mac OS equipment running the latest version of required software: Adobe Creative Cloud (~\$500 per student per year)	
ART247	6	91.5% of the students to meet the benchmark level of 2.0 or higher.	software licenses / updated labs	
ART257	6	97% of the students to meet the benchmark level of 2.0 or higher.	Adobe Creative Cloud (Ae; Ps and Ai) 16 licenses / \$450 per license	
ART294	6	100% of the students to meet the benchmark level of 2.0 or higher	Software licenses and Lab Updates	
ART296	6	97% of the students to meet the benchmark level of 2.0 or higher.	software licenses	

3. Analysis of the Program/Unit

The NMA program has continued to demonstrate academic excellence both locally and nationally. NMA students achieved outstanding results at the 2023 Pele Awards, a competition hosted by The American Advertising Federation that honors excellence in advertising and design. They secured

nineteen out of twenty-four awards and two out of three available scholarships. In addition to being recognized locally, NMA students have won eight national awards.

In response to the COVID-19 pandemic in the spring of 2020, all NMA courses were shifted to an online format, offering both synchronous and asynchronous modalities. The online format allowed us to offer NMA courses to students who may be unable to attend in-person—neighbor island students, those with family or work obligations, for those who have health struggles, to name a few. In the fall of 2020, we achieved a fill rate of 73.6% while offering all courses online. However, the fill rate for our most recent term dropped to 54.9% despite our recently expanded offerings.

Faculty and staff members have assessed and determined the best format for delivering their courses. Many courses remain online with synchronous and asynchronous modalities. Five Interface Design and one pre-requisite courses are being offered in a hybrid format and utilize *Zoom-in-the-Room-technology* wherein a large screen on a wheeled cart is in the classroom enabling students to join class remotely. This allows students who thrive in a face-to-face environment and those who cannot attend in person to access the course and all its activities.

NMA faculty host a number of events for current and prospective students. The Grad Panel is hosts graduates to speak about their professional experiences to students who are in the program. The Portfolio Orientation is intended to deliver concise information to students who are applying to the program. NMA faculty attended high school career fairs and on-campus events to promote the program.







NMA introduced a new experimental Video Game Development course.

Plans were developed to renovate Koa 102 and 103 through private and federal grant funding (HEERF).



NMA Animation recently added a lecturer who is a 15-year veteran from Disney Feature Animation and Dreamworks Animation.

Demand Health: **Progressing** (1.211)

TABLE 1







#	Demand Indicators	2020-21	2021-22	2022-23
1.	New & Replacement Positions (State)	16	17	17
2.	New & Replacement Positions (County Prorated)	12	 14	 14
3.	Number of Majors	48	 40	 38
3a.	Number of Majors Native Hawaiian	2	 9	 8

2023 Kapi‘olani Community College ARPD
 Program: New Media Arts

3b.	Fall Full-Time	68%	70%	65%
3c.	Fall Part-Time	32%	30%	35%
3d.	Fall Part-Time who are Full-Time in System	0%	0%	0%
3e.	Spring Full-Time	70%	81%	69%
3f.	Spring Part-Time	30%	19%	31%
3g.	Spring Part-Time who are Full-Time in System	0%	3%	0%
4.	SSH Program Majors in Program Classes	885	765	669
5.	SSH Non-Majors in Program Classes	60	75	72
6.	SSH in All Program Classes	945	840	741
7.	FTE Enrollment in Program Classes	32	28	25
8.	Total Number of Classes Taught	29	 29	 30

Efficiency Health: **Needs Attention/Progressing (.5)**

TABLE 2









#	EFFICIENCY INDICATORS	2020-21	2021-22	2022-23
9.	Average Class Size	10	 9	 8
10.	Fill Rate	73.6%	 62.1%	 54.9%
11.	FTE BOR Appointed Faculty	2	2	3
12.	Majors to FTE BOR Appointed Faculty	24	 20	 13
13.	Majors to Analytic FTE Faculty	16	13	13
13a.	Analytic FTE Faculty	3	3	3
14.	Overall Program Expenditures			
14a.	General Funded Budget Allocation			
14b.	Special/Federal Budget Allocation			
14c.	Tuition and Fees			
15.	Cost per SSH			
16.	Number of Low-Enrolled (<10) Classes	11	15	20

NOTE: There are 4 FTE BOR Appointed Faculty

Efficiency Health: **Healthy (1.5)**

TABLE 3

2023 Kapi‘olani Community College ARPD
 Program: New Media Arts

#	EFFECTIVENESS INDICATORS	2020-21	2021-22	2022-23
17.	Successful Completion (Equivalent C or Higher)	83%	87%	91%
18.	Withdrawals (Grade = W)	14	12	6
19.	Persistence Fall to Spring	88%	 86%	 88%
19a.	Persistence Fall to Fall	54%	72%	65%
20.	Unduplicated Degrees/Certificates Awarded	13	 10	 10
20a.	Degrees Awarded	13	 10	 10
20b.	Certificates of Achievement Awarded	0	 0	 0
20c.	Advanced Professional Certificates Awarded	0	0	0
20d.	Other Certificates Awarded	0	0	0
21.	External Licensing Exams Passed			
22.	Transfers to UH 4-yr	8	2	2
22a.	Transfers with credential from program	8	1	0
22b.	Transfers without credential from program	0	1	2

#	DISTANCE INDICATORS	2020-21	2021-22	2022-23
23.	Number of Distance Education Classes Taught	29	27	15
24.	Enrollments Distance Education Classes	298	261	128
25.	Fill Rate	74%	64%	57%
26.	Successful Completion (Equivalent C or Higher)	83%	87%	91%
27.	Withdrawals (Grade = W)	14	12	4
28.	Persistence (Fall to Spring Not Limited to Distance Education)	80%	75%	50%

#	PERKINS INDICATORS	GOAL	ACTUAL	MET
29.	1P1 Postsecondary Placement	N/A	N/A	N/A
30.	2P1 Earned Recognized Credential	N/A	N/A	N/A
31.	3P1 Nontraditional Program Concentration	N/A	N/A	N/A
32.	Placeholder - intentionally blank	N/A	N/A	N/A
33.	Placeholder - intentionally blank	N/A	N/A	N/A
34.	Placeholder - intentionally blank	N/A	N/A	N/A

#	PERFORMANCE INDICATORS	2020-21	2021-22	2022-23
35.	Number of Degrees and Certificates	13		10

36.	Number of Degrees and Certificates Native Hawaiian	0	2	3
37.	Number of Degrees and Certificates STEM	0	3	4
38.	Number of Pell Recipients ¹	8	5	7
39.	Number of Transfers to UH 4-yr	8	2	2

Articulation Agreements

- UH-West Oahu BAS with Concentration in Creative Media for both the KapCC NMA Animation and Interface Design tracks
- UH-West Oahu BA in Humanities with Concentration in Creative Media for both the KapCC NMA Animation and Interface Design tracks
- UH-Mānoa BA in Creative Media unofficial transitional agreement for animation majors coming out of KapCC NMA

The New Media Arts degree as a CTE program is designed to prepare students for immediate employment. NMA also contributes to and supports course-to-course articulation efforts across the UH system. **Specific NMA courses currently articulated include:**

- ART 112 Introduction to Digital Art
- ART 125 Intro to Graphic Design
- ART 126 3D Computer Graphics
- ART 128 Interface Programming I
- ART 156 Digital Painting
- ART 157 Film Analysis and Storytelling
- ART 159 History of Communication
- ART 202 Digital Imaging
- ART 212 Digital Animation
- ART 222 Digital Multimedia
- ART 226 Computer Graphics II
- ART 229 Interface Design I
- ART246 Computer Graphics III
- ART 249 Interface Design II

4. Action Plan

1. NMA will continue to work with the A&S academic dean to seek funding for major upgrades to the labs and special projects to assist in achieving standards.
2. NMA will maintain its NMA website, providing information including visual samples and exhibition space for NMA graduates of their demo reels and multimedia portfolio.
3. NMA will collect data from graduates to help track where they go after graduation and to assess student success after completion of their degree.
4. NMA will continue to host the annual Demo Reel and Design Portfolio Presentation Event
5. NMA faculty members will give presentations at high school career fairs, professional conferences, and on-campus events.
6. NMA faculty will continue to encourage students to submit projects to local and national award show.
7. NMA faculty will continue to assess and discuss course modalities to best serve our students

5. Resource Implications

NMA requires a dependable source of funding for Adobe Creative Cloud licenses. The financial support that New Media Arts receives from the Academy of Creative Media cannot be used for subscription-based purchases. This software is the industry standard and is required to properly prepare students for careers in the creative industry. Historically, we have purchased 70 licenses at an approximate cost of \$500 each.

I am NOT requesting additional resources for my program/unit.