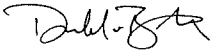


**Sacramento City College
Campus-Wide Issue/Concern Form**

Committee or Individual Graphic Communication faculty **Date submitted** Oct. 1, 2018

Issue/Concern Change of department name

Signature of Initiator(s)  **Digitally signed by** Button Donald
Date: 2018.09.30 10:16:01 -07'00'

Provide information, which succinctly but fully discusses the issue/concern (if necessary, add additional pages).

A. Describe the issue/concern:

The Graphic Communication department name is outdated and needs to be updated to reflect current and future industry terminology.

The GCOM department is requesting an official department name change to begin in the Fall 2019 semester and appear in the 2019-20 catalogue.

B. What do you recommend or suggest solving this issue/concern?

Twenty-one years ago the current Sacramento City College Graphic Communication Department was the Printing Department. In 1997 the name was officially changed to Graphic Communication in order to more accurately reflect the growth and diversity of the industry, the advanced in technology, and curriculum and educational philosophy of the department. In 2018, we are again at a critical stage in the growth and evolution of the department. Over the past 21 years, there have been significant changes in department curriculum, certificates and degrees. This is a result again of the changes in the industry, professional opportunities, and technology. The department has expanded beyond graphics to include graphic design, user interface and web design, animation, 3-D modeling, and game design. A new name is needed to more accurately reflect and communicate the scope and vision of the department.

After much discussion and consultation with our regional industry advisory committee, other industry professionals, educators at the high school and university level, and alumni, we request the department be re-named DESIGN AND DIGITAL MEDIA (Top Code 006140).

C. How will this recommendation support the success of SCC students and benefit the campus community?

It is important for our students that our department name and course designators more accurately reflect transfer institution and industry terminology. As a part of the name change for the department, a new course designator system has been submitted and approved by the Curriculum Committee for all classes currently listed as GCOM. New designators will reflect the specific disciplines taught, rather than the generic designator of GCOM: DDSN (Digital Design), ANIM (Animation), MODL (3D Modeling), and GAME (Video Game Design). These new designators will replace the old designators beginning with the Fall 2019 catalog.

These changes will facilitate better identification and recognition of the different disciplines within the department, in the catalogue, and on student transcripts, degrees and certificates. The department name and course designator will also better communicate and represent our program to regional industry and employers.

Through the Spring and Summer of 2019, the department will launch a series of promotional announcements informing students, educators, industry, LRCCD and SCC staff about the new Design and Digital Media department name and new course designators.

Please return this form to the Process Coordinator Office, RN 221. The Initiator will be notified within 5 working days as to the committee or council that will review this issue/concern.

Official Use Only
Date received by Process Coordinator 10/01/18 Tracking # _____
Date Initiator Notified 10/01/18
Forwarded to Executive Council Date 10/01/18