

## BACKGROUND

### **Stark State College of Technology**

Associate of Applied Science degree in Computer Graphic Arts Technology

#### **EXECUTIVE SUMMARY/RECOMMENDATION**

**This program clearly meets Regents' standards for associate degree programs. There were no serious concerns raised in the review.**

The growing use computer graphics is challenging employers and businesses in northeast Ohio to find qualified computer graphic designers for current and future positions. Computer graphic designers apply their unique skills and creativity in the production of images through a variety of media including video, movies, Internet, advertising, television and others.

Northeast Ohio employers needing trained computer graphic designers asked Stark State College of Technology to develop this program. Due to market demand and expanding web-based information and expansion, computer graphic designer positions in Ohio are expected to grow 21% by 2014, creating over 450 new positions. Replacement openings will continue as individuals leave the field or retire.

Today's high school students are extremely interested in computer graphic arts as they live in an ever-changing, fast evolving information technology world, and recognize that long-term successful careers are possible in the growing field. Area high school Tech Prep Programs will provide the foundation courses needed for this program and offer a seamless transfer into this program.

Currently there are no other institutions within 100 miles of Stark State offering this program. Stark State College of Technology is willing to share their lessons learned, best practices and expertise with colleges considering developing a similar degree. Stark State College of Technology is currently developing an articulation agreement with Youngstown State University for students interested in pursuing a bachelor's degree in Business with a concentration in Marketing or Business Communication.

The college is financially prepared to offer this program and incur the start-up costs needed based on three years of projected student enrollment.

Graduates of the program will find career opportunities as computer graphic art designers with publishing and printing companies, marketing firms, fashion industry, television studios, internet-based companies and others.