PASADENA CITY COLLEGE - CONTEXT

Established 1924, 21,500 FTE Students, 24% CTE

43% Hispanic, 22% Asian, 18% White, 5% African American

5,000 Incoming Students Annually – 1600 graduate / transfer

60 - 96% tested into Developmental math

First Year Experience Pathway – 1200 in Fall 2013
College Readiness Course
Guaranteed Blocked Classes
Student Support
Cohorts + Faculty Learning Communities
John Muir High School
Arts, Entertainment + Media Academy – AEM
43% total graduates enroll at PCC within 2 years
34/169 in 2012
Pasadena High School
Creative Arts, Media + Design – CAMAD
53% total graduates enroll at PCC within 2 years
158/435 in 2012
Building Pathways, Ensuring Completion

Creativity, Technology, Contextualization, Innovation

### High School

- **Present 2012**
  - Creative Arts, Design & Media Academy Pasadena High School
  - Art, Entertainment & Media Academy John Muir High School
  - **Jams**: design technology
  - Outreach
  - Tracking

### PCC Transition

- **Year One 2013**
  - Early assessment
  - Outreach
  - Tracking
  - **Jams**: design technology
  - Media production
  - Supplemental support

### Pathways

- **Year Two 2014**
  - Early assessment
  - Outreach
  - Tracking
  - **Jams**: design technology
  - Media production
  - Supplemental support

### Completion

- Pre-vocational Certificate

### Industry Partners

- Advisory committee

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**design technology pathway**
- Product design, graphic design, architecture, engineering, fashion, photography, robotics, business

**media production pathway**
- Broadcasting, webcasting, directing, producing, editing, animation, web design, visual fx, set design
Data Lesson:
Data is the beginning, not the end

Completion:
College Prepared  74.1%
Underprepared 44.2%

Remedial:
Math 24%
English 37%
Career Tech: 64.8%

(College Scorecard)
Data Lesson:
BIG DATA vs small sample size

Pre-Assessment Math Jam (PAM Jam)

72 Students from LLHS

Students know Placement Tests are important but lack confidence with math

Students want more college prep

Social Motivation

Improves perception of PCC

Don’t Waste Time Retaking High School Math in College!

Come to PCC’s Pre-Assessment Jam

The higher you place, the faster you will reach your academic goals and your career!

Join the Jam and prepare for your math placement test

Friday, March 8, 2013
8:30 - 3:00 PM
Transportation and lunch will be provided

Sign up with your counselor and Register at www.pasadena.edu/pathways
Data Lesson: Value the Unknowns

Do You Intend to stay in the same major?

- YES
- NO (18)
- UNDECIDED (12)
design technology pathway - 2011 - 2013

YEAR 0
- ENGLISH PC
- MATH PC
- COLLEGE 1
- DTP 100
- ENGLISH
- MATH PC
- SPEECH
- DTP 101
- Career Research
- Field Trips

YEAR 1
- BUSINESS
- MATH PC
- DESIGN MAJOR
- DESIGN MAJOR
- ELECTIVE
- MATH
- DESIGN MAJOR
- DESIGN MAJOR
- Work Shadowing
- Internship

YEAR 2
- ENGINEERING
- ARCH/INTERIOR DESIGN
- INDUSTRIAL DESIGN
- FASHION
- Internship
- Work Transition

Skills Certificate / Degree / Transfer
College Readiness Certificate
Certificate of Achievement
pre-contextualization:
fragmentation, dispersed, modularized

thematic – conceptual
‘hey, isn’t that what Ms K was talking about?’
echoing, eg humanism, sustainability

content – knowledge base
‘it’s the greatest idea ever, that all our courses are integrated’
anchoring, abstraction, application

process – transferable skills
‘why do you spend so much time at school?’
seamless continuum – school to career to life
Design and fabrication--theme of sustainability and efficiency

Lighting Project - Contextualized English, Math, Speech

Create an Immersive Environment of Math and English

Integrated Design Process
  Research
  Constraints
  Prototyping
  Testing
  Communication

Challenges: Coordination, Assessment, Support
Problem: Working collaboratively with a partner, design and fabricate a lamp shade that emphasizes light quality, efficient material usage, and innovative fabrication.

Process:
- Research principles of light science (basic characteristics of light, methods for creating light, phenomenological)
- Research evolutions of light technology and their cultural implications
- Research formal lighting design typologies + materials
- Understand material choices and basic construction parameters (shape of components, method of connections, assembly)
- Choose a shade typology and develop design proposals through sketches, drawings, modeling, and material/labor estimates + calculations.
- Refine design through modifications, mindful of project criteria + metrics
- Analyze the design prototypes and make improvements based on the project criteria + metrics.
- Present fabricated light, design graphics, process, and performance analysis to class.
- Document a self-critique with proposed modifications for future improvements
ILLUMINATION CRITERIA/PERFORMANCE METRICS

Projects will be evaluated upon the following four categories; each equally weighted:

1 MARKETABILITY
2 AESTHETIC CONSIDERATION
3 MATERIAL/BUDGETARY
4 LIGHT MEASURE

5 *RECYCLED CONTENT/SUSTAINABILITY
*Additional 5% credit will be given to those projects that utilize principles of sustainability and a majority of recycled content in the design of the project.

1 MARKETABILITY
This category will be peer-evaluated with the following two metrics scored on a scale of 1-10. The final score will be calculated as a percentage.

Product branding: Product name, tag line, description (about formal qualities, functional considerations, technical applications)
Concept: Clearly communicated idea, unique or innovative characteristics (efficiency, ease of assembly, sustainable considerations, style, etc…)

Scoring:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product branding</td>
<td>9</td>
</tr>
<tr>
<td>Concept</td>
<td>9</td>
</tr>
<tr>
<td>Total Score</td>
<td>17</td>
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<tr>
<td>Percentage</td>
<td>85%</td>
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</tbody>
</table>

2 AESTHETICS
This category will be peer evaluated with the following three metrics scored on a scale of 1-10. The final score will be calculated as a percentage.

Formal Attributes: Shape, spatial quality (mass + volume), color, texture, pattern, composition, relationship of components to the whole
Light Quality: Hard light vs. diffuse light, patterning of light/shadows on the walls and floor, multi-directional illumination (walls/floors)
Technical Innovation: Creative technical problem-solving, efficient fabrication + assembly system, craftsmanship, refined detailing of parts, potential for spin-off product, maximization of the equipment capability for production

Scoring:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>Formal Attributes</td>
<td>6.5</td>
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<tr>
<td>Light Quality</td>
<td>8</td>
</tr>
<tr>
<td>Technical Innovation</td>
<td>5</td>
</tr>
<tr>
<td>Total Score</td>
<td>19.5</td>
</tr>
<tr>
<td>Percentage</td>
<td>65%</td>
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</tbody>
</table>
TURBINE

CHARACTER
Minimalist lamp wrapped with paper tubes. Cladding moves horizontally from top to bottom.

MATERIALS
1/4" black painted
2 ply cardboard
10 gauge stainless steel metal
polyurethane

PRODUCTION DATA
material needs calculation
unit weight
overall packaging dimensions

COMPONENTS

PROCESS - PROTOTYPING

LIGHT CALCULATIONS

Lumen output: 260
*Based on 100w Incandescent bulb

LIGHT FALLOFF GRAPH

LIGHT EMISSANCE

SPECIFICATIONS
Light Fixtures: 1.5 in. Dia. x 18" H. Can be used as chandeliers, wall sconces, or floor lamps.
Careers in Arts, Media, Entertainment Sector

Largest traded industry cluster in Los Angeles county
160,000 jobs with high average wage
Continued annual projected growth of 17,000 jobs by 2018

Rapidly accelerating and convergent technology
Web Design, Social Media, Feature/TV, Animation, Interactive, SPFX
Global business model – Production, Distribution
Range of career types – Creative, Business, Technical
Applications – Entertainment, Education, Science

Career Development
Transferable Skills
Media Proficiency
media arts pathway – fall 2013

<table>
<thead>
<tr>
<th>YEAR 0</th>
<th>ENGLISH PC</th>
<th>MATH PC</th>
<th>COLLEGE 1</th>
<th>MEDIA100</th>
<th>Career Research</th>
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<tbody>
<tr>
<td>YEAR 0</td>
<td>ENGLISH</td>
<td>MATH PC</td>
<td>SPEECH</td>
<td>MEDIA101</td>
<td>Field Trips</td>
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<tr>
<td>YEAR 1</td>
<td>ENGLISH/GE</td>
<td>MATH</td>
<td>COLLEGE 1/GE</td>
<td>MEDIA SYSTEMS</td>
<td>Work Shadowing</td>
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<tr>
<td>YEAR 1</td>
<td>PRODUCTION</td>
<td>SOUND</td>
<td>ANIMATION</td>
<td>WEB DESIGN</td>
<td>Internship</td>
</tr>
<tr>
<td>YEAR 2</td>
<td>PRODUCTION TV, Video, Sound</td>
<td>ANIMATION Visual FX, Performance Capture</td>
<td>INTERACTIVE Game</td>
<td>GRAPHIC Web, Digital</td>
<td>Internship Lancer Lens Work Transition</td>
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<td>Skills Certificate / Degree / Transfer</td>
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College Readiness Certificate
Certificate of Achievement
Skills Certificate / Degree / Transfer
1. Challenges- Developing a pathway that can also accommodate both stackable certificates and AA/transfer.

2. Challenges- Faculty Buy-in.


4. Opportunity to create more advanced and creatively challenging projects.
Media Institutionalization

Content Factory

Community Building

Hands On Experience

Internal Internships

Low Risk

Building on Fundamentals
PASADENA CITY COLLEGE – WEB-CASTING – TRI-CASTER
### Pasadena City College – Results

#### Fall 2012

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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<tbody>
<tr>
<td>Total Enrollments</td>
<td>126</td>
</tr>
<tr>
<td>Total Success Rate</td>
<td>91.3%</td>
</tr>
<tr>
<td>Math</td>
<td>88%</td>
</tr>
<tr>
<td>English</td>
<td>96%</td>
</tr>
<tr>
<td>Total Retention Rate</td>
<td>90%</td>
</tr>
<tr>
<td>GPA Design Tech</td>
<td>3.31</td>
</tr>
<tr>
<td>Non–Design Tech</td>
<td>2.74</td>
</tr>
<tr>
<td>John Muir</td>
<td>2.60</td>
</tr>
<tr>
<td>Pasadena High</td>
<td>2.77</td>
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</tbody>
</table>
Data Lesson: Improvement must be Longitudinal

Spring 2013
(approximate)

Total Retention  80%
Success         86%
PASADENA CITY COLLEGE – NEXT STEPS / CHALLENGES

High School to College Transition - Continuum
  Student Centered Whole Experience / Whole Person
  Strengthen Outreach Relationships – Articulation, Collaborative Projects, Jams
  Pre-Assessment Jams – Accelerated Developmental math/English
  Hybrid Academic and Career Tech Pathways

Career Development Process
  Stronger Transferable Skills for Life Long Learning
  Contextualized, Problem Based Learning
  Career ‘Interchanges’ – cross over opportunities
  Integrated Career Exploration – Branching
  Integrated Internship Program (start Fall 2013)

Faculty Professional Learning Community
  Interdisciplinary Collaboration
  Programmatic Flexibility, collaborative approaches
  Program Scale - Simultaneous with Pathway Development
Outcomes:

In Teams of Three:

1. Select an image through critical and creative interpretation.

2. Apply research to structure a haiku.

3. Edit the poem through collaborative writing.

4. Communicate haiku effectively to the audience through oral and visual presentation.