Digital Art & Animation

Program Review

March 21, 2025

DA&A Program

DA&A Program

Mission

The Digital Art & Animation Program at Cañada College provides students with top-tier industry expert faculty and curriculum. We empower them to transform their lives and communities through access to living wage jobs in highly technical fields unique to our diverse Bay Area.

Industry Expert Faculty

The key to training students for jobs in emerging fields is having faculty who have worked in industry and continue to maintain industry relevance and credentials.

3D Design & Animation

Paul Naas

Paul Naas was the coordinator of the Digital Art & Animation Program for almost a decade and a half.

His leadership made this program one of the most prestigious in the West Coast. We regularly point out we compete with Academy of Art, not other community colleges.

Interaction Design & Games

Hyla Lacefield

Hyla Lacefield left the program January 1, 2020, just in time for the COVID pandemic to hit.
After 4 1/2 years as Dean of Business, Design, & Workforce, she gratefully returned to being faculty, and took over as coordinator in Fall of 2024.

Graphic Design & Photography

Emanuela Quaglia

Emanuela Quaglia is about to start her final year of tenure. She has been a great mentor to her students and has brought her instructional design skills to the department along with her photography and graphic design skills.

Overall enrollment

Y-axis: Enroll Count

Y-axis values: 20, 40, 60, 80, 100, 120, 140, 160, 180, 200, 220, 240, 260, 280, 300
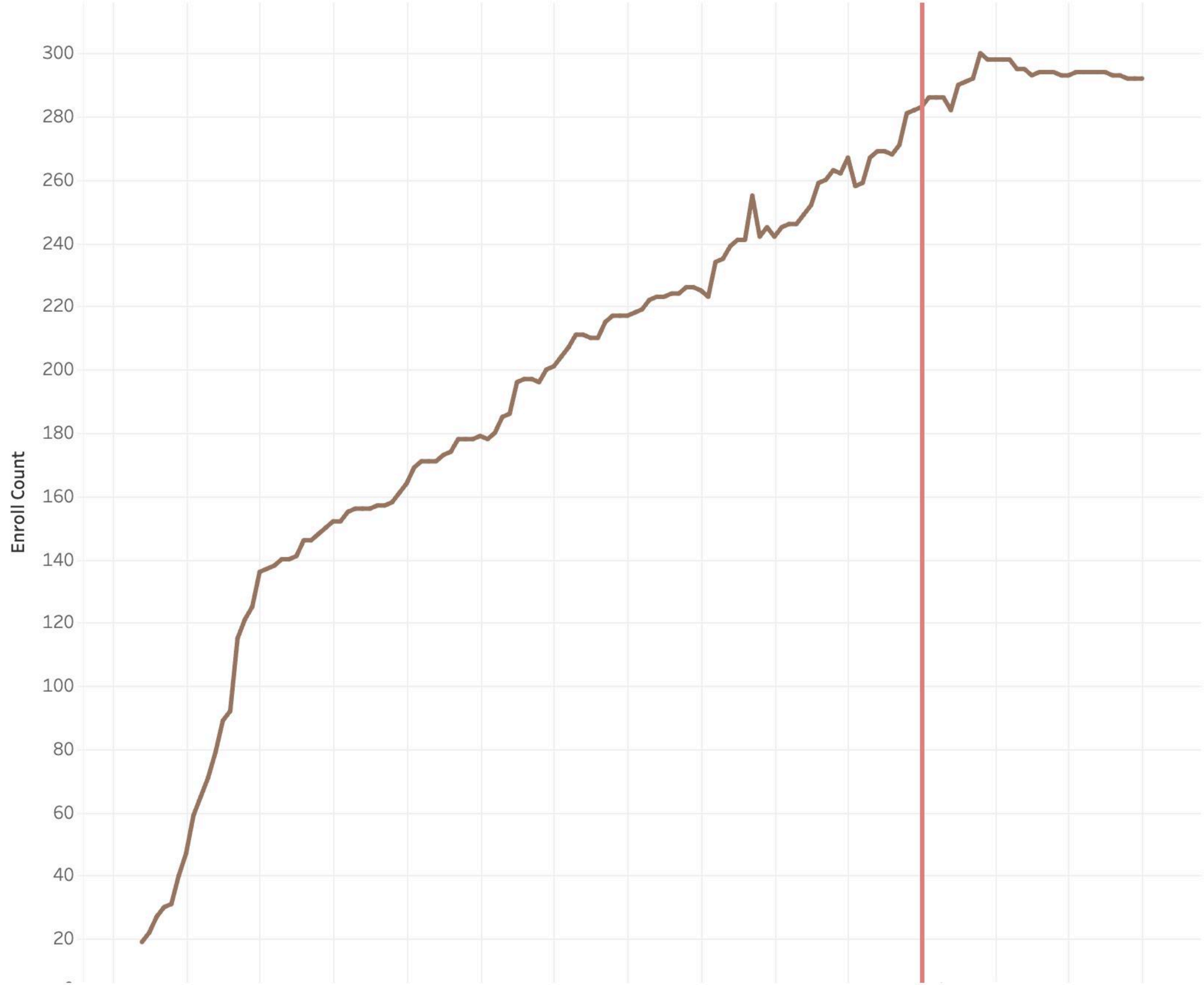
Term
Fall 2016

Division
(All)

Department
MART

Course Name
(All)

Course length
(All)

Term
Fall 2016

Overall enrollment

Term
(Multiple values)

Division
(All)

Department
MART

Course Name
(All)

Course length
(All)

Term
Fall 2016
Fall 2017

Overall enrollment

Term
(Multiple values) ▾

Division
(All) ▾

Department
MART ▾

Course Name
(All) ▾

Course length
(All) ▾

Term
— Fall 2016
— Fall 2017
— Fall 2018

Overall enrollment

Term
(Multiple values) ▾

Division
(All) ▾

Department
MART ▾

Course Name
(All) ▾

Course length
(All) ▾

Term
■ Fall 2016
■ Fall 2017
■ Fall 2018
■ Fall 2019

Overall enrollment

Term
(Multiple values) ▾

Division
(All) ▾

Department
MART ▾

Course Name
(All) ▾

Course length
(All) ▾

Term
- Fall 2016
- Fall 2017
- Fall 2018
- Fall 2019
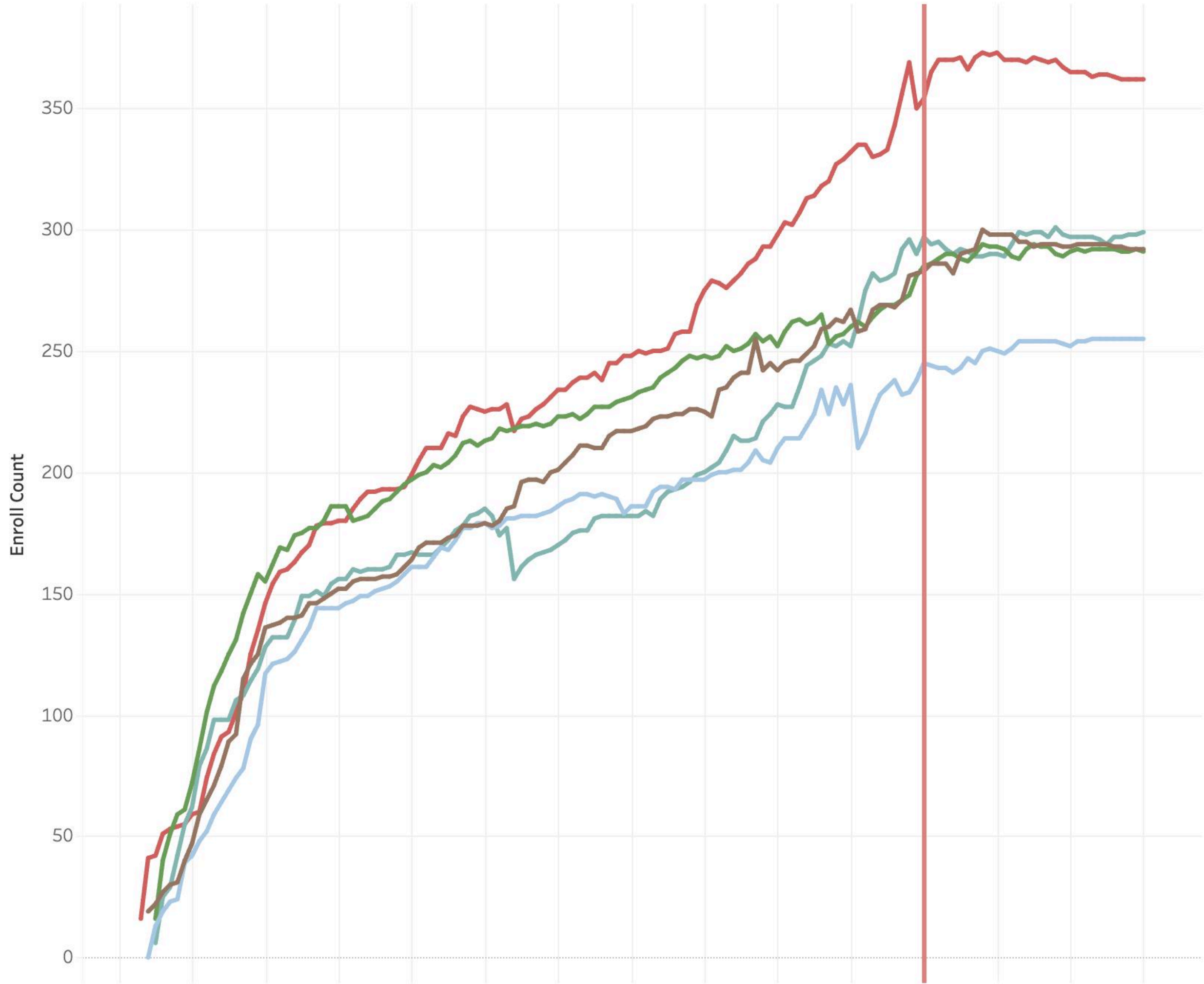- Fall 2020

Enroll Count

350

300

250

200

150

100

50

0

Overall enrollment

Term
(Multiple values) ▾

Division
(All) ▾

Department
MART ▾

Course Name
(All) ▾

Course length
(All) ▾

Term
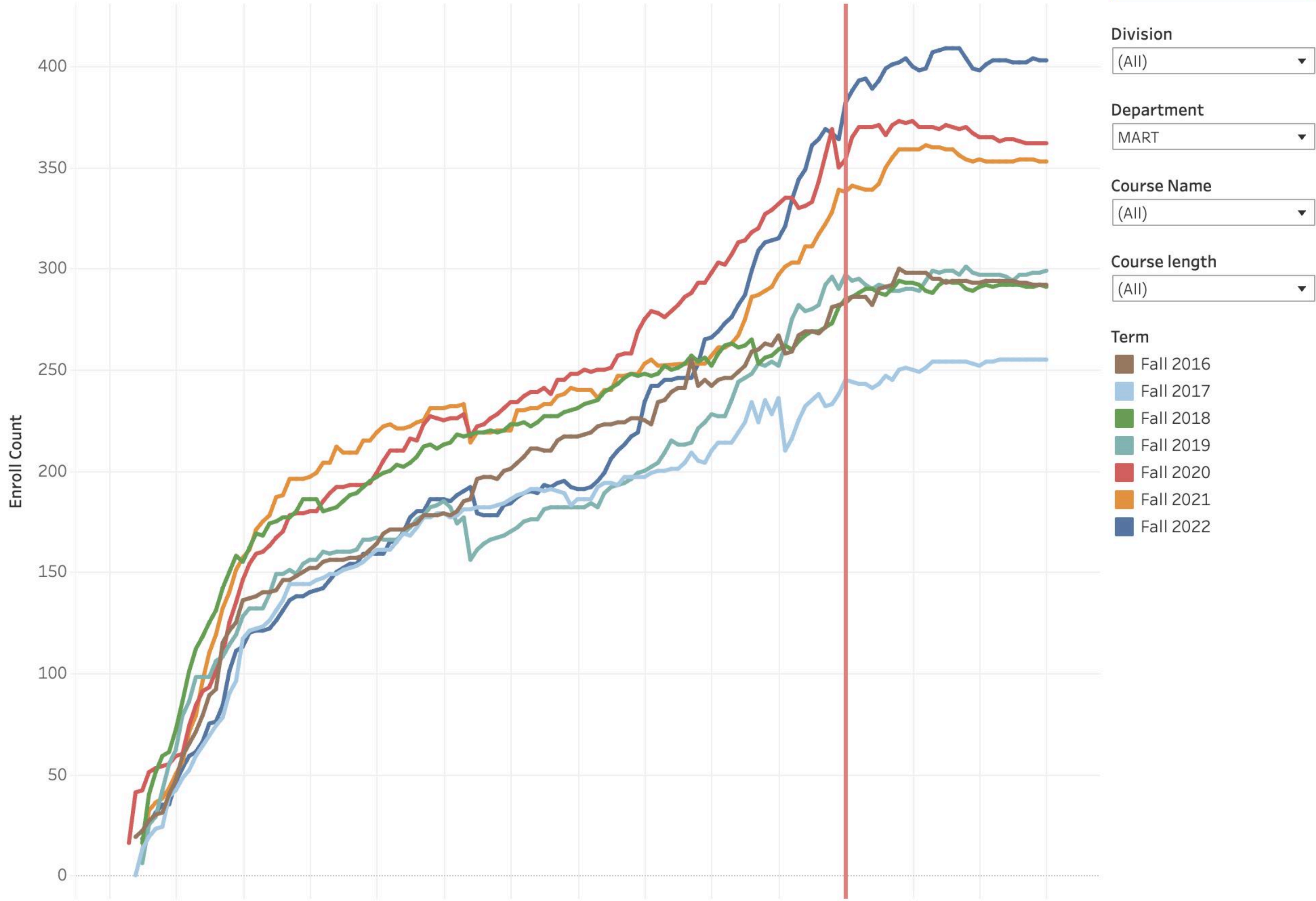■ Fall 2016
■ Fall 2017
■ Fall 2018
■ Fall 2019
■ Fall 2020
■ Fall 2021

Overall enrollment

Term
(Multiple values) ▼

Division
(All) ▼

Department
MART ▼

Course Name
(All) ▼

Course length
(All) ▼

Term
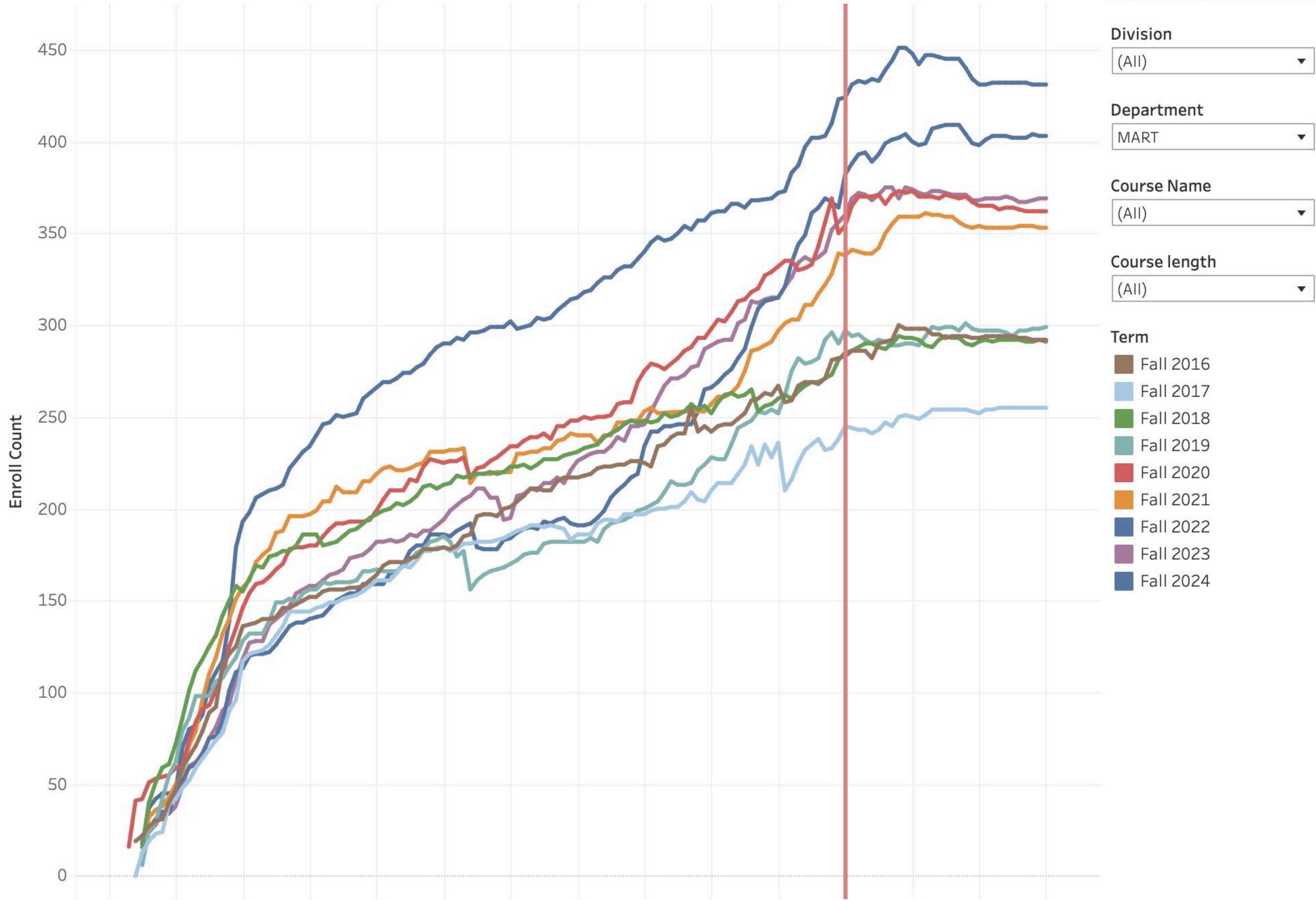■ Fall 2016
■ Fall 2017
■ Fall 2018
■ Fall 2019
■ Fall 2020
■ Fall 2021
■ Fall 2022

Overall enrollment

Term
(Multiple values)

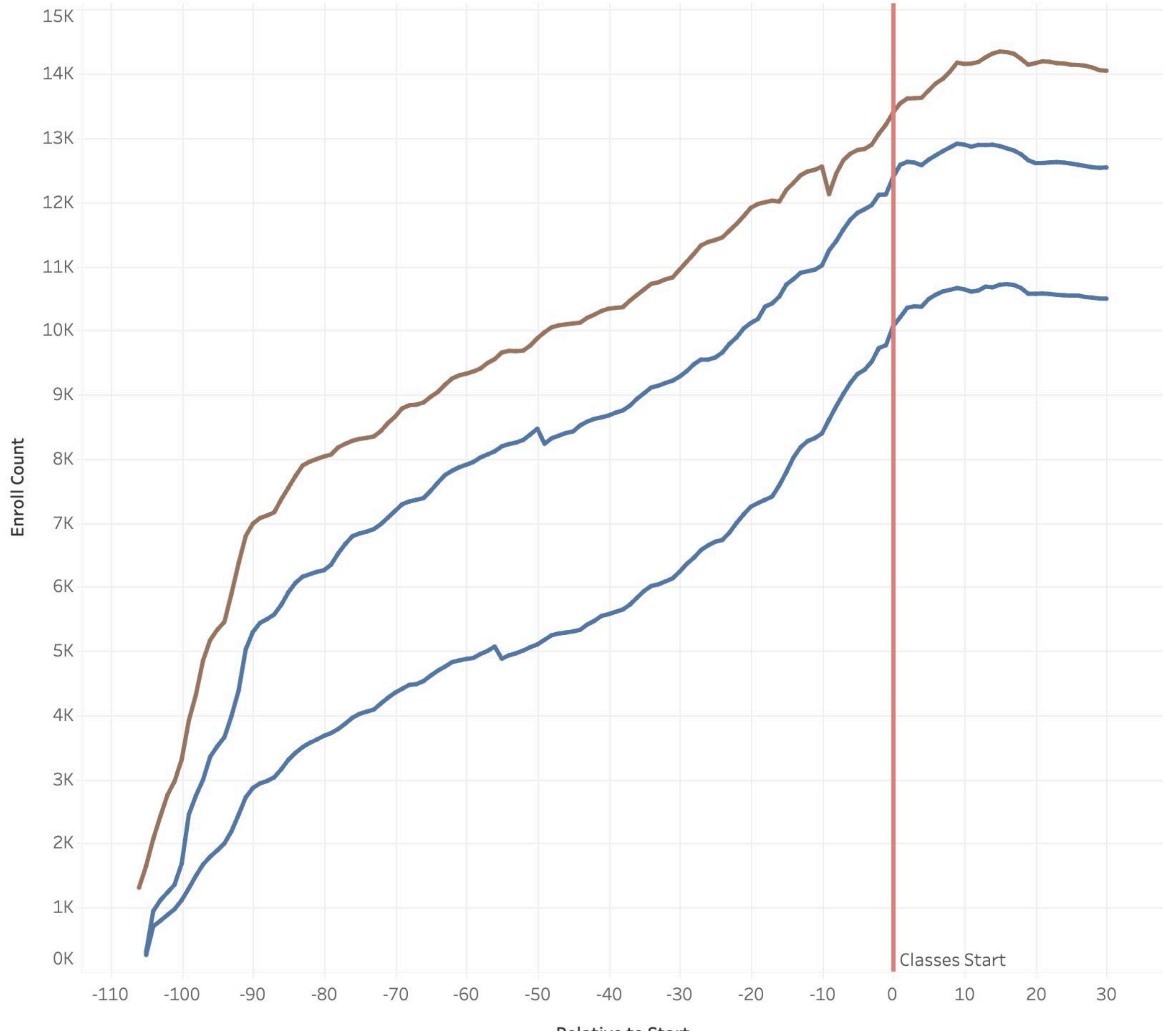**Division**
(All)

Department
MART

Course Name
(All)

Course length
(All)

Term
- Fall 2016
- Fall 2017
- Fall 2018
- Fall 2019
- Fall 2020
- Fall 2021
- Fall 2022
- Fall 2023

Overall enrollment

Enroll Count

450
400
350
300
250
200
150
100
50
0

Term
(Multiple values) ▼

Division
(All) ▼

Department
MART ▼

Course Name
(All) ▼

Course length
(All) ▼

Term

■ Fall 2016
■ Fall 2017
■ Fall 2018
■ Fall 2019
■ Fall 2020
■ Fall 2021
■ Fall 2022
■ Fall 2023
■ Fall 2024

Overall enrollment

Term
(Multiple values) ▾

Division
(All) ▾

Department
(All) ▾

Course Name
(All) ▾

Course length
(All) ▾

Term
—— Fall 2016
—— Fall 2022
—— Fall 2024

Three Paths

Digital Art & Animation is such a broad program, it is comparable to having a 'Languages' program covering everything from Spanish and Latin to C# and Java.

Disproportionate access compared to the college as a whole:
Female students   -16%
Non-disabled students   -7%
Less than part time   -21%

Three Paths

Graphic Design & Photography

Three Paths

Graphic Design & Photography
FOUNDATION

Three Paths

3D Character Design & Animation

Graphic Design & Photography
FOUNDATION

Three Paths

3D Character Design & Animation

PROGRESSION

Graphic Design & Photography

FOUNDATION

Three Paths

Interaction Design & Games

3D Character Design & Animation

PROGRESSION

Graphic Design & Photography

FOUNDATION

Three Paths

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INTEGRATION

3D Character Design & Animation
PROGRESSION

Graphic Design & Photography
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Three Paths

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INTEGRATION

3D Character Design & Animation
PROGRESSION

Graphic Design & Photography
FOUNDATION

6

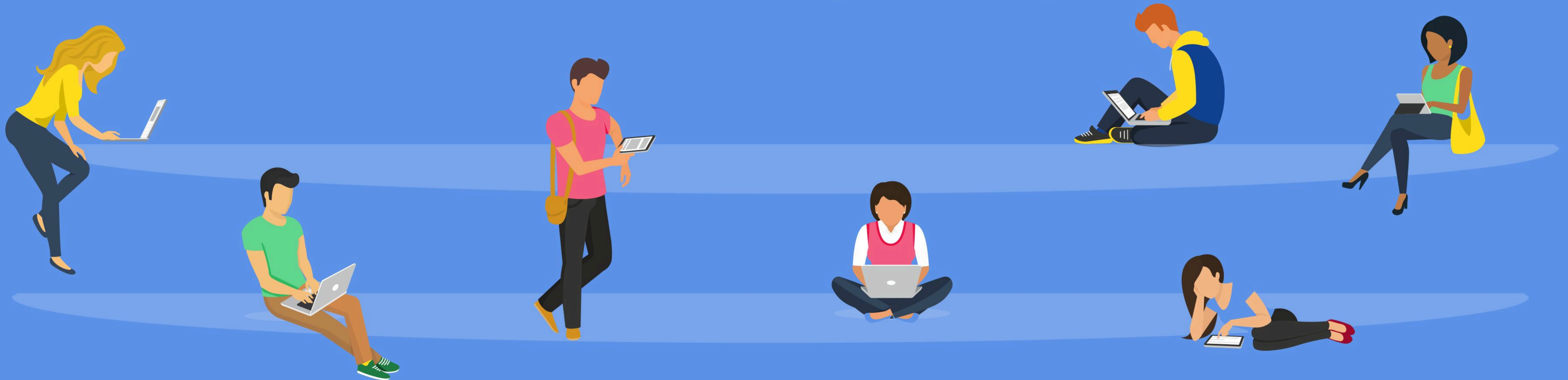# Three Paths

Graphic Design & Photography
FOUNDATION

Program Overview

- Offering **AA Degree** & **Certificate** in **Graphic Design**
- Focus on industry-relevant skills with hands-on learning
- Courses are offered in **Multi-Modalities**:
    - In-person
    - Online synchronously
    - Online -asynchronously

Student Success & Achievements

High employment rate for graduates in creative industries

Internship collaborations with institutions, and design studios

Student showcases and awards at local and national competitions

HIGH EMPLOYMENT RATE

INTERNSHIPS OPPORTUNITIES

SHOWCASES AND AWARD

Industry-Standard Tools & Facilities

A program to find your dreams

- *Adobe Creative Cloud* Suite (Photoshop, Illustrator, Lightroom, InDesign)
- Professional Photography Equipment
- State-of-the-art Mac and Windows labs with Wacom tablets & large format printing

- **Industry Standards**
- **New Professional Equipment**
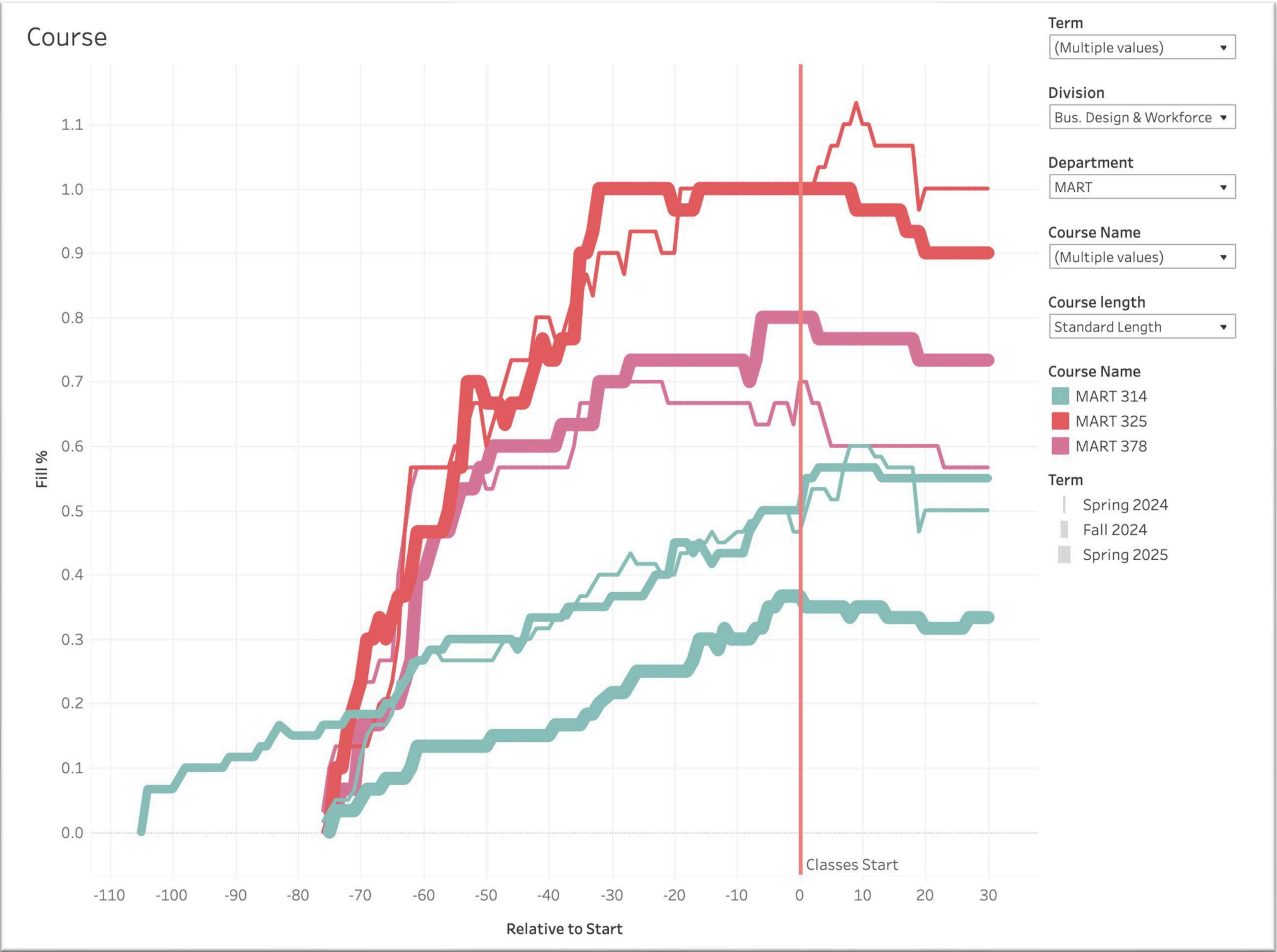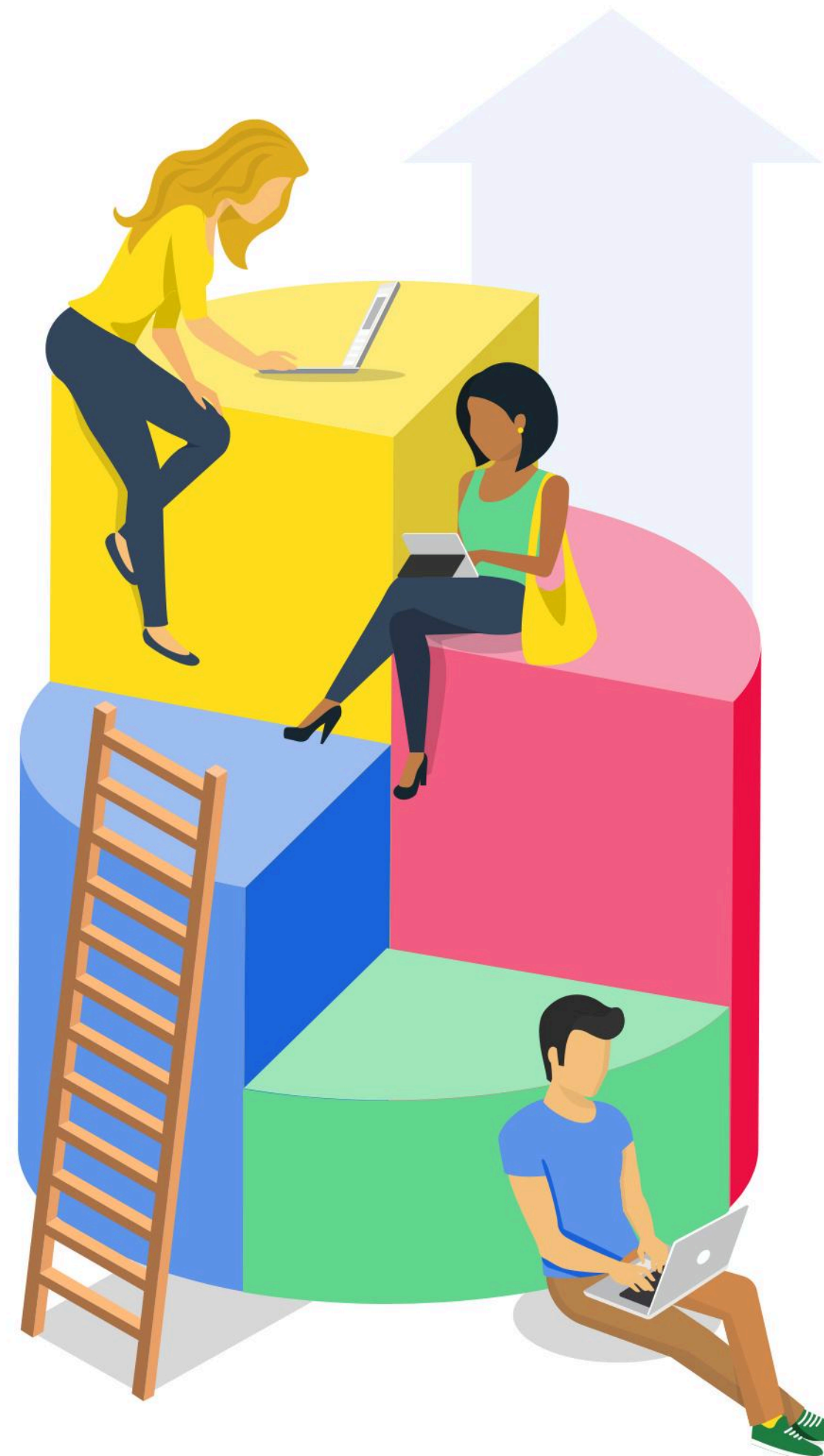- **Multi-modality Courses**
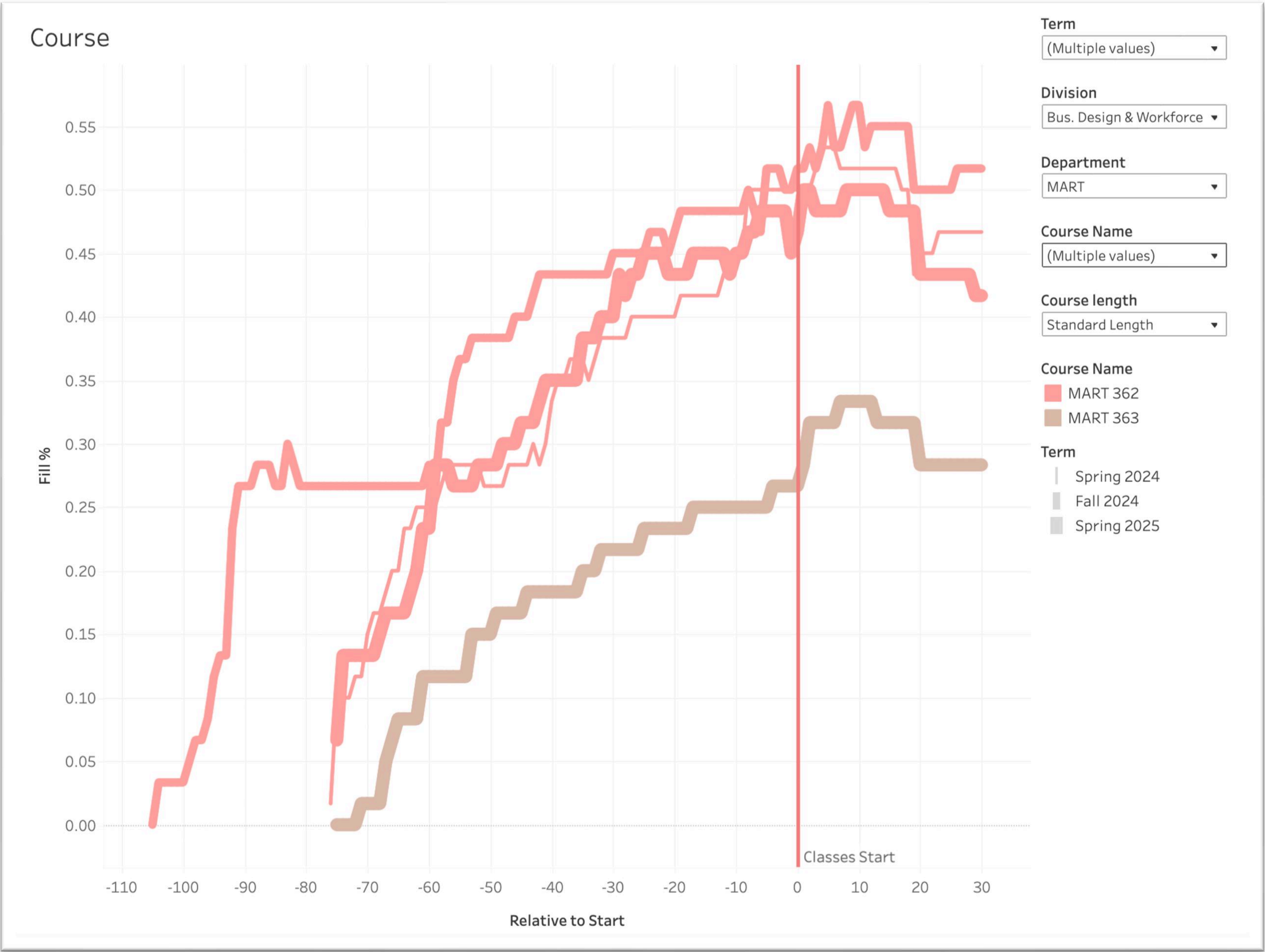
Growth Strategy
Short Term Goals

Strengthen industry partnerships for internships & job placement

Expand certification programs in Photography area

Increase student involvement in exhibitions, competitions, and professional networks

Integrate new emerging technologies (AI, AR/VR) into curriculum

Contacts Detail

Emanuela Quaglia

E-mail: quagliae@smccd.edu

Three Paths

Interaction Design & Games
INTEGRATION

3D Character Design & Animation
PROGRESSION

Graphic Design & Photography
FOUNDATION

Three Paths

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3D Character Design & Animation
PROGRESSION

Graphic Design & Photography
FOUNDATION

3D Character Design & Animation

PROGRESSION

DIGITAL ART &
ANIMATION
AT
Cañada College

What we do, who we are

❑ Degrees and certificates in digital art careers
  ❑ 3D Animation and Video Game Art
  ❑ Game Design
  ❑ UI/UX Design
  ❑ Digital Imaging/Photography
  ❑ Graphic Design
  ❑ Digital Art & Animation

❑ 100% Industry-experienced Faculty
  ❑ Disney, Pixar, DreamWorks, ILM, Sony Interactive, Play Studios, Wild Brain Animation
  ❑ Bringing real-world experience into the classroom
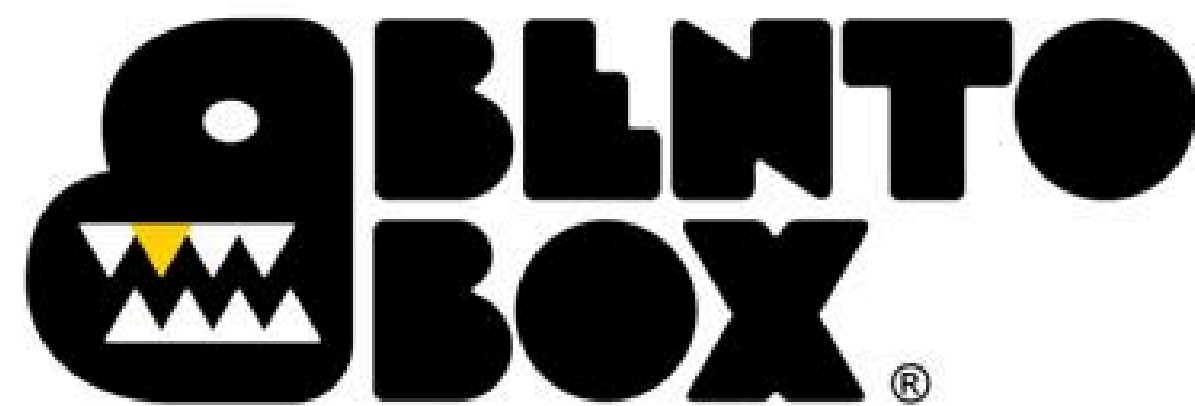
❑ Connections and partnerships with industry

Some of the places our graduates go:

Campus Movie Fest - Local and National Honors

Cannes Film Festival Screenings - three years running, four total

24 Hours Animation Challenge – four years and counting...

Three Paths

Interaction Design & Games
INTEGRATION

3D Character Design & Animation
PROGRESSION

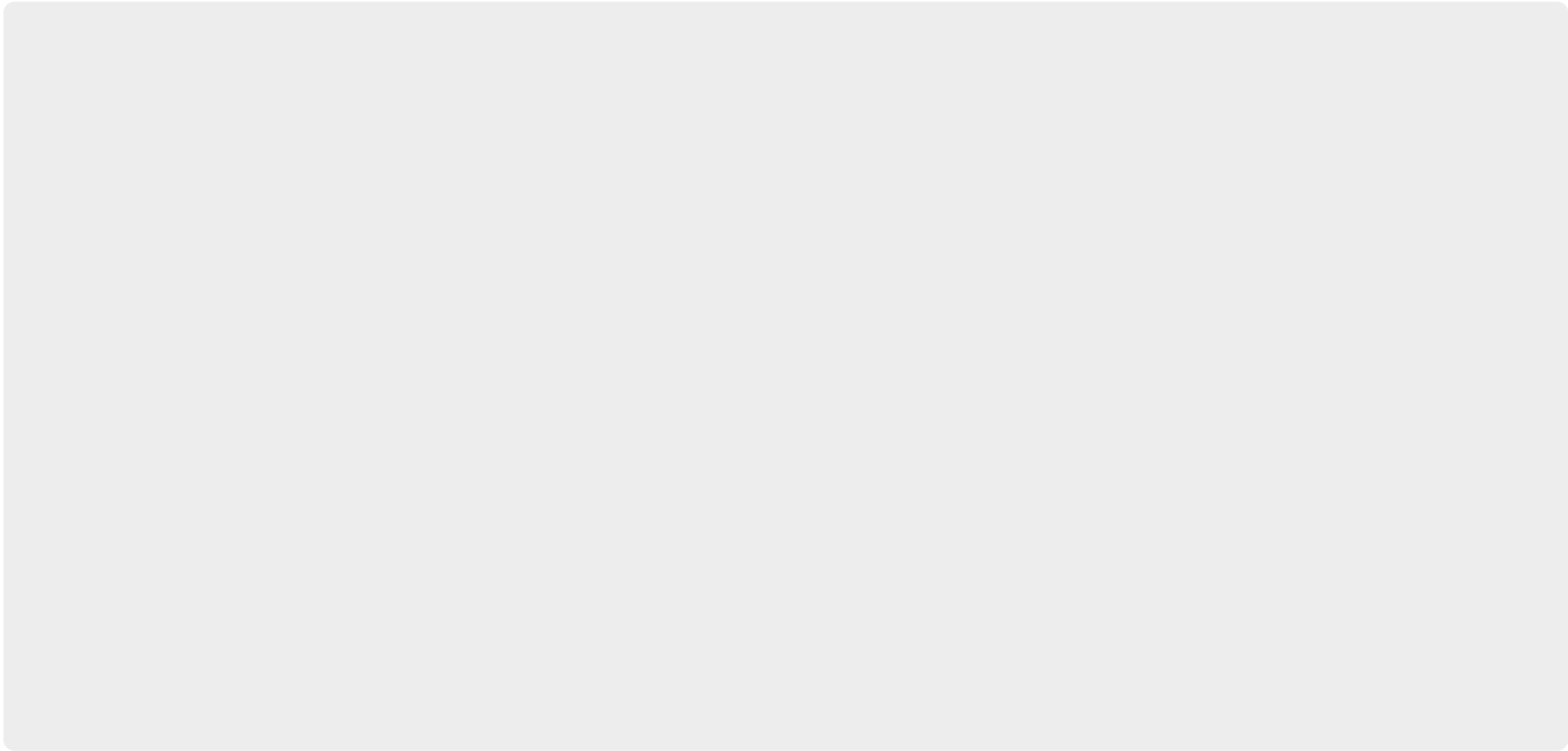**Graphic Design & Photography**
FOUNDATION

6

Three Paths

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Interaction Design & Games
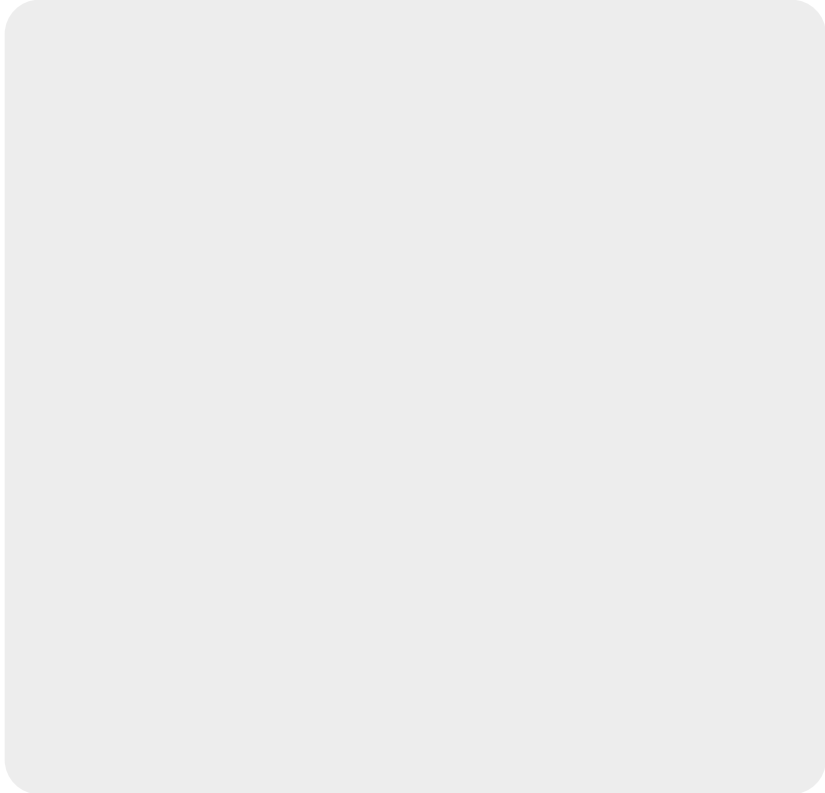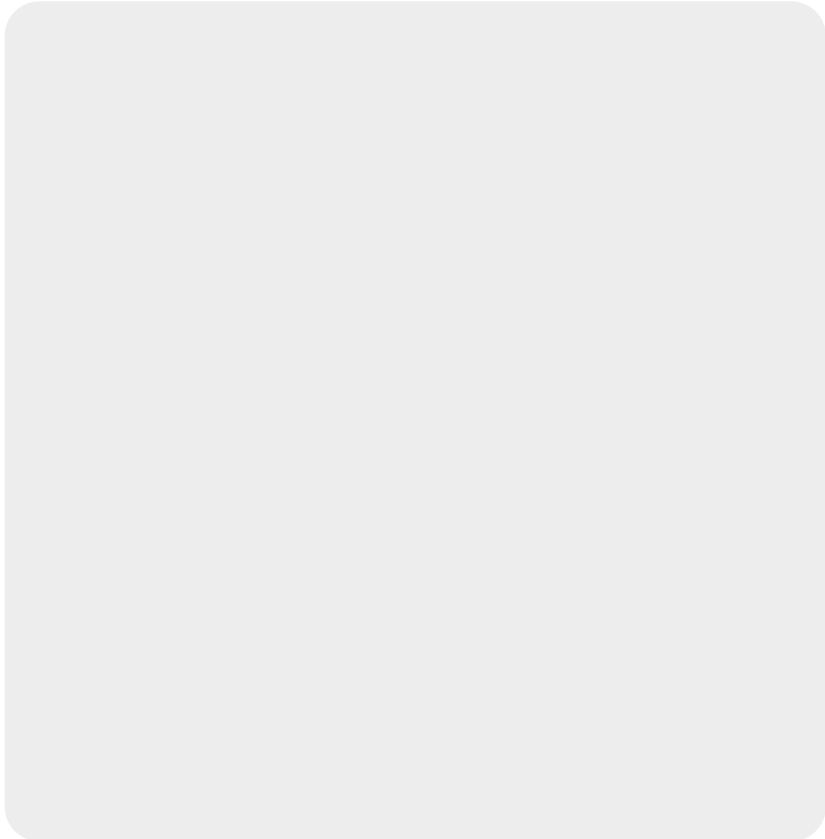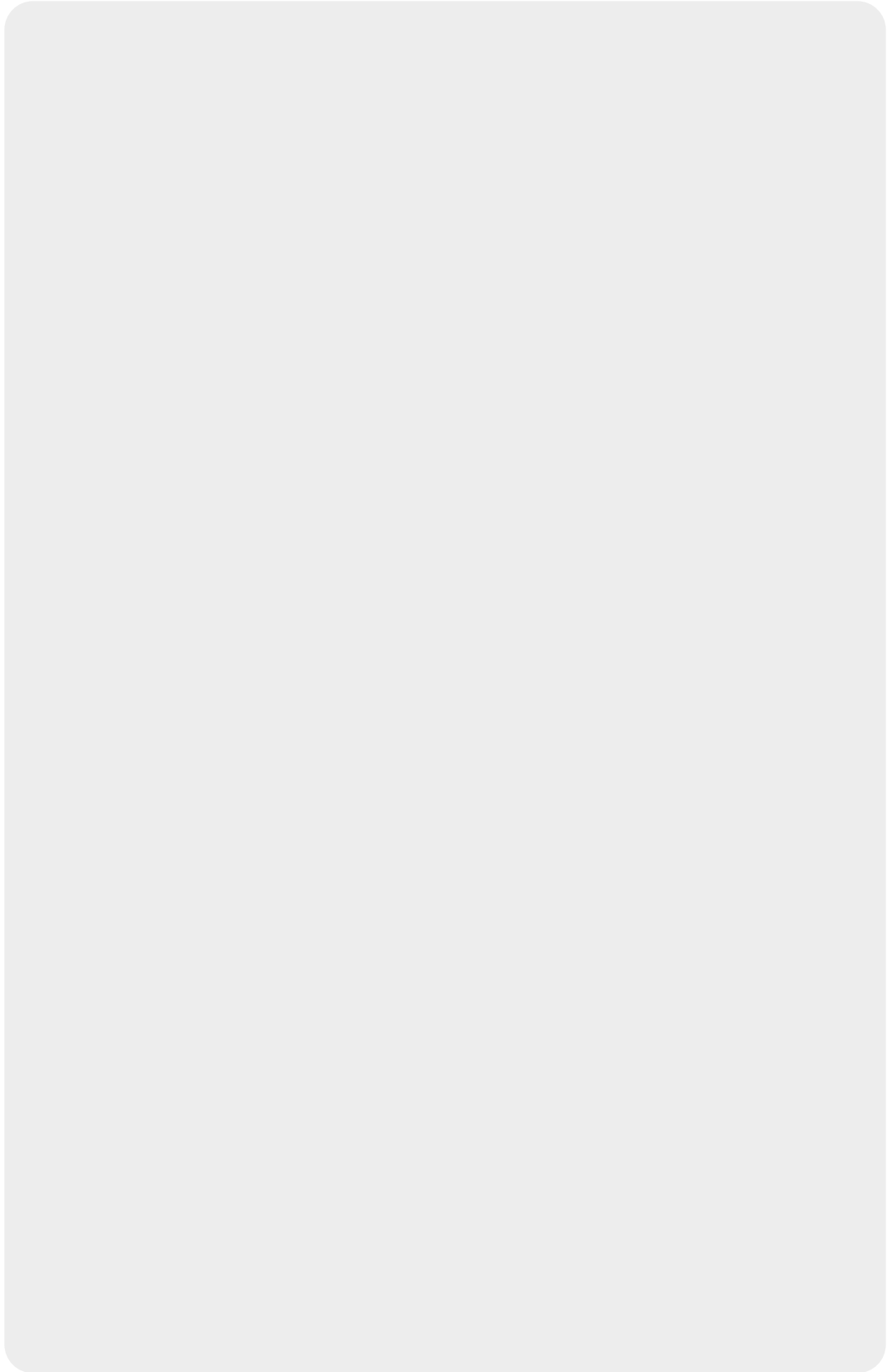### INTEGRATION

Strengthening the connection between industry and Community College students, Cañada offers classes that directly address the 4Cs of Jobs of the Future:

Creativity
Critical Thinking
Communication
Connection

Video Game Design

Working closely with high school and external partners, we intend to leverage our entirely online Video Game Design offerings by competing directly with for-profit art schools such as Academy of Art.
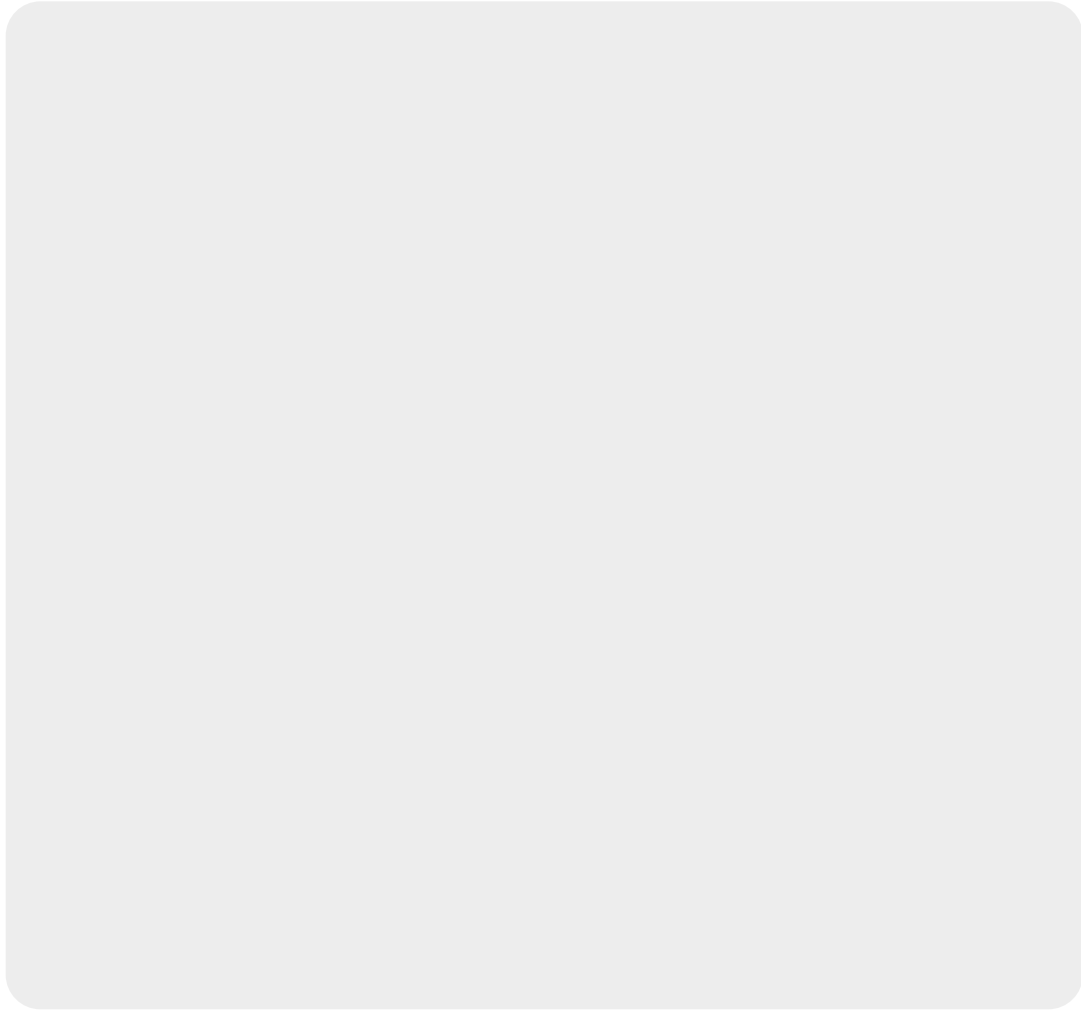
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Menlo Studio

Since its inception in 2019, over 100 students have benefitted from work-based learning opportunities through Menlo Studio.

Students have gone on to work in FT jobs in their area, some at this very institution, as well as being hired into animation studios and even starting their own studio!

Apprenticeship

XR Apprenticeship has benefitted greatly from a presence at industry conferences such as **AWE** and **GDC**.
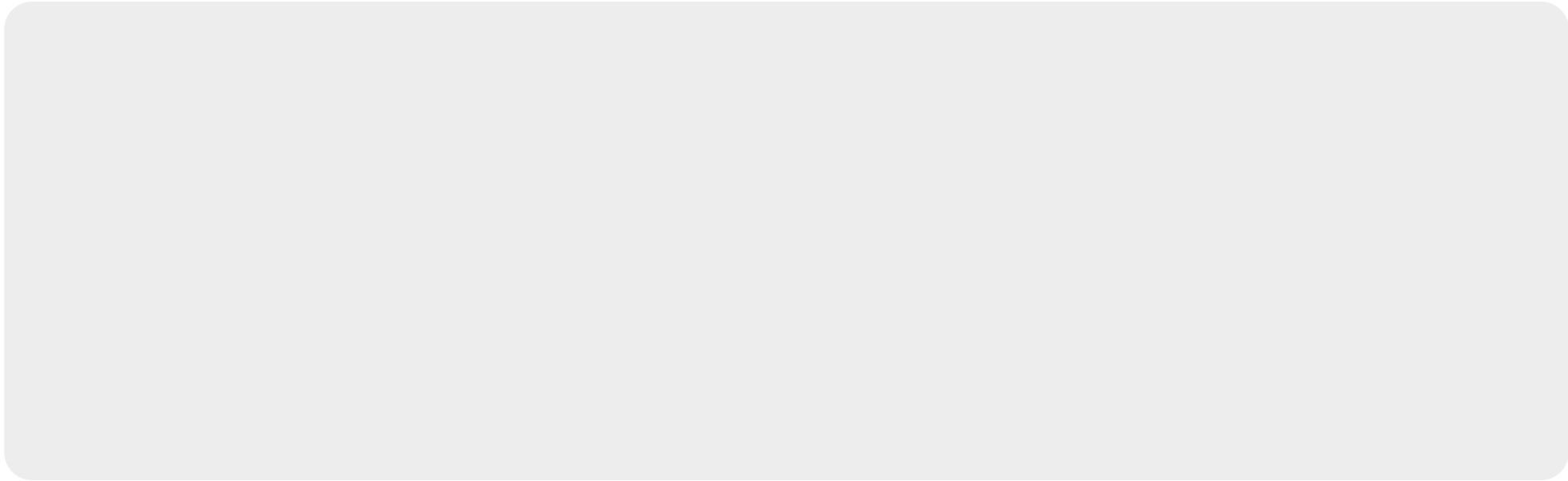
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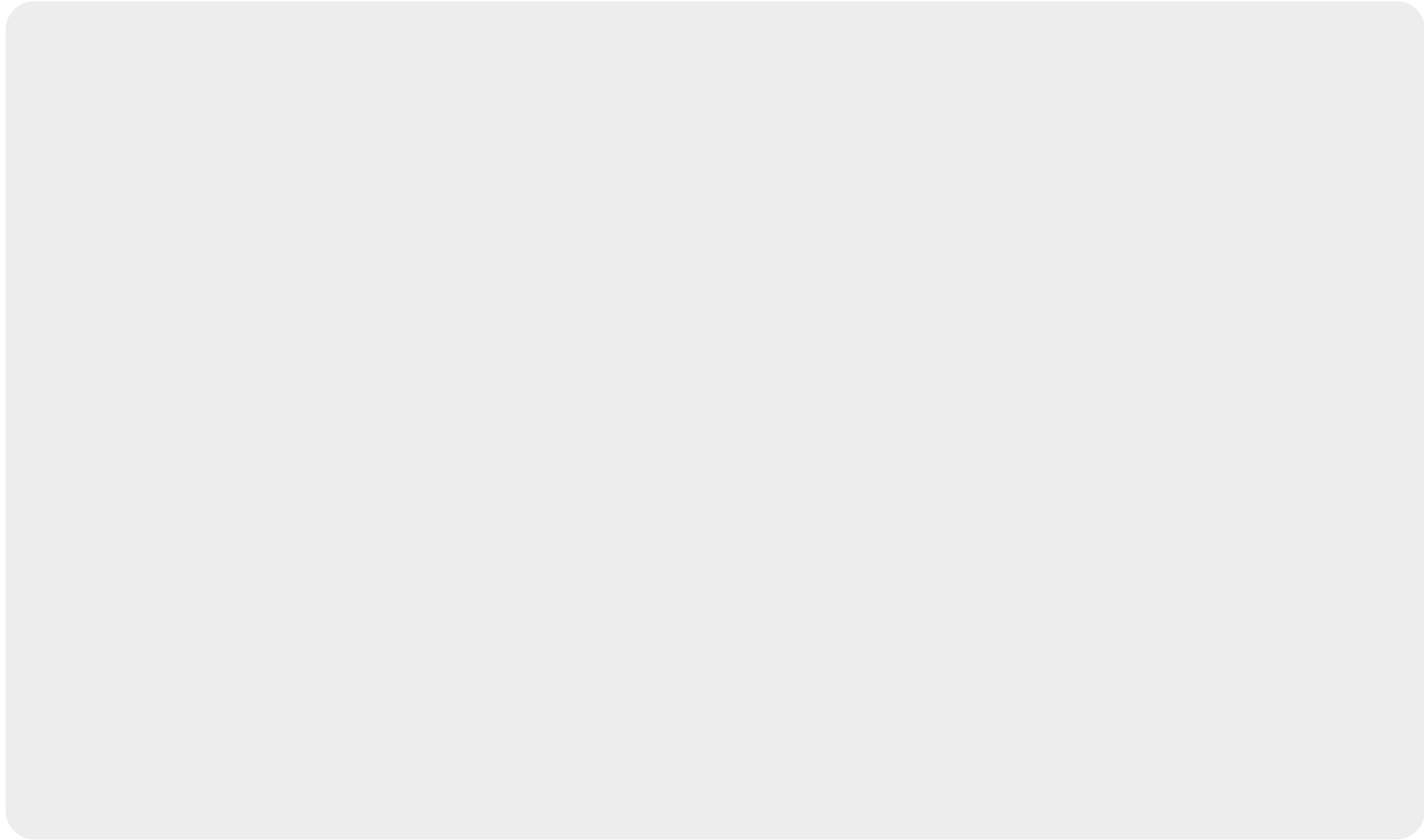
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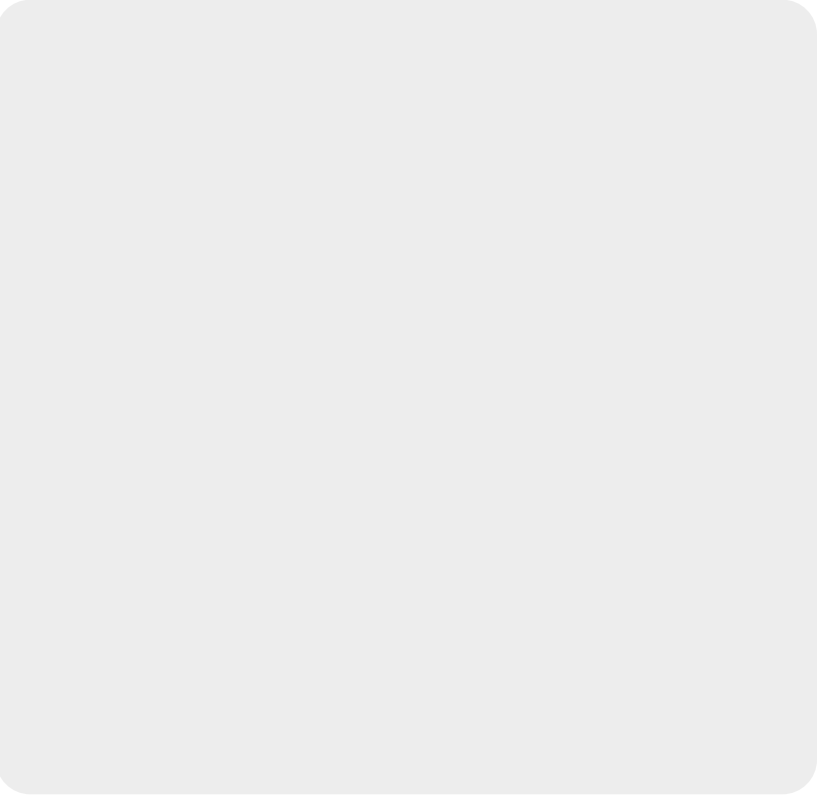
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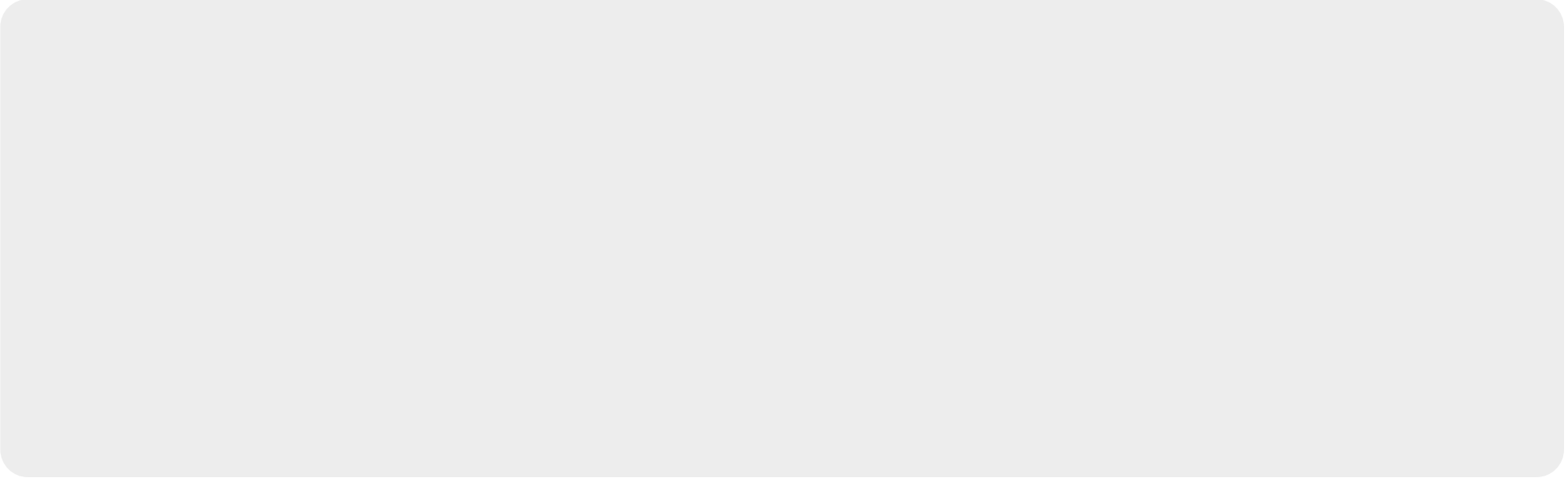
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**Creativity
Critical Thinking
Communication
Connection**

What comes next?

Our program will continue to work to train our students for living-wage and thriving-wage jobs here in the Bay Area and elsewhere. Our students are already becoming leaders in industry in animation, game design, and elsewhere.

Menlo Studio

Menlo Studio has been a fantastically successful work-based learning initiative helping students succeed by giving them real experience in design fields while providing opportunities for portfolio growth and helping to keep them centered on campus life, limiting the necessity of working off-campus in an often unrelated field.

Creating immersive content for education is just the tip of the iceberg!

Besides creating VR and AR experiences, students are also creating apps that will be immediately useful to our campus and others.

Our goal is to provide our students an incubator on par with private for-profit universities.

DA&A for the future

Application to offer Bachelor of Science in Interaction Design IxD

The first stage is to get approved to be able to offer a Bachelor of Science in Interaction Design IxD based on the current IxD Bachelor's being offered at Santa Monica College.

Then there will be some curricular adjustments to separate classes in the program into 'lower' and 'upper' division classes. The addition of 2 new upper level GEs will be required. Other existing classes will need to be brought into alignment with the program currently being offered at SMC, as we would need to mirror their program to be able to use the streamlined path.

We would start with a cohort of 30 the following Fall semester, assuming everything else falls into place.

Curriculum Work

In Fall of 2025 we will be up for our 2-year curriculum review. This will provide us opportunity to update:

Refine Curriculum to be More Relevant

Many of our classes are highly specific, but could be broadened to make them more useful and accessible to students.
Example: **MART 455** Indie Game Development and Entrepreneurship

Create Stackable Certificates Leading to Degrees

Due to high unit degrees, some students may have difficulty completing the full AA.

Stackable certificates allow students to specialize while still attaining certificates that lead to a degree.

Apply to offer Cañada's First Bachelor of Science in Interaction Design

Based on the Bachelor of Science in Interaction Design (IxD) currently being offered at Santa Monica College, we are hoping to leverage existing classes with minimal curricular additions.

The Digital Center

The State Chancellor is aggressively pursuing opportunities to expand the innovation and technology of California Community Colleges.

With Cañada's Digital Art & Animation program leading the way, San Mateo County Community College District has become one of the Founding Partners of the Digital Center initiative.

Due to our location in the Silicon Valley, our close relationship to major employers such as Google, Apple, and META, and the top-tier training we offer our students, it is natural for us to be leaders in helping advance technological innovation through the California Community College System.

Elements of the Digital Center

As we work closely with our colleagues across the district, we are helping to realize the vision of what the Digital Center can mean for our region and the state.

The SMCCCD Digital Center hopes to offer three distinct but interrelated areas.

Menlo Studio

paid work-based learning opportunities for students to create immersive educational experiences that will be made available to California Community Colleges for free via LibreNet platforms.

OER/ZTC

Collaborating across the state with faculty to create OER/ZTC materials in needed areas.

Technology Training

Helping CCC Faculty and staff across the state have access to the best in classroom technology training and innovation.

Q&A