Kevin Jenkins, Department Chair of Graphic and Multimedia Design and Tenured Professor

With a yearning to be a lifelong learner, Jenkins enjoys teaching, which helps to keep him involved and active in the arts. Working to keep active in both the commercial and art side of the industry, Jenkins is involved in a variety of projects outside of teaching. On the commercial side, he specializes in the design of limited edition books for other artists. Artistically, he enjoys working on photo documentaries, with his current project focusing on a working class soccer team in Argentina that’s trying to earn professional status.

Not the 9-5 type, he explains that today’s teaching positions are more like 8 a.m. to 10 p.m. jobs. “The most challenging part of my job is making sure the program reflects the evolving industry. Graphic design is always changing with the advent of new technologies or new ways to reach an audience,” says Jenkins.

Jenkins earned his master’s in fine arts in creative photography from the University of California, Irvine, and his bachelor’s in sculpture from California College of the Arts in San Francisco. While studying for his master’s, Jenkins taught photography at College of the Canyons and also became a full-time photo tech at the College. He has worked as a graphic designer and artist in the Los Angeles area for the past 14 years and brings a hands-on knowledge to the graphic and multimedia design programs that’s hard to beat.

Jenkins believes in working hard throughout the school year, relishing his time to recharge over the long winter and summer breaks. However, he is always available for his students and can usually be found working on an interesting project. And, the best part of his job? “I love hearing success stories from past students who have graduated and moved on into the industry,” exclaims Jenkins.

REAL JOBS NEED REAL SKILLS!
Career Technical Education Programs

Cooperative Work Experience Education Rolls out Online Orientation

Face-to-face information meetings are no longer needed before registering for an internship or general work experience course (CWE-188/CWE-189). CWEE Online Orientation is now available, only takes about 30 minutes and can be done from anywhere.

For those needing extra help, CWEE hosts face-to-face online orientations, where students may come to the CWEE office and take the online orientation with a staff member present to answer questions. Fall face-to-face orientation hours are Monday through Thursday, 10:00 a.m. to 3:00 p.m., and evenings by appointment, located on the Valencia campus in STNC-123. The CWEE Online Orientation can be found at www.Canyons.edu/CWEE. For more information, the CWEE office can be reached at Internships@Canyons.edu or 661.362.3309.
The areas of graphic and multimedia design fall within the arts, media, and entertainment industry, which offers a broad range of employment opportunities with a bright future both here in California and nationally (see sidebar). Occupations within the areas of graphic and multimedia design rely heavily upon tools and materials as the primary means of creative expression and therefore, a broad-based education is critical. And, as technology evolves, so must the artist, requiring continuing education in order to keep up.

The Graphic and Multimedia Design (GMD) program at College of the Canyons (COC) offers degrees, certificates and classes in design. Through a project-based curriculum, students learn a variety of skills including the ability to communicate identity branding; the creation of logos and advertising concepts; and creation and preparation of digital art for the wide range of career opportunities within the industry. While enrolled in the GMD program at COC, students can choose an emphasis in either graphic design or multimedia. The difference is, that while graphic design focuses on design for printed and screen publications, a multimedia emphasis focuses on interactive design, such as web interfaces for web pages.

Through its commitment to remain technologically current, the Graphic and Multimedia Design program is a reflection of the College at large. The program utilizes the latest graphics software in a dedicated Macintosh computer lab large enough to ensure a “one student to one computer” ratio. Students also have access to a variety of industry-standard equipment, such as: digital video cameras, DSLR cameras, high-end flatbed scanners, film scanners and a variety of printers.

The Graphic and Multimedia Design curriculum (see box) provides an encouraging, yet challenging, comprehensive learning environment, which contributes technically and conceptually to the development of the artist. Each program provides personalized attention within a stimulating environment, as students are guided through challenging professional assignments. However, the program doesn’t strictly focus on technological learning. According to Professor Kevin Jenkins, chair of graphic design and multimedia, “We emphasize the creative process and divergent thinking. We foster self-expression and creativity while teaching the process of design.”

The variety of career opportunities is almost limitless and exist in almost any environment you can imagine. A sampling of job titles and related occupations include: creative or art director; graphic artist/designer; illustrator; media and design arts technician, web producer/director in the advertising and entertainment industries; web developer; web/interface designer and motion graphics designer for entertainment.

These jobs offer the ability to create visual images using film, video, computers, or other electronic means for use in products or creations, such as computer games, motion graphics for television and film, print and publication design, and web and interactive design, including interfaces for mobile devices. And, because of the increasing use of art and multimedia in daily life, the demand for these jobs will continue to grow.

Jenkins agreed by stating that all employment websites, whether showing California or national statistics, list graphic design as having a bright future. “With the proliferation of cell phones, tablets and computers, I think the demand will continue to grow,” he said.

Jenkins points out that one of the “cool” career possibilities is work in the entertainment industry in Los Angeles doing design work for a variety of project such as posters, swag (freebies), and websites for studios. These careers can accommodate a variety of personalities ranging from artists to multi-tasking managers. However, to be successful in these careers, self-discipline is a must, whether working for a large corporation or self-employed, as many in this industry are. Work is often project-based, requiring excellent time management skills with the ability to meet strict deadlines. The use of teamwork, communication skills, critical thinking, and decision-making abilities are necessary skills to becoming successful within the industry.

“Focus on what inspires you as a creative person,” says Jenkins, “and find an inexpensive way to get a quality education - COC! You can apply creativity and artistic skills into graphic design projects, which is a lucrative field. Many artists use graphic design to fund their art career.”

For more information about this program, contact Professor Kevin Jenkins, chair of graphic design and multimedia, at Kevin.Jenkins@Canyons.edu or 661.362.5886.
For more industry and career information, visit the following resources:
O*NET OnLine at ONetOnline.org/, the Bureau of Labor Statistics at BLS.gov/ooh and California Career Café at CaCareerCafe.com/Pathways/.

In the case of state versus national wages, the state of California is ahead of the national average in both the areas of graphics and multimedia design, due to the high concentration of entertainment industry companies located locally.

Multimedia designers can expect to earn anywhere in the range of $41,700-$153,000 per year in California, as compared to $34,900-$113,500 per year nationally. Graphic designers can plan on earning anywhere from $31,200-$91,000 per year in California, as compared to $26,200-$77,500 per year nationally. Keep in mind that many of the job titles are interchangeable between graphics and multimedia and that in either case, there is room for growth. Employment trends for both career fields, as stated in the main article, are on the rise, both locally and nationally. For example, employment in California in the field of multimedia is expected to rise by nine percent between the years 2010 and 2020, compared to the national average of eight percent. In the field of graphic design, the variance is slightly larger. Employment in California is expected to rise by 16 percent during the same time period, compared to the national average of 13 percent.

Courses offered in Graphic Design and Multimedia

Introduction to Digital Media (GMD 101); Digital Imaging (GMD 105); 2D Computer Illustration (MD 142); Graphic Design I (GMD 144); Type and Typography (GMD 145); Desktop Video (GMD 172); Motion Design (GMD 173); Flash for the Web (GMD 175); Web Page Design (GMD 177); Graphic Design II (GMD 242); Graphic Design Production (GMD 244); Web Page Design II (GMD 277); History of Art: Paleolithic to Renaissance (ART 110); History of Art: Renaissance to the Present (ART 111); Drawing I (ART 124A); Beginning Design: 2D Media (ART 140); and Cooperative Work Experience Education (CWEE 188).

An internship is required (Cooperative Work Experience Education: CWEE) and therefore, students may find internships on their own or they may search My Jobs, www.Canyons.edu/MyJobs.

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Graphic & Multimedia Design | Hotel & Restaurant Management | Human Resources Management | Interior Design
Land Surveying | Manufacturing Technology: Machining/CNC | Marketing | Medical Laboratory Technician
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