The Center for Visual Communication
VISCOM
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In keeping with the guidelines and procedures outlined in Organization and Administration of Centers (AA 150-60 of April 28, 2000) and the directives of the Mike Curb College of Arts, Media, and Communication, the Center for Visual Communication shall be named, organized, and administered as follows:

01 NAME
The name of this organization shall be The Center for Visual Communication (VISCOM).

02 PURPOSE AND FUNCTIONS
The purpose of the Center for Visual Communication hereafter, referred to as the Center, is to:

The Center for Visual Communication (VISCOM) was established in 2007 as an on-campus “think tank” providing creative services and solutions to on- and off-campus clients. VISCOM combines teaching and research when our faculty, students and industry professionals work together to solve problems and create innovative design solutions.
VISCOM has produced award-winning animation, commercials, graphic design, illustrations, motion graphics, photography and websites for on-campus and external entities. We collaborate with, and provide strategic creative services for, regional businesses and on-campus entities requiring graphic-related design support.

VISCOM is an academic program in which students receive credit for work performed, as well as a combination of credits and financial compensation.

VISCOM provides graphic-related services to select on-campus clients and outside entities, utilizing “real-world” projects to support student education, research and career preparation. VISCOM provides a unique opportunity to enhance the student experience with a “learn-by-doing” educational philosophy. We believe this model not only provides added value to student learning, but also provides critical mentorship by senior students, which encourages younger students to stay on track, succeed, and graduate on time. Students involved with VISCOM have successfully transitioned into their respective professional endeavors, and their success stories can be found in the Alumni/Team section.

The VISCOM Center is located in the Art Department, and many of its core members are from the Art Department areas of Visual Communication that include Graphic Design, Animation, Photography, and Illustration. Over the past 50 years, the CSU Northridge Art Department has earned a solid reputation within the entertainment industry by producing outstanding alumni, many of whom hold high-level positions at such companies as Disney, Nickelodeon, Warner Brothers, Sony, FOX and Universal, just to name a few. The Center for Visual Communication is self-funded and equipped with high-end hardware and the latest software for students to use. VISCOM also has numerous supporters and local partners providing scholarships and business development assistance, including Western Commercial Bank and Hamagami/Carroll, Inc.
The Core faculty members affiliated with the Center include those from the Department of Art Graphic Design, Animation, Photography, and Illustration areas.

A. Supervising University Unit
   The Center for Visual Communication shall operate under the Mike Curb College of Arts, Media, and Communication.

B. Organizational Structure
   The Center for Visual Communication shall be managed by...
   1. Director
      The Director shall be appointed every three years by the Dean of the College. The Director shall report directly to the Dean. Additional administrative and management positions may be established as needed by the Dean and Director in consultation with the Advisory Board. If deemed appropriate, the Dean may function as Director.
   2. Advisory Board
      An Advisory Board is currently being formed in consultation with the Dean. The Board will consist of eight individuals, including the Dean, the Directors, the Chair of the Art Department and industry professionals.
C. Administration

1. Administration: Director

Under the oversight of the Dean of the College, the Director shall be responsible for the general operation and administration of the Center. Responsibility for the direct operation of a specific program may be delegated, as may other responsibilities of the Director as necessary.

The Director shall be responsible for allocating funds, staffing programs, administrative operations, and for arranging for space, equipment, and other resources and facilities required to support and promote the work of the Center. All decisions concerning staffing and expenditures made by the Director must have approval of the College Dean. The Director is also responsible for the preparation of the Center’s annual report, as required by University policy.

2. Administration: Advisory Board

The Advisory Board shall serve as a scholarly and administrative resource. The Advisory Board shall be responsible for periodically monitoring program-related and fiscal activities of the Center and assuring that all its activities and operations are consistent with its purpose and functions and with the policies and academic programs of the College and University. The Advisory Board will also be responsible for reviewing a draft of the annual report prior to its submission to the Dean of the MCCAMC. The Board shall also recommend general guidelines and activities that will benefit the Center and its mission.

3. Administration: Dean

The Dean of the college will be responsible for reviewing and approving all Center activities and published material. This review and approval process shall ensure that activities and published material of the Center contributes to the fulfillment of the CSU and CSUN missions, are consistent with acceptable standards of scholarship, the charter of the Center and goals of the College, and otherwise conform to applicable laws, regulations, and policies of the University.
05 FINANCES

A. Source of Funds
Funds needed to operate the Center (for student assistants, staff salary, faculty compensation, and operational items such as supplies) are generated by providing creative services to on- and off-campus clients. Additionally, starting in 2011, Academic Affairs is providing funding for a half-time staff position, two student assistant positions, and faculty stipends in support of the Academic Affairs Web Team.

B. Operations
In consultation with the College Dean, the Director will be responsible for all financial operations of the Center and for maintaining its financial soundness.

C. Management of Resources
The use of resources shall be subject to review and must be approved by the Dean.
D. The Center has filed an annual report for each of the past five years. Attached as a separate document, the revenue and expenditure report covers the entire period of the last charter.

E. The Center has not sought grants, but we have started the initial fact-finding on how grants may serve the Center and its mission.
List of on- and off-campus clients the Center has served since summer 2007. Please note that the Center has also provided creative services to nonprofit organizations, and those clients are also listed. In addition to the list of clients, the report includes a partial list of creative work performed for various clients.
A. Proposed Activities
Each year by a date established by the Dean of the College, the Director shall submit to the Dean of the College (a) an annual report that conforms to the established format and (b) a business plan for the coming academic year. The Director will then meet with the Dean to review all proposed activities, publicity, plans, advisory board changes, and budget projection for proposed Center projects. The Dean will review additional activities proposed during the academic year, as necessary. The Advisory Board will review the annual report prior to submission, as appropriate.

B. Submission of Annual Report
By September 15 of each year, the Director shall forward to the Provost or their designee a copy of the completed annual report.

C. Contents of Annual Report
The annual report shall include a financial statement, an activities statement for the previous year and a summary business plan for the upcoming academic year.

PERIOD OF OPERATION
The Center will be dissolved no later than June 30, 2017, unless this Charter is renewed prior to that date upon application to the Provost. Similarly, all projects and component organizations of the Center shall operate for fixed periods and shall be automatically dissolved at the end of the period unless renewed by the Director, in consultation with the Advisory Board and the Dean.