Graphic Design & Illustration
Advisory Committee Minutes
February 15, 2018
11:30AM
Building 13 – Room 2465

Industry Representatives Company Name *Note: Target should be 8-10 industry reps. Use Work Experience Site Supervisors if possible*	Mt. SAC Faculty, Deans, and Staff *Note: Notify Division Deans, Career Specialist, and Counselor as soon as date is established.*
Sue Long – Mt. SAC, Dean of Arts Division	Debbie Bautista – Mt SAC, Career Specialist
Nels Ramos – Sr. Graphic Designer, National Notary Association	Brett Jackson – Mt SAC Adjunct – Graphic Designer
Corinne Hartmann – Freelance Graphic Designer/ Mt. SAC Adjunct Faculty, GDI	William Gillum – Mt SAC Student, Studio13 Art Director
John Edward Torres – marketing and systems administrator, Monster energy	Edgar Garcia – Design Manager, California Baptist University
Larry Lima – Marketing Graphic Designer, Furniture of America	Brian Bouskill – Mt. SAC Faculty, Graphic Design & Illustration
Monico Orozco – Graphic Design Studio Specialist, Studio13	Steven Burgoon – Mt. SAC Faculty, Graphic Design & Illustration
Michael White – Graphic Designer, Marketing, 5.11 Tactical	

Item *Consider setting time limits to stay on track during the meeting*	Discussion	Outcome/Action Needed
Welcome and Introductions (Dept Chair)	Meeting was called to order 11:55am. All attendees introduced themselves.	
Division Dean/Associate Dean	1. Update from Dr. Sue Long. • Design Lab is working / proof of student success • Studio13 – Dream fulfilled by Strong Workforce Project funds • Mt SAC's first time entering the Student American Advertising Awards and of 9 entrees we took home 4 Bronze, 4 Silver, and 1 Gold! • New Maker Space	

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| Item
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Approval of Minutes – Mandatory
Consider "real time minutes" in which the advisory approves what has been transcribed during the meeting at the end of the meeting.	Approval of minutes was completed by email.	
New Design Certificates	1) Graphic Design Level 2 – Generalist
   a) Modification – name change
2) Graphic Design Level 2 – Web Design
   a) New
3) Graphic Design Level 2 – Motion Graphics
   a) New
4) Graphic Design Level 2 - Marketing
   a) New
5) Web Design Certificate
   a) Delete | Advisory committee voted yes by email. See attached detailed list of certificates and classes. |
| **New Courses** | New UI/UX Course – ARTC 230 – Web Design 2 | Advisory committee voted yes |
| **Course Modifications** | 1) ArtC-210 branding and corporate identity
   a) Currently has two prerequisites: ArtC-160 typography & ArtC-140 vector illustration
   b) Change ArtC-140 vector illustration to a corequisite | Advisory committee voted yes |

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Course Modifications Discussion	1) GD classes are currently 6 hours/week – 2 hours lecture & 4 hours lab
	  a) What if we separated lecture from lab? Two hours of lecture from instructor then student would complete four hours in the design lab
	    i) We would need a bigger lab
	      (1) We could hold lab in a classroom
	    ii) It would make scheduling classes more flexible for students
	    iii) If students owned their own technology wouldn't have to go to lab
	    iv) Maybe a better model for upper-level class (portfolio)
	    v) Lab instructors need to know what the lecturer expects of their students.
	    vi) Add Lab weekend hours	

Studio13 Update	1) Benefits to students
	  a) Work experience
	    i) Paid work experience for those students who might not otherwise be able to take advantage Studio13
	    ii) Unpaid work experience for those just looking for the experience
	  b) College credit
	  c) Safe working environment. We cannot be sure what the student experience will be in outside work experience environments	

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	d) Collaboration with other designers, with other disciplines, with vendors and clients
	2) Who are our clients? – This little city called Mt SAC
	  a) Campus Programs
	  b) Campus Organization
	  c) Campus Businesses
	  d) Campus Groups and Clubs
	3) Will we reach out to local businesses?
	  a) We don't want to take business away from the community that we serve
	  b) We may offer our services as contract to other creative agencies
	4) Studio13 Website will be online in approximately 2 weeks
	5) All that we have not officially opened studio 13 we have about 20 jobs currently
	6) Looking for support from outside the College
	  a) Industry professionals to mentor students
	  b) Guest speakers
	  c) Get involved with projects
	  d) Project management training			

Program Success Data		**2012-2013**	**2013-2014**	
	Certificates ARGOS Report SHR0009			

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	Degrees ARGOS Report SHR0009			
	Licensures https://www.mtsac.mtsac.edu /financialaid/licensureExamR ates.html			
Summary of Current and Projected Employment Outlook *Contact Center of Excellence* *Director, Lori Sanchez for a targeted report.* *Please allow 2-3 weeks for processing*	LMI Data			
Alumni Input *Note: This could be moved up*	N/A			

Advisory Input

Note: This is could be moved up

1. **Graphic designer should know**
   a. Web design
   b. Motion graphics
   c. Marketing
   d. Augmented reality/ virtual reality
   e. Story telling
   f. CAD and Fabrication (the "Maker" world) because of the convergence of software
   g. Hand lettering/sign painting

2. **Digital Asset Management (DAM) Recommendations**
   a. Enterprise Digital asset management
   b. 18K/year
   c. Good be shared between programs/departments
   d. Image Relay
   e. 9K/year

3. **High School Outreach Recommendations**
   a. We are looking for the right students
   b. High school visit days (9 programs and growing) 230 students

4. **New Career Paths**
   a. Social media marketing
   b. Graphic design & Marketing

Graphic designer should know
- Animation & Gaming are starting and we could take advantage
- S13 could host story telling how-tos or guest speakers
- We have an existing class; script development
- Check with Theater and TV to see what they do

Digital Asset Management (DAM)
- Reasearch DAM Options

High School Outreach
- Hip Graphic Design video presented to HS students by Mt SAC students
- BuzzFeed
- Ads in local theaters previews
- Social media geo-fence ads (Snapchat and Instagram)
- Update GDI Facebook Page
- GDI YouTube Channel

New Career Paths
- AIGA head hunters
- Job placement agencies like Apple One, Indeed, Vitamin T, and The Creative Group

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	Course Title	Current Pre-requisite (PR), Co-requisite (CR), Advisory (A)	Appropriate Requisite Y/N	Advisory Comments/Recommendations:
2 year Requisite Review- Mandatory *(1/2 of courses must be reviewed each year)* Due date: May 15 *This portion could be sent out for a vote with the invitations and tallied with the rsvps*				
Curriculum Review -Mandatory Due Date: 4 year review & Modifications May 15 *If there are no modifications, this portion could be sent out for a vote with the invitations and tallied with the rsvps*	Course Title	4 Year Review Y/N	Modification Y/N	Advisory comments Recommendations
	• Lab Assistants and Tutors			Advisory committee voted yes for all

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Documentation of Program Needs-Mandatory	- Shutterstock account - Lynda.com for students - Video Stock - Wacom Intuos Pro Pen Tablets - Materials and printing cost to Create GDI program awareness - Stipend - Create a Distance Learning (online) version of ARTC100 - Network attached storage for Studio13 - iPad pros for Studio13 - Font Library for Studio13 - Apple TV for Studio13 - M750 Toner for Studio13 - HP Laserjet Pro M227 for Studio13 - Window Labtop for Studio13 - Nikon D5 and accessories for Studio13	
Tour of Facilities		
Future Meetings		

==ATTACHMENT==

==**The Graphic Design Program Requests Advisory Approval for the Following Curriculum**==

Rationale: AIGA, the premier professional association for designers state: "At the time of this publication, a designer is often expected to know how to manipulate type, forms, and images for both print and digital media using contemporary software; how to put them in motion with or without audio; and how to make and modify templates and working prototypes for web and mobile (where the content itself may be continuously changing) through both prototyping tools and basic programming in HTML, CSS, and JavaScript." (What Do Designers Need to Know? - https://www.aiga.org/guide-designersneedknow - October 05, 2017)

This can be verified by simple graphic design job searches on any major job board. Given these advancements, our Advisory Board strongly recommends we provide students with more diverse skills including video, audio, marketing, and web development. To accomplish this, program faculty and the advisory board recommends creating a total of four Level II certificates. There will be some common courses as well as skill specific courses in each Level II certificate.

Graphic Design Level 1 **Certificate (E0341) (16 units)**
This certificate remains unchanged. Completion of this certificate is required prior to completing any of the below Level 2 Certificates.
- ARTD 20 – Design: Two-Dimensional
- PHOT 5 – Digital Cameras and Composition
- ARTC 100 – Fundamentals of Graphic Design
- ARTC 120 – Print Design and Advertising
- ARTC 140 – Vector Design and Illustration
- ARTC 160 - Typography

1. ==*Web Design Certificate* **(L0618): Delete Certificate**==
- Replaced by Graphic Design Level 2 – Web Design Certificate (see below)

2. ==*Graphic Design Level 2* **(T0369): Modify Certificate (15 units)**==

- Certificate Name Change: *Graphic Design Level 2 - Generalist*
- Remove Required Elective Option
- Remove Required Course: ARTC 272 – Motion Graphics
- Add Required Course: ANIM 104 or ARTD 15A – Drawing
- ARTC 200 – Web Design
- ARTC 210 – Corporate Identity and Branding
- ARTC 220 – Creative Design and Compositing
- ARTC 290 – Portfolio

3. *Graphic Design Level 2 – Web Design*: **Add Certificate (15 units)**
   - ARTC 200 – Web Design
   - ARTC 230 – Web Design 2 (New Course - UI/UX, Responsive Design, Mobile)
   - CISW 17 – HTML, CSS & JavaScript Programming
   - CISW 21 – Secure Web Programming
   - ARTC 290 – Portfolio

4. *Graphic Design Level 2 – Motion Graphics*: **Add Certificate (15 Units)**
   - ARTC 200 – Web Design
   - ARTC 220 – Creative Design and Compositing
   - R-TV 19A – Beginning Video Production
   - ARTC 272 – Motion Graphics, Compositing and Visual Effects
   - ARTC 290 – Portfolio

5. *Graphic Design Level 2 – Marketing*: **Add Certificate (15 units)**
   - ARTC 200 – Web Design
   - BUSM 20 – Principles of Business
   - BUSS 36 – Principles of Marketing
   - ARTC 210 – Corporate Identity and Branding
   - ARTC 290 – Portfolio