

# Advisory Meeting 05/24

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24 May 2018 / 4:00 PM / ROOM DMC-102

## ATTENDEES

Danny Vazquez, An Thai, Yianni Xilikakis, Tony Guerrero, Eric Vonheim, Asst. Prof. Stephanie Clark

## AGENDA

1. Introductions
2. Review of AA in Digital Media Arts
3. Review of Certificates
4. New certificate design
5. New Workforce Skills

### **Review All Current Certificates for updates**

1. Review AA in Digital Media Arts (CTE)
  - a. 4 mins. Discussed drawing requirements
  - b. 15 mins. Discussed Adobe Illustrator and Adobe Photoshop being offered concurrently vs Adobe InDesign - determined that InDesign & Illustrator were a better pairing for concurrent offerings, and removal of prerequisite from the InDesign course is supported. Consider faculty approval for those with design skills. Advisory board members see ART 195 as an exploratory course, that perhaps should not be mandatory to enter into advanced Adobe series. Counseling must be informed of scheduling issues.
  - c. 3 mins. - ART 100 Art appreciation, seems to look a lot like what 2D design covers. Advisory board would rather see a contemporary survey or landscape of design and media today. All were in favor of dropping ART 100, and incorporating contemporary topics in Graphic Design within the ART 122 curriculum. Corporate vs Ad

Agency design work, entertainment, etc.. Art 100 does not prepare students for career.

- d. 2 mins - Portfolio & Business Development, consider shortening this course and incorporating intense business strategies.
  - e. 11 mins - New skills to consider, 'how to tell a story', what to expect from the industry - soft skills should be wrapped into Portfolio & Business Development, including interview skills, presentation, wardrobe, efficiency, organization, collaboration, teaming and communication. Social media skills, marketing & business are integral to successful design houses, our Business program offers social media - graphics, audiences, budgets, technical visuals. ENTR 105.
  - f. 1 min - Recap - Removing Drawing 1. Removing ART 100 & 107. Remove prerequisites for InDesign/Illustrator. Add Social Media & Marketing
2. 1 min - Review AA in Graphic Design (Transfer Alignment) - continue to align AA with CSUs. No need for discussion.
  3. 9 mins - DMA Certificate A: Graphic Design - require drawing & sketching skills for workforce, everyone sketches in the field but doesn't draw realistically, sketching & process or storyboarding should be a part of any Graphic Design program. Consider Storyboarding as a replacement for drawing. Motion Graphics & Video must be integrated into this program. All advisory members are in support of integration of both Motion Graphics & Video into certificates.
  4. 4 mins - New DMA Certificate Discussion (repackaging): Motion Graphics, Web, Social Media, Graphic Design, Intro. To Digital Media Arts, Portfolio & Business Strategies. Agreed in a Digital Media Marketing Certificate.
  5. Starting at 35 mins - DMA Certificate B: Web Design - Advisory would like the certificate renamed UX Design. No ART 100 in any career-facing certificate. ART 164: Web Design was discussed, continue to focus on front-end design and avoid too much coding, consider instruction on the entire wireframe process.

## NOTES

- **Drawing 1: not required (all still-life drawing/drawing from life)**
- **2D Design: required**
- **Digital Illustration w/Illustrator: supports the concept of representation found in drawing**
- **Consider prerequisite requirements for Adobe coursework**

## ACTION ITEMS

1. **Update Certificates and Curriculum to reflect the discussion** (see attached notes re:individual certs/course SLOs)