



## CTE PROGRAM ADVISORY MEETING DIGITAL GRAPHIC APPLICATIONS

• Friday April 3, 2020 from 2:30-4:00 •  
Facilitator: DGA Faculty - Angela Gomez-Holbrook

### **PURPOSE**

The purpose of the meeting is to gain unique industry knowledge and feedback from industry and academic professionals working in the areas of Graphic Design, Web Development, Multimedia, Production Art, Animation, Photography, Drone Photography, Audio/Video Production, and other related professions to more effectively guide the department.

### **COMMITTEE MEMBERS**

#### **04/03 Industry Professionals & K-12 Partners**

Amy Severns - Coastline student, Coastline Marketing staff  
Bernard Boiteux -Toon Boom Animation, Sales Director  
Don Isbell - SAUSD Director, CTE  
Liz Arias - Adobe Education Customer Success Manager  
Mari Abril - Professor, College of the Desert, Abril Media Graphic Design  
Lynn Stewart - Cal State Fullerton, Director of Economic & Workforce Development  
Steven Getman - Insignia Industries  
Taylor Stewart - Freelance Graphic Designer  
Myra Clarke - Director CTE GGUSD  
Tom Hawthorne - Insignia Industries

#### **Faculty and Administrators**

DGA Department Chair - Professor Michael Warner  
Professor Angela Gomez-Holbrook - DGA Faculty  
Angela Ritchie - GGUSD, DGA PT Dual Enrollment Faculty  
Hilda Baitoo - Coastline College PT Faculty  
Kevin Hill - Coastline PT Faculty, Freelance Illustrator  
Merry Kim - Coastline Associate Dean, CTE

### **OBJECTIVES**

- Review current curriculum
- Develop curriculum, degrees and certificates leading to career advancement
- Review C-ID courses for AA degree and stackable certificates
- Gain insight from industry professionals on necessary skills for entry-level positions



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### MEETING MINUTES

During our meeting we reviewed the current course offerings and the committee supported DGA initiatives to create an AA degree and 9 and 12-unit stackable certificates.

- **AA degree and Digital Media Certificate of Achievement**
- Incorporate a new animation application by Toon Boom called 'Storyboard Pro'
- Digital Media Production 9-unit stackable certificate to benefit high school 'completers'
- Dual Enrollment
- Create Audio Production Summer Bootcamp for streaming and voice-overs
- New Digital Media C-ID courses
- Review Animation industry labor market information
- New course - Digital media web design

### OVERALL RECOMMENDATIONS

- **Move forward with curriculum and programs outlined, including AA program and certificates**
- Continue with Dual Enrollment with local GGUSD High Schools
- Create a pre-production Animation training course - a highly regarded tool by major Art institutes and colleges
- Create a certificate that includes 3DS Max, Storyboard Pro, After Effects, and Photoshop
- Local high school district partners agreed that DGA faculty offer courses that align and articulate directly with K-12 programs
- Advisory board members supported the degree and multiple stackable certificates planned as initiatives for fall 2020
- Approval and support of Drone Imaging course
- Create web design course with UX/UI and Word Press to complete a 9-unit certificate
- Add Adobe XD to DGA course offerings and/or "pepper" it into Dreamweaver or Photoshop for the web.
- Prepare students to take constructive criticism
- Continue the practice of peer reviews in course modules

### STATEMENTS

Amy Severns -

- interested in learning Storyboard Pro
- sounds like a really good tool to know
- Story Board Pro can be used is versatile and can complement the print and graphic design skills.
- Add a pre-press module in the program curriculum to learn from the technical on the job training

Bernard Boiteux -

- Animation contains 29.5 million jobs and that's including 3D and 2D combined.
- 2D animation is \$124 billion industry.



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### STATEMENTS

Bernard Boiteux -Cont.

- 4,000 Studios in in around the Western market, mostly in the US and Canada, and it is bigger than the automotive industry.
- Certification is available for Toon Boom software.
- The ability to take instruction, constructive criticism and the fit into a team are important for the student.
- Students start to learn when they start a job. Start at the bottom and you'd have to work your way into any job.
- schools are trying to create an ecosystem with industry.
- schools are adjusting their animation programs to align with what is being done today at Disney or Bento Box or Star Burns.
- Storyboard Pro technologies are in the Simpsons, Family Guy, Bob's Burgers, Rick and Morty, Tangled and or Hilda of Netflix
- students can walk into a studio and get hired right away
- Storyboard Pro technologies are 2D within 3D space
- Scat is using Toon Boom
- Academy of Arts in San Francisco is using Toon Boom
- local CSULB is using Toon Boom
- Storyboard Pro will be a valuable addition to an animation certificate that would then support students for an entry-level position
- add 3D Studio Max, Storyboard Pro and Photoshop into a certificate
- make Photoshop, Illustrator, and InDesign into a digital media production certificate
- moving forward, we want to see more stackable certificates that build up to a digital media design certificate and AA degree
- add the principles of animation into animation courses

Don Isbell -

- it's not like math where you know once you have an equation you use it over and over again
- as an artist, you're always improving your craft
- it's unique in this field that there's so much you're going to do through the instruction - that kind of fits the apprentice model
- the arts and often a lot of the different areas of digital media require that you continually looking at and learning from your peers
- continuing looking at senior artists or senior animators to hone your own craft and skill
- agree the courses again are not going to give you the practical experience.
- teaching the tools - make sure students are using the tools effectively
- remind students that they need a lot of practice
- loves the idea of the stackable certificate



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Coastline College

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Liz Arias -

- the degree and multiple stackable certificates are a good way to get students to complete certificates
- Adobe certification is valuable for entry level position

Mari Abril -

- create web design course with UX/UI and Word Press
- web design 9-unit stackable certificate
- I don't see on the list here is XD
- XD has become huge in the past year
- web development skills would be wonderful

Steven Getman -

- great idea to collaborate with OCC who offers Part 107 licensing
- require peers or instructors review their work and tear it apart
- Give them real feedback that they can learn from
- develop a little bit thicker skin to prepare for the real world
- music, writing, and grammar skills are very important in our world because our employees are helping our clients represent their brands to the world
- web site apps are important
- create web design course with UX/UI and Word Press to complete a 9-unit certificate
- become a better designer if they know a foundation of web
- create Photoshop for the web with XD
- add it to Photoshop 2 course

Myra Clarke -

- supported stackable 9-unit certificates
- excellent for high school students to complete a certificate

Tom Hawthorne -

- degrees and certificates are important
- crucial to develop student portfolios and interpersonal skills
- I hire designers on the quality of work
- we love it when we see they're industry certified as one of their resume items

Merry Kim -

- stackable 9-unit certificates for high school students to complete a certificate

Angela Ritchie -

- recommends the 12 principles of animation