

Multimedia – Graphic and Web Design (Updated AA/CA) 2/20/21
Los Angeles Mission College
Arts, Media, and Performance Department

Date: Feb 18-24
Email Correspondence/Response

Advisory Members:

Faculty:

Curtis Stage: Chair - Arts, Media, and Performance
John Huynh: Associate Professor - Multimedia, Cinema
Claudio Ramirez: Adjunct Instructor – Multimedia, Graphic & Web Design, Animation & 3D
Greg Martin: Adjunct Instructor – Multimedia, Graphic & Web Design, Animation & 3D
Jon Measure: Adjunct Instructor – Multimedia, Graphic & Web Design
Gordon Winiemko: Adjunct Instructor – Multimedia, Video Production
Shayne Hood: Adjunct Instructor – Multimedia, Animation & 3D
Crystal Flores: Adjunct Instructor – Multimedia, Graphic & Web Design

Industry Partners:

Dave Moon: Director - IntersectLA, , Professor CSUN – dave.y.moon@csun.edu
Albert Lee: Video & Multimedia Journalist, Los Angeles Times - albert.lee@latimes.com
Jeff Johnson: President – Outpost Media, jeff@4outpostmedia.com
Edward Campos: Owner – Imagination Works - edward@imaginationworks.org
Petria Seymour: Director – SeymourAnimation - petria@me.com
Aaron Mcnally: Account Manager, Pro Products, Canon Cinema - amcnally@cusa.canon.com>
Gabe Bartalos: Director – Atlantic Effects West - wedgehouse@aol.com
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Will Navarro: Assistant Photographer, NFL - willnavarrophotography@gmail.com

Topic:

Updated LAMC Multimedia AA/CA Programs in Graphic and Web Design and Video Production.

Message from Curtis Stage and John Huynh:

We have a rather urgent request. We have recently submitted a revised Graphic and Web Design AA/Certificate and Video Production AA/Certificate to the state for approval so that our students can have this certificate recorded on their transcripts. It has been approved pending support from our Advisory Committee.

Quick Action Item:

If you can, please take two minutes to respond to this email with a sentence in support and/or feedback of our department updating and offering these new courses and updated programs. These certificates have been developed to prepare our creative workforce with high quality future arts, design and production professionals. These minor changes also align our courses for better transfer to the CSUs and we have been working most closely with CSUN to create seamless transitions from our programs at LA Mission College to theirs...

Attached are the Documents to look at – Course changes are reflected as highlights

Please feel free to add any comments or questions that you might have.

Additionally, please put the name of your organization under your signature to represent your participation on our Advisory Committee.

Advisory Responses:

Dear Curtis,

Thank you for your email.

Congratulations on the changes to the Graphic and Web Design AA/Certificate and Video Production AA/Certificate, I have closely studied your revisions and whole heartedly support them. As an owner of an animation company it is vital that we support students from all backgrounds, and as you know your students at Mission College are excellent and deserve a seamless education at all levels.

Sincerely,

Petria Seymour

Petria Seymour - design.production.direction
seymouranimation.com

Hello this is a good program. Looking forward in collaborating and assisting the students

Edward Campos

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As an AMP Multimedia instructor, I support these changes and feel that they will benefit our students to become better prepared for either transferring to a 4 year or to the workforce.

Multimedia 320 & 350 Instructor
Crystal Flores

I think it's great that you are updating certificate programs for the fields of Graphic & Web Design as well as Video Production. The accessibility of these disciplines to students at an affordable tuition will give them a tremendous leg up as they seek employment in the entertainment and advertising industry in and around Los Angeles. More access to programs like these is beneficial in a competitive job market.

Jeff Johnson
President - Outpost Media
jeff@4outpostmedia.com

To whom it may concern,

As a working journalist and educator, I feel that the courses and course certificates offered at Mission College offer real world solutions to creating a more healthy and representative voice to media and journalism. Media professionals do and should come from various socioeconomic backgrounds. As a lecturer who at taught at the community college level as well as in private

institutions, I feel that creating these courses for community colleges not only create viable pathways for the students to have successful careers, offering valuable skills for the modern workforce. These courses are in many ways the paths to a more representative media landscape.

Albert Lee
Video & Multimedia Journalist / Producer
Video & Multimedia Department
Los Angeles Times

First, thank you for including us in the process. Based on the documents and proposed curricular changes, the CSUN Department of Art, Communication Design area fully supports these changes. The newly outlined activities and curriculum will not only enhance learning outcomes for students at Los Angeles Mission College, they will greatly support those students wishing to transfer to CSUN. The current and newly proposed courses align perfectly with the CSUN Communication Design curriculum and activities.

Dave Moon
Professor I Art & Design
"Creative Side of Business and Business Side of Creativity"

Hey Curtis!

I hope you are well! I love the updated curriculum being proposed here.

My thoughts below...

"I think these updates to the course curriculum are fantastic. For the Graphic Design path both 3D Design and a solid basis on Typography have become very crucial and sought after skills out in the field, whether it is advertising, social media campaigns or in the growing world of UX (user experience design) and augmented reality applications. For the Multimedia production course it is more important than ever to have an understanding on the social role that visual communication plays, and understanding the studio production side of things can only foster a better awareness of various roles and career paths available to students in the ever growing production pipelines of these industries. It's become clear, now more than ever, that screens, whether streaming or interactive have become an everyday part of how we engage with the rest of the world... whether it's to keep ourselves informed, order a meal, purchase a product, interact with family, friends and colleagues, or simply entertain ourselves. Digital graphics, typography and video are all inextricably tied to these, and there are roles and opportunities waiting to be filled serving almost every industry one could think of."

Francisco Garcia Nava
Senior Motion Designer / Art Director / Visual Effects

Freelance - clients include Apple, Beats by Dre, Method Studios, Framestore Studios

Hello Curtis.

Updating the Certificate Programs of Graphic Design and Video Production to the current programs being offered - is an excellent expansion to the education opportunities being offered to students at Los Angeles Mission College. Both fields are areas that are expanding in occupational jobs. More and More work is being done in the professional world in these disciplines. Providing students the ability to build core knowledge in these areas will equip them with the necessary tools to be successful in the working world.

Best Regards,
Aaron McNally
