

# 2023 ADVISORY DINNER

WEDNESDAY APRIL 12, 6-8:30p  
ROOM 224, 200 BUILDING, FC CAMPUS

# GRFX

## PARTICIPANTS

Alex Quintanilla	Chapman University
Mike Schnell	AIGA
Dave McCormac	PIA
Nancy Rennie	FC
Ben Cuatt	FC
Steve Klippenstein	FC
Jacob Orbita	FC (Student)
Ken Starkman	FC (Dean Tech & Engineering)
Jon Gothold	Truth Advertising
Mike Guzman	FC
Blanca Navarrow	Rivian
Uribel Mejia	RB Dwyer
Vince Valasquez	Shendan Group (FC Alum)
Jon Measures	M Creative Studios
Katherine Huntogh	Curator
Michelle Don Vito	FC



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ROOM 224, 200 BUILDING, FC CAMPUS**GRFX****AGENDA / DISCUSSION TOPICS**

- **Welcome & Introductions**

Steve Klippenstein welcomed attendees and introduced the purpose of the committee. GRFX program was introduced, which unified ART classes under one program and aims to combine Graphic Design and Printing Technology.

- **New revisions to the Graphic Design Certificate, effective FALL 2024.**

New courses will be offered in Fall '24, with certificate updates taking time due to state-level approval process changes.

- **New upcoming courses: Graphic Design III and IV**

GRFX 3F & GRFX 4F will be added to the certificate, effective Fall 24. They will add Motion Graphics and Web Design to the GRFX program.

- **How can we better market our program/outreach opportunities?**

Renaming courses to have more understanding and appeal in the course catalogue will go a long way. Changing and unifying disparate ART courses as GRFX to consolidate and identify the Graphic Design courses has already begun to help. Similar renaming was suggested for PRNT courses as programs. Example: Flexography is an unknown word to incoming students, and coursework should be identified by its output; Labels and Packaging Printing

- **State of the Industry/ Future of Job Market**

Advertising techniques evolve, but the core of the industry remains the same, with the need for creative campaigns to connect with markets.

The Printing Industries Association reports difficulty finding qualified workers with basic hands-on printing experience.

Recommendation for teaching soft skills to students including how to work with tight deadlines and client feedback.

Portfolios should include the design process so employers can see the problem-solving skills of our graduates instead of solely polished products.

- **What are the biggest challenges to the success of our program?**

Visibility is one of our biggest challenges - students have traditionally had difficulty finding their way into our courses and programs, with our content scattered through the catalogue.

- **How can we increase enrollment in our program?**

Renaming courses and reorganizing our programs can make the catalogue more accessible.

Building more formal (programs and certificates) and informal (class collaborations, etc.)

Connections between disciplines will also help introduce students to our respective programs.

- **In-person instruction versus Online/hybrid instruction.**



Moving courses that rely on expensive computers and printing equipment creates an equity gap between those with access to such equipment in those without. Some students only have phones/tablets at home and they are not sufficient for professional design work.

- **Possible integration of the Print Technology program with GRFX.**

Ben & Steve proposed the closer partnership and potential full integration of Printing Technology & Graphic Design as a holistic approach to graphics education to unanimous approval of the committee

- **Strong Workforce / Perkins Grants**

As a part of a collaboration between Digital Art, Printing, and Journalism, Fullerton College is using grant funding to acquire a Xerox Iridesse digital production press.

This press will enable the in-house production of student-made graphic novels, comic books, and children's books in a new Sequential Art program, and bring production of the Inside Fullerton magazine on campus and into students' hands.

- **Class Sizes**

It was unanimously voted to keep courses using printing equipment capped at 20 seats for safety

- **AI Text and Image Generation**

Chatbots like ChatGPT can be integrated into design classes as a source of text to be typeset. Also, the writing AIs are not flawless, requiring a critical eye to check

AI imaging software, however, has not yet faced of client feedback. It is very possible that software such as Midjourney will find a valuable use as a development tool.

Overall, AI bots are obviating writing assignments but can be taught as useful tools for generating placeholder text and stock photos.

