­­Graphic Communications

**Industry Advisory Committee Meeting**

Minutes for May 1, 20202 Zoom Online Meeting, 5:30-7 p.m.

In Attendance: Craig Polanowski, Ed Kesterson, Richard Harrison, Rudy Luna,   
Don Standridge, Byron Russell, Marietta Dalpez, Roberto Carlos, Carolyn DeAnda, , Candace Egan, John Guglielmino, Kevin Scritchfield, Jason Cooksey, DanWong, Montgomery Dodson, Alan Reynolds, Sara Deasey

Absent: Evan Christensen, Michael Parola, Debbie Nichols, David Smith, Derek Bavin, Michael Frank, John Ramirez

Note: David Smith had to attend a different meeting at this time. He and Craig subsequently had a Zoom meeting on May2 as a make-up session.

1. **Welcome, introductions** (25 minutes)
2. **Department/Program Updates/Staffing Changes** (5 minutes)
   * Online class delivery for remainder of Spring semester using Zoom  
     Most likely teaching fully online in the Fall.
   * Greg Hubbard - retirement Carolyn DeAnda-new assignment  
     working for college President, teaching Distance Ed Prep. Retiring May 2021.
   * replacement for Greg will teach 50% Photo and 50% GRC.  
     Will become official on May 6.
   * Sara will be Program Lead for Photo   
     Craig will be GRC Program Lead/Dept. Chair

**3. Perkins Grant funding update** (5 minutes)

a. 2019-20 sound room speakers

b. Action plans submitted for 2019-20

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| GRC priority 1  Dept. Priority 2 |  | GRC priority 2  Dept. Priority 4 | Pursuing other funding |
| 10 Canon 6D MkII DSLR, 24-105mm F/4 kits  to update from old T3i (second attempt) |  | Additional LED lighting for Green room | (2) Tilta Follow-Focus rigs for use with existing cinema lens  replacement chairs for T400-A, C, D  Craig attendance at Adobe Max 2020 conference |

**4. GRC curriculum update** (15 minutes)  
Distributed “GRC Flow20.pdf (v.1) through Zoom and shared screen to showcase   
courses, certificates, and descriptions. The updated (v.2) document will be included as an attachment with the minutes. This will include GRC pathways.

Deleted Courses and Certificates:   
 GRC 14/314- Acrobat

GRC 16/316-Web Design Techniques  
 GRC24B/324B -2DHarmony

GRC 25/325-CMS Web Design  
 GRC 52/352-Lightroom (moved to Photo program)  
  
 Web Design Certificate  
 Visual Communications Certificate  
 Graphic Communications Certificate  
 Graphic Communications A.A.S. Degree

Reviewed/Revised all other GRC courses

(updated text, modified course outlines)

Name changes:

GRC 32 was “Video Techniques” now “Cinematography”

GRC47 was “Intro to 4-D design” now “Media Appreciation”  
GRC 38/338 Video Post-Production

New Courses:GRC 38/338 Video Post-Production

GRC 55 Social Media Design

New Degree/Certificates

Video Production – A.A.S. Degree or Certificate of Achievement  
 Motion Graphics certificate  
 Digital Media certificate  
 New Non-Credit Certificates aligning parallel to credit certificates.   
 (students taking non-credit courses can obtain a certificate of completion)

**5. Committee Feedback- Program Input (**45 minutes)

a. Industry Climate (direction, required job skills, growth)

Complete survey for the Dean (feedback request for improvement)   
  
Two Virtual events upcoming in May:   
“Digital Hollywood” industry conference (kind of techie) coming up. Candace has attended this physically in the past, but this time it is virtual and FREE. One or two streaming sessions several days throughout the month.

FMC Training Group does a joint program with the N.A.V.   
Normally when you go to the NAV, you pay a lot of extra money to attend. This year it is going viral and only $150 educators, possibly 4 months of access. All kinds of stuff, Graphics and Premiere (etc) It’s a post-production world conference.  
  
Montgomery will share an industry recommendation document dealing with production recording practices as a result of COVID19. The specifications are updated multiple times daily. This will be included as an attachment to the minutes.   
  
FCC has issues regarding group projects and lab access. Candace points out that Fresno State is in discussion with their Dean regarding sanitization requirements and group project work.

b. GRC program feedback – recommendations, expenditures, add/delete courses.   
  
  
Interest expressed in writing skills:  
  
The Social Media course including a writing component.   
  
Possibly create a Social Media certificate, but it has to NOT be a low-unit offering. It has to be 16 units or more in order to qualify students for financial aide.   
  
Not just Instagram. There’s a lot of advertising to be managed and campaigns, understanding the voice of your company or who your client is. That is super important. Validating or supporting the imagery that you are also posting on Instagram or Twitter makes integration with the English department a benefit if we are creating a Social Media Certificate. There is a lot of marketing material as well. We need to look into existing programs and see if there is already a certificate in place. Contributors could be: GRC, Photo, Marketing (Business Division), Journalism. departments/programs.   
  
Journalism has the visual skills and the video skills but they may bring in a strong writing component.

Bitwise managed a couple of campaigns before COVID19 hit, and found that one word change in a headline changes the engagement level with posts. Saying the same thing but using different wording, depending on your target audience, will cause people to respond differently. Writing plays a huge part in Social Media marketing.

We’ve been eliminating classes from our programs, but the writing issue seems to be a problem across the board. Students have a lack of knowledge as to how to communicate with someone in writing.

It doesn’t matter if they are designing a website or social media or a brochure. Sometimes a designer has to write copy because a client can’t afford a copywriter. The student should at least be able to identify good vs. bad copy. If there is a way to incorporate (English, writing) across the board that would be a good thing to do.

In addition to the need for accurate communication with clients. Throughout the ideation process students are struggling to express themselves verbally and in writing as to the concept they are developing.

The old copywrite adage: “It isn’t real until it’s written down in a tangible form”. It’s not just a skill, it’s a thinking process.

Bitwise uses the process created by Jake Knapp: Design Sprint. It’s about product development, how you can fast track an idea to see if it will work.   
This works for so many things, whether you're creating designs, whether your film, whether you're writing for an article or creating a website.

“Content is King”. It used to be that if you wrote something, people would read it. Then, if you put an image with it, people would be more likely to read it. Then, if you put a video with it, people are more likely to read it. Now, with social media, it’s all video.

The attention span is getting smaller and smaller. Shows that used to be a half hour to an hour long became 3-15 minutes long. And now, some of these things are no more than 10 seconds.

The audience is out there but it has gone from a very broad base to smaller and smaller groups. It’s getting more intimate.

Emphasized that intro to web designing is as deep as the program should go into that study at this time. Students learn it in high school, go elsewhere, or online. People using templates and online services to build web sites. Bitwise has pulled out of teaching web development to high school students. Fresno Unified has taken a strong interest in bringing that into the classroom and are doing a very good job of it. Their technology offering has strengthened over the last couple of years.

Five years ago, UI/UX (user interface/user experience design) was said to become the hot job, and it has come true. The UI/UX designer is the job right now. You don’t need to know code in order to do that, but you are creating experiences and interfaces for the web or applications. Adobe XD is the software of choice.

UI/UX design is not just about creating the pretty pictures. This communication needs to have a story behind it. That is something that could happen in a UI/UX class. This could bring both the design and the development aspects to the table.

(Craig provides a brief product description and how XD is being used in theGRC20B course)

One problem encountered with social media development is the inclusion of humor. It can work or fail terribly and not be funny. Recommendation to check this book:

Design Funny – A Graphic Designer’s Guide To Humor

(shared a screen capture through Zoom chat)

c. Recruitment of new committee members (tabled)

d. Other topics/future agenda items

Brief discussion of sharing files through Zoom, precautions about sharing students screens, and Zoom bombing.

Suggestion to have Advisory Committee meetings in Zoom format in the future. It is much easier to attend from home, rather than driving to campus. (All in favor)

Brief discussion about online training/certification/rosters for next semester. Pay for adjunct training is still in negotiation. Fresno State is going to offer fully asynchronous or virtual class (zoom synchronous) offerings in the Fall. It seems that CSU has more latitude than we do.   
According to ed code, our courses cannot continue in the “remote training” (synchronous) mode of delivery and we have to go fully online.

The GRC32 course is being cancelled for the Fall, due to heavy reliance on equipment and studio use, partner and group project work.

**6.** **Scheduled the next meeting**  
The next meeting is scheduled **for Friday, September 4, 2020 at 5:30 pm** via Zoom.

1. **Adjourned 7:09 pm**