



Multimedia Advisory Committee: Spring 2019

Tuesday, April 23, 2019
Shima 146, 5:30 p.m.

REFRESHMENTS & NETWORKING

5:30 p.m. to 5:40 p.m.

CALL TO ORDER

Meeting called to order by **Kirstyn Russell** at 5:45 p.m.

HOSTS

Kirstyn Russell, Professor of Photography

Adriana Brogger, Associate Professor of Radio/Television

Tara Cuslidge-Staiano, Associate Professor of Mass Communication

Melanie Marshall, Professor of Graphic Arts

GUESTS

Rich Ibarra, Capitol Public Radio

Brett DeBoer, University of the Pacific, Graphic Design professor

Carol Hu, Communications professional

Thomas Fritschi, Art Institute of Sacramento (formally)

Carmen Cobian, University of the Pacific, Graphic Design student

Jorge Arumigan, University of the Pacific, Graphic Design student

Shelly Hollis, Atwenty3 Studio

Ron Graves, Atwenty3 Studio

Natalia Diaz, KSTN The Bull

Paul Bestolarides, San Joaquin Delta College, Adjunct Professor of RTV

Cera Macy, San Joaquin Delta College, Adjunct Professor of Graphic Arts/Interior Design

OLD BUSINESS

- Approval of minutes from Fall 2018 meeting
 - Motioned by **Tara**, Approved by **Kirstyn**
- Adobe Certification update

- Temporarily available until June 2019: **Melanie**
- New request for funding for 2019-2020: **Melanie**
- Social Media Certificate update: **Tara**
- Continued issues with photo wet lab: **Kirstyn**
- Update photo lab technician position: **Kirstyn**

INTRODUCTION

Kirstyn: Welcome and introductions of four lead instructors. Looking for adjunct for photography. “We’re hoping to grow that area,” she said. Wet lab, not ready to get rid of it. “We also want to grow our digital area, but we don’t have space to grow.”

Needs: Portable lighting. Small kits. Gig jobs. Portable backdrops.

Melanie: Area is a “little more” stable. Just got 16 new PCs for this year. Macs are only about two years old. Lost funding for Adobe Certification. Long story short: Trial version runs until end of July. “After that, we are hopeful to get funding again, to be able to all the Adobe products, including After Effects,” she said. New Adobe Certifications are live. All exams for students to be able to take through July.

Need: Adobe certification funding. New Laser printer with better color calibration, also with a scanner and copier. Stackable certification as well.

Tara: Social media movement in curriculum. Most requests are now replacement, looking to update six-year old computers in lab.

Needs: Photojournalism equipment. Technology to stay relevant.

Adriana: Updating curriculum, approving of ideas, and now requesting as far as needs. Looking to hone in how we train students live. Running a live-broadcast RTV 50 course. Using borrowed BlackMagic Box and phone hotspot. FlyPacks and opportunities to go live, covered State of the City past summer. “Our students are eager to go out and have these opportunities, but we are not necessarily set up with all the equipment to make that happen,” she said.

Needs: Live broadcasting equipment. Requested about \$110,000 in equipment, including camcorders, including field reporting. Requested gear and kits to build those out, new emphasis and live broadcasting gear. Pop-up tent with KWDC and branded information for presence.

Melanie: Curriculum, larger certificate reduction. “We’ve been asked to streamline them and get them down to 18 to 20 units.” Maybe a digital media certificate: combine courses within multimedia, to have more stackable certificates. Students could complete in a semester or two. Certificates have same requirements as AA except for general education.

“We’re working on it, but we need input,” she said.

All have certificates. The next thing is to push students toward AA degrees to attain living wage.

OPEN DISCUSSION

To industry partners/business owners:

- What employment projections are you seeing in our industries?
- What entry-level requirements are you looking for right now?
- Are there any expected skills or certifications you are looking for?
- What advice do you have for job seekers?

To students:

- What equipment/courses/workshops would you like to see offered?

To everyone in the room:

- How can SJDC Multimedia better partner with your organization?

Tara: Explains AB 705, California Community College funding formula change. All of these changes are informing our changes, allowing us to promote student success. The intention is to have students complete, whether it is certificate or degree level. We want them to have a tangible award for their work at Delta College.

Thomas: He's a former Art Institute instructor. More on the stackable AA. In television production he's had students hired because they have all experiences: studio, advertising, training for commercials, etc. He suggests a focus on micro stackable, which translates to employment.

Tara: The intention is to help students stay on track. Some enter wanting only certificate. They take those courses first, which may open up the AA as a possibility.

Thomas: The industry wants someone who can do five things.

"They want someone who can do web, who can shoot, who can do podcasting, they want someone who can do everything," he said.

Kirstyn: We have the multimedia certificate and AA degree.

Tara: Not a lot of buy in for it though. We aren't getting the students coming in to study everything, they are still going into separate degree paths.

Kirstyn: Hybridizing of courses and movement online. Allowing us to offer more sections and have more contact time with individual students. “We’ve been doing fully online or hybridizing,” she said.

“I can’t imagine going fully online, but hybridizing has been good,” she said.

Adriana: We know our students have more demands, particularly special populations students. Our students have to take advantage of other routes. Hybridization offers other focus and lab time in other spaces.

Kirstyn: Introduction of Icebreaker to tell us your name, affiliation and your favorite technology or workflow app.

Paul: He is the video adjunct teaching video production: Students should know a broader scope of just video, he said. His app: Snapseed and DaVinci Resolve.

Thomas: Digital is OK, but basics can’t be forgotten, take old lessons and apply to work.

He asks Paul question about requirements, Paul answers questions about short films, emphasis on visual storytelling, audio taught in a different class.

“I kind of open it up to the class,” he said.

Adriana: RTV 21 whole class, RTV 22 group level, basic composition, basic framing, automatic functions to manual functions.

“By the time they’re done in class, their in class lectures ... students identifying roles,” she said.

Paul: Spend a month and a half in editing and self critiquing, how to get better in each setting, basic color correction, and not too much grading.

Adriana: When students move into RTV 22, they are allowed to specialize.

RTV is moving to Digital Media, we are not giving them all they need to know about film, introduction for filmmakers, for content creators, social media presence, and digital.

RTV 22 is about commercial project (mock contract, storyboard, date of delivery, rough cuts, rate students on professionalism) and live studio (four-camera studio setup), then making a movie. ENG too. Similar to Media X, push to build a track.

“We’re trying to give them these various things,” she said.

Rich Ibarra: Now at Capitol Public Radio (formally of KCRA).

“Things were different back then. I started with film,” he said. Mostly one-man bands out there. “Students who are going into the field, especially in television: shoot film write their own stories, go online and on social media.”

“The main skills they need now are being able to shoot and edit on a camera,” he said.

Slide shows, variety in terms of advertising. Directors pushing the buttons, don’t even have studio camera operators. In studio camera operators don’t exist either.

“There’s a lot of belt tightening in broadcast,” he said.

It offers a natural way to get into PR, especially with California and the Federal government.

Know many of the same people, know many of the situations. Start in a small market, such as Chico, barely make living wage until you get into bigger markets.

“In smaller markets, you learn to survive,” he said. “The only thing they look at in terms of TV news is your tape ... Television new is like news on steroids ... “Stay active.”

Print journalism is just degraded, he said, just surviving.

Adriana: Rich is constantly reinventing himself, which is why he is staying relevant. You have to have the skills to juggle.

Natalia Diaz: Working in radio for 10 years. Works for The Bull. Monday through Friday, 7 a.m. to midnight. Took multimedia element classes.

“We’re a radio station, but we have to go on social media,” he said.

Not getting paid for extra knowledge, but “that’s one of the things I like about the programs here at Delta.” She got her certificate and the AA degree, and she said it was the support from the staff and the professors.

Thomas: Started career as a PIO for a healthcare company. He took journalism classes, picked up writing skills. He ended up at the Art Institute, which had pretty much all the programs Delta College: Design, photography, etc.

“It ended up being toward the end when our funding was completely cut,” he said. “Out of all the students I talk to who are successful, it goes back to being able to write and being able to talk to people.”

He had a former student hired for CBS All Access. She could film. She could write. She could talk to people. Impressed to see that. “I’m learning new things every year for my students,” he said. “At the end of the day, it is those core skills,” he said. “And feeling like you’re part of something.”

He said the question really is: How are these students going to get jobs? One on one skills, and enrollment. Debt is creeping. Some are fly by night. Identity crisis. “Some of the best courses I had, the foundation courses, I’m thankful that I had.”

He also recommended DaVinci Resolve, social media savvy.

Jorge: Current University of the Pacific student, took classes with Russell and Marshall, trying to get BFA in Graphic Design.

“I think my experience at Delta was really good,” he said he’s glad the curriculum now aligns better and is more transferable. “I think that going to Delta first is a good idea.”

Carmen: Student at Delta, now at UOP, now a Graphic Design major with a minor in Business Marketing.

“What do you have to offer?” she said is the question.

Can you do videography, photography, everything?

“One of the things that sets me apart is that there is no longer film photography at UOP,” she said the Delta skills give her an advantage. “I’m glad I have that foundation from Delta as well.”

Adriana: RTV 31 is about that, build a trajectory that shows people “it’s a lot less about what we say.”

Brett: Was there a specific thing that was easy to do?

Carmen: “A lot of classes weren’t fully transferable to UOP.”

Melanie: Since then we've changed the units.

Brett: Can't do all GE firsts and then major related. That doesn't work in arts-related courses.

Jorge: He was advised to take GE courses first, but the courses weren't fitting into schedule.

Brett: "All of the students have been well prepared," he said of Delta College students. They are good listeners, actively engaged, and wanting to improve.

"They're learning that here ... We teach them skills, but we also teach them other things that ultimately I think are more important," he said.

He teaches branding in a seminar. He said the goal is to try to make things more meaningful, supposed to be building on personal grounding about ethics, and environmental impact.

"Those kind of issues we do need to be talking about," he said, the impact on Stockton, the region, and the greater world.

"You can't do a deep dive into anything in a paragraph," he said.

He recommends Adobe Scanner App, using phone camera, turns into PDF, he said. He also recommends 3D modeling experience, motion capture and virtual reality, but those packages and additional software packages are hard to come by

Content building is also key, but the push is "design thinking." Multi-skill level, multi-thinking, and know how to work with those people, behind approach to collaboration, he said.

Rich: "The most important thing while you're in college and thinking about getting into radio/television is to get an internship," he said.

Brett: Agreed.

Carol: "You have to learn how to cooperate with all the teams," she said. She became a consultant and trained staff. Multi-skilled people are needed.

"A lot of employers would like to have some people that would talk to people," she said. "I feel excited the college had these classes that are really, really helpful to the students."

She points out other skills: Ability to communicate, not only verbal communication. Understanding of global community, not only limited to Stockton.

Ron/Shelli: Atwenty3 Media.

Ron (Customer Success): We have to see how we can help students and help them grow. “You can’t just be focused on one thing,” he said. “It’s getting huge, but people don’t know about social media.”

One person/company and get it done. “We’re very strong with that ... One thing our team is good at is that we cross train each other. Don’t dependent on one person. The company is a one-stop shop.

“We’re here today to say we’re available,” he said, internships included. “We just want to let you know we’re here not only to help your students, but the community.”

Kirstyn: Job shadowing is needed. Big project, but specific tasks.

Ron: Video, back-end part of it is something Atwenty3 does.

Shelli: They are a digital media studio: podcast, digital design, etc. Creating banners or posters in house. Jumbo screens for ESPN.

“All of this was intimidating to me,” he said. “I know there’s an art behind it, but information is so fast ... Being able to have these skills, cinematography and Premiere.”

Young people are already in these situations: “There’s people making a complete living online,” he said.

He does Social Media Application Responsibility Training. Branding is huge, right on target, push them to monetize it ... super technical: “Everything you are teaching, we have it.”

Thomas: Also recommends ShakeLaw.

Shelli: Most artists don’t know how to ask. Adaptation is important: new MySpace, Facebook, Twitter, Snapchat. Inspiration stays the same, information is a tool.

Cera: Adjunct Graphic Arts & Interior Design, Typography and Intro to Interior Design. It’s about incorporating at the intersection of everything, what can you design, for which causes.

Curriculum design takes a long time. “We should know a little of everything,” she said. “You’re supposed to package yourself and not be an expert.”

Brett: Change that’s happened, new hires asked to do a lot more. When something goes wrong you’re the one to be called.

NEW BUSINESS

- New equipment requests: Photo, GA, MCOM, RTV
 - Motioned by Kirstyn, Approved by Adriana
 - Votes unanimous
- RTV curriculum changes (as a package)
 - RTV changes to Digital Media. Changes to RTV 13 and 23: no pre-reqs, 3 units from 4
 - RTV 13: is currently Audio Production Workshop becomes Live Event Production Workshop
 - RTV 23: is currently Video Production Workshop becomes Introduction to Motion Graphics
 - Motioned by Kirstyn, Approved by Adriana
 - Votes unanimous
- MCOM changes: Intro to Multimedia (MCOM 10) to become Multimedia Storytelling I, Mass Media & Critical Thinking (MCOM 4) to be pitched for CSU A3 course, introduction of Social Media Content (MCOM 8) and Social Media Campaigns (MCOM 9)
 - Motioned by Kirstyn, Approved by Adriana
 - Votes unanimous

GENERAL UPDATES/WRAP UP

- RTV job board: www.kwdc.fm
- We’re offering summer classes in RTV, MCOM, and Graphic Arts.
- Please invite industry colleagues to Fall 2019 meeting, likely to be held during the first full week of December.

ADJOURNMENT

Meeting adjourned at 7:22 p.m. by **Kirstyn**

NEXT MEETING

Fall 2019