College of the Desert

School of Social Sciences and Arts

Commercial Photography Advisory Committee

October 9, 2018

Self-Introductions

Scott Kennedy, Photo Instructor

Yucaipa- California Joint Unified School District

Jose Alonso

Wedding and Quinceanera Photographer

Indio CA

Ryan Manning

Photographer/Owner

Monocle Projects

Palm Springs, CA

Ray Ewing

Photographer, Wall Street Journal

Adjunct Faculty, College of the Desert

Mari Abril, Graphic Designer

Adjunct Faculty, College of the Desert

Owner, Abril Media

Marion Champion

Public Information Officer

College of the Desert

Julie Makinen, Executive Editor

Desert Sun

Palm Springs, CA

Scott Klinger, Photographer and Filmmaker

Adjunct Faculty, College of the Desert

K. Hall – Role and purpose of Committee: In order to secure state approval for a new employment preparation program, we have an obligation to seek input from committees such as this. We ask you to review the proposed program and give us honest input as to the completeness, relevance, and marketability of the skill outcomes for this program. Another role of the committee is to serve as cheerleaders in the community. Because you will know the content and rigor of the program you can help cultivate credibility for the credential amongst others in your industry.

S. Klinger – Review of labor market data and overview of our student body profile. Discussed goal of the certificate. And purpose of a certificate compared to an AA degree. Asked group to take a moment to review packet: COE labor market report and proposed courses.

Discussion: Goals of students at COD and local employment needs. Review of COE date and discussion of skills needed. Review skills being sought by employers and mapped those skills to the courses in the program. Discuss the benefit of the program for both future entrepreneurs and also those seeking a job working for others.

Provide an overview of the courses and sequence. There are 14 required units and 6 elective units.

M. Abril – The DDP 001A course includes an Adobe Certification in Photoshop.

The group consensus was that Light Room is more often used than Photo Shop. Discussion around other software such as Capture One Pro. And Photo Mechanics. The Computer   
Graphics course could be modified to not state a specific software. The language could be changed to “teach students how to use the current tools and industry-standard technology”.

M Champions - When hiring employees I would expect them to know how to shoot film, edit, and use the current software. The editing task has changed a lot. We use Final Cut and Premiere. Part of the process is allowing students to evaluate what is out there. This is constant for digital literacy. Dream Weaver is out, today it’s WordPress.

R. Manning- 17 hats is a great software for entrepreneurs.

J. Makinen- In corporate, the layout and design person is not the same as our photographer.

Group discussed a Drone certification course. The entrepreneurship skills are a large part of being photographer but only for certain types of photographers. Importance of soft skills taught in BUMA class.

S. Klinger- Addressing soft skills and building social capital for our students. Portfolio prep class is required. I really worked with that class to build soft skills beyond just building their portfolio. I go over everything from elevator pitches, writing CV, cold calling people, email and etiquette a lot of the soft skills that I hear from employers that potential hires are lacking. We work really hard building soft skills and social capital. Discussion of final project in Art 28. One day arts and musical festival on campus with eight bands, curated art show, live painting, food, the contacted food trucks they got all the permits all on their own, I guided they of course. The television station came over as well as students went over there. Students organized this whole event all on their own in doing so they understand group dynamics they were able to secured grant money which I made them do pitches on.

S. Klinger request feedback on skills the panel would like to see potential hires have coming out of certificate.

Group agrees the soft skills taught in Portfolio Prep are important and express confidence that class along with optional BUMA class are excellent preparation.

J. Makinen- How much time does it take to complete this certificate?

S. Klinger: A year–fulltime.

Group discusses cost of tuition and Pledge program.

S. Kennedy- Discusses the need to teach properly work flow best practices.

Group overwhelmingly agree

M. Champion- Has been on job 7 days and 5 have spent searching through images. Discusses job opportunities for students proficient in image archiving

Group agrees that proper image archiving and workflow management is crucial to employability

R. Ewing- Explains the workflow importance from capture to lightroom to photoshop to deliverability

S. Klinger- discusses current image backup protocol being taught

Discussion of that best practices are not financially feasible for our students. Group discusses tiered system of at what stages students need to upgrade backup systems.

S. Kennedy- discusses that workflow and back up best practices will win clients. Discusses personal experience in field of being able to quickly respond to client requests. J.Alonso and R. Manning agree.

S.Klinger- Requests feedback on anything lacking from existing curriculum or course sequence

S. Kennedy- Talks about forming a networking circle between alumni, advisory council, employers and students. Suggests bringing in networking or internships early on in certificate

M.Abril- Discusses existing Work Experience program at COD

Group discusses how to expand program and discuss being more proactive in finding matches.

Ideas for community outreach and community partnerships are discussed. Need for spreading the word about work experience is needed.

S. Klinger- Talks about incorporating networking much earlier in curriculum rather than at very end.

S. Kennedy- Offers to create pipeline between Yucaipa High Schools to COD to Icon Event Photography. Both in a destination for his high schoolers to COD and from COD to his event photography company.

S.Klinger- Before adjournment asks for final input and group unanimously voices approval for certificate and excitement to be a part of advisory council