

**Graphic Design & Illustration Program**

**Advisory Meeting February 15, 2018**

**In attendance:**

Nels Ramos – Sr. Graphic Designer, National Notary Association

Corinne Hartmann – Freelance Graphic Designer/ Mt. SAC Adjunct Faculty, GDI

John Edward Torres – marketing and systems administrator, Monster energy

Larry Lima – Marketing Graphic Designer, Furniture of America

Monico Orozco – Graphic Design Studio Specialist, Studio13

Michael White – Graphic Designer, Marketing, 5.11 Tactical

Brian Bouskill – Mt. SAC Faculty, Graphic Design & Illustration

Steven Burgoon – Mt. SAC Faculty, Graphic Design & Illustration

Sue Long – Mt. SAC, Dean of Arts Division

Debbie Bautista – Mt SAC, Career Specialist

Brett Jackson – Mt SAC Adjunct – Graphic Designer

William Gillum – Mt SAC Student, Studio13 Art Director

Edgar Garcia – Design Manager, California Baptist University

1. Introductions
	* Meeting was called to order 11:55am.
	* Update from Dr. Sue Long.
		1. Design Lab is working / proof of student success
		2. Studio13 – Dream fulfilled by Strong Workforce Project funds
		3. Mt SAC’s first time entering the Student American Advertising Awards and of 9 entrees we took home 4 Bronze, 4 Silver, and 1 Gold!
		4. Maker Space
	* Overview of meeting purpose from Steve Burgoon
2. State of the Industry
	* Graphic designer should know
		1. Web design
		2. Motion graphics
		3. Augmented reality/ virtual reality
			1. Animation & Gaming are starting and we could take advantage
		4. Story telling
			1. We have an existing class; script development
			2. S13 could host story telling how-tos or guest speakers
			3. Check with Theater and TV to see what they do
		5. CAD and Fabrication (the “Maker” world) because of the convergence of software
		6. Hand lettering/sign painting
3. Career Paths
	* Social media marketing
	* AIGA head hunters
	* Job placement agencies like Apple One, Indeed, Vitamin T, and The Creative Group
	* Graphic design & Marketing
4. High School Outreach
	* We are looking for the right students
	* High school visit days (9 programs and growing) 230 students
	* Hip Graphic Design video presented to HS students by Mt SAC students
	* BuzzFeed
	* Ads in local theaters previews
	* Social media geo-fence ads (Snapchat and Instagram)
	* Update GDI Facebook Page
	* GDI YouTube Channel
5. New Design Certificates (advisory committee voted yes)
	* Graphic Design Generalist Level 2 Certificate (update)
	* Graphic Design Web Level 2 Certificate (new)
	* Graphic Design Motion Graphics Level 2 Certificate (new)
	* Graphic Design Marketing Level 2 Certificate (new)
6. Digital Asset Management Recommendations
	* Enterprise Digital asset management
		1. 18K/year
		2. Good be shared between programs/departments
	* Image Relay
		1. 9K/year
7. Studio13 Update
	* Benefits to students
		1. Work experience
			1. Paid work experience for those students who might not otherwise be able to take advantage Studio13
			2. Unpaid work experience for those just looking for the experience
		2. College credit
		3. Safe working environment. We cannot be sure what the student experience will be in outside work experience environments
		4. Collaboration with other designers, with other disciplines, with vendors and clients
	* Who are our clients? – This little city called Mt SAC
		1. Campus Programs
		2. Campus Organization
		3. Campus Businesses
		4. Campus Groups and Clubs
	* Will we reach out to local businesses?
		1. We don’t want to take business away from the community that we serve
		2. We may offer our services as contract to other creative agencies
	* Studio13 Website will be online in approximately 2 weeks
	* All that we have not officially opened studio 13 we have about 20 jobs currently
	* Looking for support from outside the College
		1. Industry professionals to mentor students
		2. Guest speakers
		3. Get involved with projects
		4. Project management training
8. New UI/UX Course (advisory committee voted yes)
9. Course Modifications
	* ArtC-210 branding and corporate identity
		1. Currently has two prerequisites: ArtC-160 typography & ArtC-140 vector illustration
		2. Change ArtC-140 vector illustration to a corequisite (advisory committee voted yes)
	* GD classes are currently 6 hours/week – 2 hours lecture & 4 hours lab
		1. What if we separated lecture from lab? Two hours of lecture from instructor then student would complete four hours in the design lab
			1. We would need a bigger lab
				1. We could hold lab in a classroom
			2. It would make scheduling classes more flexible for students
			3. If students owned their own technology wouldn’t have to go to lab
			4. Maybe a better model for upper-level class (portfolio)
			5. Lab instructors need to know what the lecturer expects of their students.
			6. Add Lab weekend hours
10. Curriculum and Purchasing Approvals (advisory committee voted yes for all)
	* Lab Assistants and Tutors
	* Stutterstock account
	* Lynda.com for students
	* Video Stock
	* Wacom Intuos Pro Pen Tablets
	* Materials and printing cost to Create GDI program awareness
	* Stipend - Create a Distance Learning (online) version of ARTC100
	* Network attached storage for Studio13
	* iPad pros for Studio13
	* Font Library for Studio13
	* Apple TV for Studio13
	* M750 Toner for Studio13
	* HP Laserjet Pro M227 for Studio13
	* Window Labtop for Studio13
	* Nikon D5 and accessories for Studio13
11. Wrap Up
	* Adjourned at 1:20 PM