Digital Media Advisory Board Meeting Minutes

4:00 pm - 3/24/21

**Attendees:**

**Advisory Board Members:**

Danny Vazquez

Mike Smith

Maria Hall-Brown

Anthony McLemore

Allison Volk

**Faculty:**

Stephanie Clark

Michael Taylor

Michael Dermody

Ezra Lunel

John Hall

1. Welcome/Introductions
2. Department updates- Michael Taylor updated members on various new developments within the department including:

* Stephanie Clark’s transfer into the department.
* Stephanie Clark becoming department co-chair.
* Moving the the Animation, Digital Media Arts & Graphic Design programs from Art into Digital Media.
* Development of Duel Enrollment agreements with Garden Grove and Santa Ana school districts.

1. Narrative Film Production Certificate- Michael Dermody introduced a proposed certificate “Narrative Film Production.” Described the nature of the courses:

* DM 100- Intro to Electronic Media
* DM 112- Intro to Video Editing
* THEA 113- Acting for the Camera
* DM 115A- Single-Camera Production
* DM 120- Beginning Screenwriting
* DM 140- Cinematography
* THEA 153- Intro to Directing
* DM 255- Motion Picture Technical Production

Michael Dermody discussed the merits of the courses within the certificate and the pathway for students to enter the workforce with the necessary technical production skills. Michael opened the discussion up to the Advisory Board.

Maria Hall-Brown suggested that the cert might benefit from a course, or units within a class, which prepared acting students for the business side of the industry, building a portfolio, and learning how to promote yourself on social media.

Allison Volk supported that suggestion and the need for acting students to understand how to market themselves and find jobs.

Michael Dermody informed the board members that a similar certificate being developed in the Theater Department is more focused on actors finding work. This certificate was targeted at film production students.

Michael Taylor added that DM 100 offered a jobs unit for students focused on creating a resume, job interview skills, creating a LinkedIn account and more.

Ezra Lunel added that DM 112 also dedicated a module to how to become a working editor in the film industry.

John Hall also added that he also includes networking and job finding information in DM 115a.

Stephanie Clark also added that most of her classes consider portfolio development and self-marketing.

Mike Smith suggested that the certificate would benefit from a class that included motion graphics, since motion graphics are part of most commercial production videos.

Michael Taylor identified DM 193-Motion Graphics w Adobe After Effects as a class that suited those needs and suggested that DM 193 replace DM 100 in the certificate.

Mike Smith made a motion to approve the Narrative Film Production certificate as amended with DM 193 replacing DM 100.

Maria Hall-Brown seconded the motion.

Advisory Board voted unanimously, 5-0.

1. Animation & Interactive Design Programs- Stephanie Clark spoke about the efforts to revitalize the Animation program. She talked about deleting some antiquated classes, rewriting and updating other classes, and learning more about what makes an animation program a success. She discussed her efforts to create dual enrollment agreements with multiple high schools and districts, the creation of a non-credit Digital Media Arts certificate, and creating articulation agreements with 4-year institutions. Stephanie Clark then presented a proposed certificate, Animation & Interactive Media. Stephanie presented the certificate for input and guidance from the Advisory Board.

Mike Smith suggested the certificate needed to sharpen focus on either commercial work or narrative. He pointed out that the skill sets involved in animating a heart valve for an industrial video is different than creating characters and narrative for animated movies. Maria Hall-Brown agreed and shared her experience working in industrial film production. The Advisory Board agreed a smaller unit cert focused on Animation for Commercial Applications would be a strong driver to develop students skills to enter the workforce.

Michael Taylor mentioned the Digital Media department’s developing partnership with the Small Business Development Center and their many clients who want to hire grads with these skill sets.

Stephanie Clark noted the suggestions and offered up classes that fit those commercial workforce needs for animation.

The advisory board agreed that those changes would work for a new certificate focused on commercial animation.

1. Around the (virtual) room- All

An open discussion about future opportunities and emerging needs in the industry began.

Anthony McLemore suggested a course and/or program on Reality Television production. He talked about the significant growth in this area over the last 10 years and demand for entry-level employees who understand the production needs for this genre of programming.

Maria Hall-Brown asked if the department offered any courses in podcasting and suggested some be developed, or that units be developed and inserted into existing existing classes.

Mike Smith talked about the growth in documentary film productions on Netflix and other streaming services. He suggested a documentary film class be developed.

Michael Taylor told the board a documentary film class was in the draft stage and could be built to include Reality TV, since documentary and reality have many shared production techniques.

1. Adjournment