Monday, October 19, 2020, 12:00-2:00 pm
Zoom

SUMMARY

Business/Industry/Community Members Present:

Rufus Agbede	Bobit Business Media, Creative Director
Kendra Ayala	The Ayala Agency, Owner
Massis Chahbazian	The Printery, President/CEO
Tina Gharai	Dreamseed Graphics, Video Editor & Multimedia Designer
Allen Ghaida	ICA, Designer / Animate Lot, Co-Founder
Vic Piercy	Image Options, Vice President of Operations

GWC Faculty/Staff/Guests/District Members Present:

Dorsie Brooks	GWC, Grants Coordinator
Stephen Burns	GWC, Part-Time Instructor
Jerry Jankowski	GWC, Part-Time Instructor
Cierra McManus	GWC, Student Alumni
Mike Russell	GWC, Faculty, Department Chair
Jeannine Sagusay	GWC, Counselor
Chris Whiteside	GWC, Executive Dean, Business & Career Education

The purpose of the advisory committee is to provide input and recommendations to the faculty and administration on changes in direction for the education programs. These recommendations include suggestions for improvement, expansion, student recruitment, innovation, and/or equipment commonly found in industry that is associated with the pertinent program.

CALL TO ORDER
Avery Caldwell started the zoom meeting at 12:00 p.m. Avery reminded participants that this meeting would focus on approving current curriculum and look at proposed changes for the 2021-22 school year. Committee members introduced themselves in zoom chat. Dorsie reminded participants that this meeting would focus on reviewing current curriculum that was previous emailed.

Approval of Minutes of Last Meeting (2/21/20) – Motion by M. Chahbazian. Seconded by A. Ghaida. The motion was approved.

Emergency Aid to Students
Dorsie pointed out campus support provided to students:
- Over $1.6 million disbursed to over 200 students (CARES Act, GPP, EOPs, Equity)
- Chromebook loan program – 187 devices
- Food distribution – every Tuesday
- Grocery store gift cards
- Bus passes

Additionally, over 40 campus representatives reached out to students to provide support and resources

PROGRAM UPDATE
The program has been online since mid-semester of last semester. The campus is currently closed with few exceptions.

Labor Market Update

While acknowledging the importance of labor market data, the impact of the pandemic in this industry is unknown at this time and will be addressed in a future advisory meeting.

Degrees and Certificates Awarded

Members reviewed a five-year history of degrees and certificates awarded.

Degrees and Certificates Awarded by Academic Year

Program	F	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	Grand Total
DA: Art/Visual Comm: Graphic		7	4	9	6	8	34
Digital Arts		2	5	6	7	14	34

CURRICULUM REVIEW

Existing Courses and Certificates

- Digital Arts Associates Degree
  - Transferable to four-year institution
  - Required classes
    - DART G103- Digital 2D Design
    - DART G150- Photoshop, Beginning (New Title ==HERE==)
    - DART G135 Introduction To Adobe Illustrator 3.0
    - DART G170 Graphic Design Principles 3.0
    - DART G174 Introduction To Page Layout & Design - Adobe Indesign 3.0
    - DART G177 Graphic Design Principles On The Computer 3.0
    - DART G178 Introduction To Web Page Design 3.0
    - DART G179 Prepress 3.0

- Graphic Design Advanced Production Certificate
  - Program Level Learning Outcomes
    1. Generate artwork utilizing advanced principles of design and applying these to a multimedia environment.
    2. Interpret terminology for effective generation and discussion of advanced level digital art projects.
    3. Utilize software to generate advanced level digital art projects.
  - Required classes
    - DART G152 Using Photoshop, Intermediate 3.0
    - DART G170 Graphic Design Principles 3.0
    - DART G174 Introduction To Page Layout & Design - Adobe Indesign 3.0
    - DART G177 Graphic Design Principles On The Computer 3.0
    - DART G179 Prepress 3.0

- Graphic Design Foundation Certificate
  - This certificate will prepare the student for a career in the field of web design. The focus is upon web design skills in designing the look, layout, functionality, and organization of websites.
  - Program Level Learning Outcomes
    1. Generate artwork utilizing advanced principles of design and applying these to a multimedia environment.
    2. Interpret terminology for effective generation and discussion of advanced level digital art projects.
    3. Utilize software to generate advanced level digital art projects.
  - Required Courses
    - DART G103 Digital 2D Design 3.0
    - DART G135 Introduction To Adobe Illustrator 3.0
    - DART G150 Photoshop, Beginning 3.0
    - ART G115 Typography 3.0
    - DART G222 Digital Imaging 3.0

- Graphic Design Web Site Design Certificate
  - This certificate will prepare the student for a career in the field of web design. The focus is upon web design skills in designing the look, layout, functionality, and organization of websites.
  - Program Level Learning Outcomes
    1. Describe the web page design process.
    2. Design and build simple web pages.
    3. Design and build advanced web pages.
    4. Evaluate current web pages on the Internet.
  - Required Courses
    - DART G150 Photoshop, Beginning 3.0
    - DART G135 Introduction To Adobe Illustrator 3.0
    - DART G178 Introduction To Web Page Design 3.0
    - DART G180 Introduction To Web Animation 3.0
    - DART G200 Advanced Web Design 3.0

- Graphic Design and Production Certificate
  - The Digital Arts program prepares students for employment in the field of graphic design illustration. It consists of applied exercises in advertising thinking, visual communication, graphic design, illustration, and preparation of art for reproduction.
  - Program Level Learning Outcomes
    1. Generate artwork utilizing the principles of design and applying these to a multimedia environment.
    2. Interpret terminology for effective generation and discussion of digital art projects.
    3. Utilize software to generate digital art projects.
  - Required Courses
    - DART G103 Digital 2D Design 3.0
    - DART G135 Introduction To Adobe Illustrator 3.0
    - DART G150 Photoshop, Beginning 3.0
    - ART G115 Typography 3.0
    - DART G222 Digital Imaging 3.0
    - DART G152 Using Photoshop, Intermediate 3.0
    - DART G170 Graphic Design Principles 3.0
    - DART G174 Introduction To Page Layout & Design - Adobe Indesign 3.0
    - DART G177 Graphic Design Principles On The Computer 3.0
    - DART G179 Prepress 3.0

GOLDEN WEST COLLEGE
GWC
HUNTINGTON BEACH, CA

Proposed Courses and Certificates

New Degree 2021
Avery presented proposed changes to the existing degrees and certificates.

- Associates of Science Degree – Digital Arts
  - Adding Digital Photography, Color Theory in Digital Design, Experiential Communication Design (new class), Professional Practice for Designers, Precedents in Graphic Design & Electronic Media (new class)
  - Required classes

Art G115	Typography	3 units
Digital Arts G100	Introduction to Digital Arts	3 units
Digital Arts G105	Color Theory in Digital Design	3 units
Digital Arts G135	Digital Illustration I: Beginning Illustrator	3 units
Digital Arts G150	Digital Image Editing I: Beginning Photoshop	3 units
Digital Arts G160	Experiential Communication Design*	3 units
Digital Arts G170	Graphic Design Principles	3 units
Digital Arts G174	Print & Digital Publication Design	3 units
Digital Arts G177	Professional Practice for Designers*	3 units
Digital Arts G178	Web Design I	3 units
Digital Arts G210	Precedents in Graphic Design & Electronic Media*	3 units
Phot G190	Intro to Digital Photography	3 units

36 Units Total

New Certificates

- Graphic Design Foundation - Certificate of Specialization
  - For students want to quickly get out into industry.
  - Required Courses

Digital Arts G105	Color Theory in Digital Design	3 units
Digital Arts G115	Typography	3 units
Digital Arts G135	Digital Illustration I: Beginning Illustrator	3 units
Digital Arts G150	Digital Image Editing I: Beginning Photoshop	3 units
Digital Arts G170	Graphic Design Principles	3 units
Digital Arts G210	Precedents in Graphic Design & Electronic Media*	3 units

18 Units Total

- Digital Art and Production - Certificate of Specialization
  - Tailored towards a person who is working in the industry and want to update their skills or want to work as production artist.
  - Required Courses

Digital Arts G105	Color Theory in Digital Design	3 units
Digital Arts G115	Typography	3 units
Digital Arts G135	Digital Illustration I: Beginning Illustrator	3 units
Digital Arts G150	Digital Image Editing I: Beginning Photoshop	3 units
Digital Arts G170	Graphic Design Principles	3 units
Digital Arts G210	Precedents in Graphic Design & Electronic Media*	3 units

18 Units Total

- UX and Website Design - Certificate of Specialization
  - For working professionals who want to focus on transitioning to UX and web design or students who want an entry level position as a web designer.
  - Required Courses

Digital Arts G115	Typography	3 units
Digital Arts G150	Digital Image Editing I: Beginning Photoshop Digital	3 units
Arts G178	Web Design 1	3 units
Digital Arts G200	Web Design 2	3 units
Digital Arts G240	UX Design and Digital Prototyping*	3 units
Phot G190	Intro to Digital Photography	3 units

18 Units Total

Changes to Existing Courses

Avery informed members that all course lab hours would increase from 36 to 54 hours to meet compliance requirements. Total contact hours will increase from 72 to 90 hours per course.

Former Course Number & Course Title	New Course Number & Course Title
DART G103 – Digital 2D Design	DART G105 – Color Theory in Digital Design
DART G135 – Introduction to Adobe Illustrator	DART G135 – Digital Illustration I: Beginning Illustrator
DART G150 – Beginning Photoshop	DART G150 – Digital Image Editing I: Beginning Photoshop
DART G152 – Using Photoshop, Intermediate	DART G152 – Digital Image Editing II: Intermediate Photoshop
DART G174 – Introduction to Page Layout & Design, Adobe InDesign	DART G174 – Print & Digital Publication Design
DART G177 – Graphic Design Principles on The Computer	DART G177 – Professional Practice for Designers
DART G178 – Introduction to Web Page Design	DART G178 – Web Design I
DART G179 – Prepress	DART G179 – Printing Prepress
DART G200 – Advanced Web design	DART G200 – Web Design II

New Courses 2021

The following five courses are replacing ones that have been, or will be, suspended or retired.

Course Number	Course Title	
Digital Arts G137	Digital Illustration II: Intermediate Illustrator	3 units
Digital Arts G160	Experiential Communication Design	3 units
Digital Arts G177	Professional Practice for Designers	3 units
Digital Arts G210	Precedents in Graphic Design & Electronic Media	3 units
Digital Arts G240	UX Design and Digital Prototyping	3 units

Cross-Listed Courses

Course Number	Course Title	
Art G115	Typography	3 units
Phot G190	Intro to Digital Photography	3 units

Revised Curriculum 2021

Avery reviewed a color-coded chart that highlighted the courses associated with the degree and each of the three certificates reflecting how courses can lead to stackable certificate awards

2021 DIGITAL ARTS PROGRAM CURRICULUM

COURSE ID	COURSE TITLE	UNITS	LEC	LAB	LHE	AA ASSOCIATES OF SCIENCE	GDF GRAPHIC DESIGN FOUNDATION	DAP DIGITAL ART & PRODUCTION	UXWB UX and WEB DESIGN
ART G115	Typography	3	36	54	4.55	3			
DART G100	Introduction to Digital Arts	3	36	54	455	3		3	
DART G105	Color Theory in Digital Design	3	36	54	4.55	3	3		3
DART G135	Digital Illustration I: Beginning Ilustrator	3	36	54	4.55	3	3	3	
DART G137	Digital Illustration II: Intermediate Illustrator*	3	36	54	4.55		3		
DART G150	Digital Image Editing I: Beginning Photoshop	3	36	54	4.55	3	3	3	3
DART G152	Digital Image Editing II: Intermediate Photoshop	3	36	54	4.55	3	3		
DART G160	Experiential Communication Design*	3	36	54	4.55	3			3
DART G170	Graphic Design Principles	3	36	54	4.55	3	3		
DART G174	Print & Digital Publication Design	3	36	54	4.55	3		3	
DART G177	Professional Practice for Designers	3	36	54	4.55	3			
DART G178	Web Design I	3	36	54	4.55	3			3
DART G179	Printing Prepress	3	36	54	4.55			3	
DART G200	Web Design II	3	36	54	4.55	3			3
DART G210	Precedents in Graphic Design & Digtal Media*	3	54	0	3	3			
DART G240	UX Design and Digital Prototyping*	3	36	54	4.55				3
PHOT G190	Intro to Digital Photography	3	36	72	5.4	3		3	
* New Courses	TOTAL UNITS					36	18	18	18

STACKED OPTIONS & AWARDS

OPTION	AWARD		EXTRA COURSES	STACKED AWARDS	
1	AA DEGREE	+	DART G137 / DART G152	AA DEGREE	GDF CERTIFICATE
2	AA DEGREE	+	DART G179	AA DEGREE	DAP CERT
3	AA DEGREE	+	DART G200 / DART G240	AA DEGREE	UXWB CERTIFICATE
4	GDF CERTIFICATE	+	DART G100 / DART G174 / DART G179 / PHOTO G190	GDF CERTIFICATE	DAP CERTIFICATE
5	GDF CERTIFICATE	+	DART G160 / DART G178 / DART G200 / DART G240	GDF CERTIFICATE	UXWB CERTIFICATE
6	DAP CERTIFICATE	+	DART G105 / DART G160 / DART G178 / DART G200 / DART G240	DAP CERTIFICATE	UXWB CERTIFICATE

DISCUSSION

Committee members discussed the following:

- Photo course G190 is cross listed with G191 in the Art department. Will that be an equality for your program is they are cross listed? One course versus the other could put you into a predicament. Also, are you getting the coverage expected of G190 if G191 is included in the course. (C. Whiteside)
  - G191 advisory is G190 so G190 may be suitable by itself (J. Sagusay)
  - Avery will investigate options.

- Video or motion graphic in AA? (R. Agbede)
  - Video could be taught in Experiential Communication Design or UX Design and Digital Prototyping; the syllabus does include video elements for video; in terms of video production, no; incorporating content or animation content into webpage design is up to instructor (A. Caldwell)
  - Could include fundamental in intro class - editing, condensing of video, specs, language and lingo, create a 30 second spot and edit. Motion graphics is a big part of everyday work. Add motion graphics, moving type in typography – could be a very fundamental class (R. Agbede)
    - Moving type could be taught in typography and motion graphics could be taught in G135 and G137 Digital Illustration I and II because it's vector graphics. Good point to incorporate video content in G100 Intro to Digital Arts (A. Caldwell)

- Basic knowledge of Adobe Animated, Flash or After Effect might be helpful; most graphics are being used video or in a website; none of the courses are focused on motion graphics; could incorporate into advanced Illustrator class, don't need to add a new course. (T. Gharai)
  - If it's vector animation, it could be offered in Digital Illustration; build it into syllabus; the software would be up to the instructor. Otherwise, we would need to add class or keep DART 180 Intro to Web Animation. (A. Caldwell)

- Regarding Adobe products, how are you aligning with third party certification? (C. Whiteside)
    - Could continue certification through Certiport when we return to campus. (A. Caldwell)
    - Does Adobe certification on the resume help students? (D. Brooks)
    - As an employer, I do look at that to differentiate between candidates, that they made it through Adobe certification goes a long way (M. Chahbazian). Agree (V. Piercy, A. Ghaida).
    - As a student, it would be great if it were in the curriculum (C. McManus)
    - Dorsie will research how the test could be administered remotely.
    - Once we start, we will offer at least three Adobe certifications: Illustrator, Photoshop, and InDesign. (A. Caldwell)

- I'm primarily print base and most designers that come through have never discussed print terminology much, they know how to design for the Internet. It would be helpful if students know the difference between resolutions, why they need to be at a higher resolution for print, how to spec paper, and understand different substrates that we print on. It's a void that's been growing. Print is still busy, not just internet based. (M. Chahbazian)
    - Language for terminology is covered in G100 Intro to Digital Arts. More specifically, as it relates to the print industry, as it relates to substrates and paper and ink, will be taught in G174 Print and Digital Publication Design and G179 Printing Prepress. These two courses will extensively cover your entire area.
    - If embedded, good enough (M Chahbazian) Agree, beneficial if large format covered (V Piercy).

- What course would offer fundamentals on composition, case study research, how to execute project from start to finish, general curatorial advice from concept, to ideation, to execution? (A. Ghaida)
    - Included in G170 and G105; thinking it will be taught in the G170 Design Principles; How to Generate Designs book includes case studies, how to brainstorm; so that is an area it could be taught (A. Caldwell)
    - Curriculum is very hard skill heavy, which is important, but some students will come with LinkedIn certificate, or plural sites certificates and they need instructor feedback to critique their handling of an idea or project correctly, whether phasing or flushing it out correctly. That's the benefit you can really put together in the curriculum is to help them along the way. Don't know if it's one course or sprinkled in all these courses. Important to emphasize when advertising program and think about how to address the next generation of graduates (A. Ghaida)
    - Could put that in the precedence of graphic design and digital media, will note to incorporate into the syllabus and the course content. (A. Caldwell)
    - Emphasizing that as a program is important because you compete against in-person learning. Adding online student to instructor feedback loop in every class, how to start from scratch and build confidence to come out with something final, is going to be helpful. (A. Ghaida)

- Should students be encouraged to take Business and Entrepreneurship classes? (D. Brooks)
    - Instilling confidence is important and can be reinforced within the Digital Arts program. (A. Ghaida)
    - It's key to learn some of these other aspects (V. Piercy)
    - In G177, students are learning to be entrepreneurs with portfolio building, marketing material, contract, finance and budgets. Or give students option to take G177 or Entrepreneurship class. (A. Caldwell)

RECOMMENDATIONS and ACTION ITEMS / COMMITTEE APPROVAL

Employers approved the existing programs listed (via Zoom chat).

Existing Programs:

1. Digital Arts- Associate Degree
2. Graphic Design Advanced Production- Certificate
3. Graphic Design Foundation- Certificate
4. Graphic Design Web Site Design
5. Graphic Design and Production

Employers approved new certificates (via Zoom chat).

New Certificates:

1. Graphic Design Foundation
2. Digital Art & Production
3. UX & Web Design

Recommendations will be incorporated into revised or new curriculum.

Avery thanked members for their time to make the program better and benefit students.

ADJOURNMENT

The meeting adjourned at 1:18 pm

Next Meeting: TBD 2021