**ART/DART Certificate Advisory/CTE Certificate Programs Meeting Minutes**



Monday, January 8, 2018

**Topic: CTE Certificate Programs, Art and DART departments**

Minutes of the meeting: **Jim Dowdalls**

**In attendance:**

**Jim Dowdalls,** full-time faculty, Freelance Illustrator, representing the Illustration area and certificates

**Phil Dimitriadis,** full-time faculty, Freelance Illustrator, representing the DART area and the Entertainment Art Certificate

**Frank Guthrie,** full-time faculty, Freelance Illustrator, representing the DART area and the proposed 3-D printing certificate, Fine Arts Division Curriculum Representative

**Steve Klippenstein,** full-time faculty, Graphic Designer, representing the Graphic design area and the GD AA degree and the Graphic Design Certificate

**Mike Sheehan,** full-time faculty, Freelance Illustrator, representing the DART and Illustration area

**Marshall Vandruff**, adjunct faculty, freelance creative artist and illustrator

**Frans Tedja Kusuma**, adjunct faculty, freelance creative artist and illustrator, Industry Representative

**Brian Murray,** adjunct faculty, freelance storyboard artist and illustrator, Industry Representative

*This January 8th meeting was suggested by* ***Douglas Benoit,*** *the Dean of Business/CIS, in a prior meeting that was held in December of 2017 in the Art Department Conference Room. Those in attendance at that meeting with Douglas Benoit were Art and DART faculty* ***members Mike Sheehan, Jim Dowdalls, Frank Guthrie, Phil Dimitriadis, and Steve Klippenstein.*** *The main discussion points for that meeting were the new CTE Skills Certificates: how they differed from traditional CTE programs, if it is necessary to seek State Approval for these Skill Certificates, which are composed of less than 18 units. It was unanimously decided by the faculty in attendance that, for the time being, we will bring these to the approval process locally, and not request State Approval, as it has been determined that these Skill Certificates of less than 18 units will be listed in the catalog even though they will not be State approved. It was suggested by Dean Benoit that he would be happy to provide us with any other assistance that we would need concerning these certificates. We decided on another meeting in the future to discuss funding for these certificates.*

***Agenda for discussion at the January 8th meeting:***

***\*New Certificate proposals:***

**Frank Guthrie(FG)** started the meeting by telling the group that the deadline for pre-launching new courses and certificates for 2019 approval is February 7th, 2018.

**Jim Dowdalls (JD)**  said that he felt that the most important order of business concerning new certificate proposals was the completion of, and implementation and pre-launch of a new Storyboard Certificate in the illustration area. Other than the main two Storyboard courses that already exist (ART 214F and ART 215 F), there has not been a consensus on what courses should be included in this new Skills Certificate of less than 18 units. **Brian Murray (BM)** was asked for his feedback initially, as he is our Storyboard instructor, and would be the leader of that certificate in the future. After much discussion concerning the inclusion of as many important courses as possible, and still stay within the parameters of an under 18 unit certificate, it was decided that the best way forward was to have two Skills Certificates, a Level I for Basic Storyboard and a Level II for more Advanced Storyboard.

It was felt by most of the group that the proposed **Specialization Certificate in Sketching for Entertainment Art** could/should become the Level I Certificate, with most of the classes in that certificate staying intact, with the idea that one or two new courses currently in discussion or development could take the place of several courses that were in the certificate now. It needs to be made clear how the students would know that this certificate would be the Level I certificate for Storyboard, if the name remained the same as it is now. Would this certificate be a *pre-requisite* for taking the Storyboard Level II certificate?

**(BM)** decided that the courses that he would like to go with for the Level II Storyboard Certificate would be:

**\*ART 214 F Perspective and Staging for Storyboarding 3 units**

**\*ART 215 F Beginning Storyboarding and Narrative Composition, 3 units**

**\*ART 216 F Advanced Storyboarding and Pre-Visual Preparation, 3 units**

**\*ART 219 F Visual Storytelling: Image and Sequence, 3 units**

**\*ART 222 F Composition for Artists, 3 units**

**\*DART 103 F Color Theory II: Practical Color for Digital Media 2 units**

**For a total of 17 units**

In addition, a new course to be included in the Level II certificate was suggested by **Phil Dimitriadis (PD)** that involved sketching the figure and animals within an environment; **(BM)** agreed that this was important very important for the students to learn. The new course, tentatively called **Perspective and Staging for Storyboard**, and the prefix of **ART 214 F** was decided on, in order to stay within the continuity of the course numbering system.

No other certificate proposals were discussed at this time, as **Marshall Vandruff (MV)** reminded us that we had spent over 40 minutes on just one agenda item.

Also, **Frans Tedja Kusuma** (**FTK)** suggested to **(JD)** that he was confused about the **Children’s book Illustration Specialization Certificate** not containing the two main Illustration courses **ART 244 F** and **ART 246 F. JD said that the idea was that the student should have taken the two core Illustration courses before they attempted the** Children’s book Illustration Specialization Certificate, but this was not made clear in the descriptive narrative of the Children’s book Illustration Certificate.

**(JD)** said that he would revisit the CurriCunet proposal, and come up with a solution, and keep **(FTK)** in the loop on it. It seems that the logical course would be to add the two core Illustration courses to the Specialization Certificate, but that also means that several courses would need to be deleted from it to stay under 18 units.

**(FG)** suggested that there may be a need for a new color certificate, perhaps as a Level I or II to our proposed Sketching for Entertainment Arts Certificate. (see new courses below: DART Color Theory II).

**\*New Course proposals/revisions for the new Skill Certificates (also called Specialization Certificates):**

We have already discussed (above) the creation of a new **ART 214 F** course for the Level I Storyboard Certificate. **(PD)** and **(FG)** offered to create the new course and give it to (**JD)** for inclusion into CurricuNet. There was also a recommendation by Mike Sheehan **(MS)** that a new or updated “plein air” painting class was important for the Entertainment Arts students. **(FG)** and **(PD)** suggested that **(MS)** look into this, and get back to the group on thew status of the course. The name and number of a new course would be given at a later time.

When the group was asked what courses were missing in our curriculum, and needed the most**, (FTK)** volunteered that in his Advanced Illustration course the students were lacking in color knowledge and handling, especially digitally. Several of the attending faculty agreed, and there was a consensus by the group that we should investigate a new course that would address these issues of color competency. **(FG)** suggested that a new course be created in the DART area that would address these issues and shortcomings of our students. The DART area course, tentatively titled ***“Color Theory II: Applied Techniques for Digital Artists”*** should be included in all of our new skills certificates, the group concurred. **(FG)** and **(JD)** suggested that thisnew course be a 2 unit course so that it could fit into the Skills Certificates more easily.said that there could be the possibility of an entire skills certificate on color, that could complement our Sketching for Entertainment Arts certificate. **(JD)** said that he was willing to remove the 1-2 unit **ART 294 F Independent Study: Illustration** in order that this new color theory course be included in the certificates and still be under 18 units. FG and JD suggested that this

**(FG)** suggested that the curriculum in **ART 127, Business Practices in Art**, should be updated to reflect current changes in marketing, advertising, and promotional strategies for students and their creative work in the 21st century. It was suggested that **Kelly Capps**, the instructor of this course, as well as the Portfolio Presentation course, be invited to discuss updating his curriculum in these courses at our next Advisory meeting.

**\*Ways to recruit/outreach for our CTE programs:**

**(MV)** led the discussion concerning current and future attempts to perform outreach and advertising for our department and specifically our CTE programs and certificates. He broke the situation down into two categories: the first would be events and programs held on campus while the second would be going off campus.

For the on-campus events **(PD)** discussed his involvement in High School outreach at an annual Parents day event held on campus, which **(PD)** said was well attended by students from High Schools and their parents.

**(FG)** discussed an annual Career Fair organized by Olivia Barajas in the Counseling area, which was hel d last April and showcased our CTE programs to over 50 high school counselors and educators from the Orange County area. (FG) and (PD) gave an excellent talk on our Art and DART CTE programs, and there was much interest displayed by those in attendance. (FG) discussed the future of a 3-D printing program and how we were becoming involved with multi-disciplinary cross-campus collaboration with the Printing Department. It was agreed by all that this type of outreach event was a great way to make our programs known to as many people as possible in a very efficient way.

Other suggestions for outreach off-campus included discussions by **(FG), (PD) , and (MV)** on inclusion into local creative expos such as **CTN, WonderCon, and DesignerCon.**

**(FG)** suggested that we email Jay Seidel in the Journalism department about having his students write a story about **Brian Murray** and his Storyboard work on **Ready Player One** and the new **Han Solo movies**. **(FG)** said that we should also ask Jay for help with press releases for the **OC register** and other publications, and include the stories on Brian and any other stories of interest that may include our faculty or students.

**(MV)** has already contacted **Cara Nilsen at OCHSA** concerning outreach to their vast High School arts programs. *(Marshall has since heard from Cara Nilsen and Patrick Williams, two program directors at OCSHA who stated that they were very interested in having a Fullerton College CTE presentation at their campus in the near future.)*

**\*Possible Funding requests for new certificates**

To be discussed at another meeting

**\*Course Enrollment issues, now and in the future**

It was mentioned by several in attendance that the cap on class size would probably be enforced at a minimum of 60% for now and the foreseeable future, so faculty should not be complacent and think that just because courses were offered in the past with low enrollment, that that would still be the case now and in the future.

**\*Offering certificate courses on a regular basis:**

**(JD)** suggested that this could be a real problem in the future with any new certificates that are proposed by adjunct and/or full-time faculty that were unable to consistently teach the very specific courses that they had created for these certificates. It was suggested that a course in a certificate should be offered at least once a year. **(JD)** stated that it could conceivably not be possible for some instructors at the table, both full-time and adjunct, to teach all of the courses in a certificate, over a period of two semesters, and still stay within the confines of their contract. The example used by **(JD)** was the newly proposed Specialization Certificate Visual Storytelling Specialization Certificate. **(MV),** the author of that certificate suggested that he knew of at least 5 people that would be willing and able to teach any of the courses in that certificate. (MV) then inquired what the qualifications would be to teach the courses, and **(JD)** said usually a BFA or equivalent would suffice for these commercial-type art courses. It was suggested that **(MV)** inquire about the availability of these artists/candidates, and that we would inquire from Amanda Lopez what the steps would be for them to be approved to teach in the District.

**\* Developing and publishing Certificate course of study plans for our students:**

**(JD)** said these were being finalized with Olivia Barajas in the Counseling area, and it was only a case now of hosting them on our websites, circulating them to our students, and having them published in our catalog, after they have been State or locally approved.

**\*How to track students enrolled/taking courses in our CTE programs:**

**(FG)** stated that from what he has learned in the Curriculum Committee and from Dean Benoit, the State wants us to track the progress and the outcome of our students. This will be necessary when we try to access funding for our CTE programs.

**(PD), (FG), and Mike Sheehan (MS)** offered to create a **Students Tracking Form**, a template for students to be able to sign up at the beginning of their first term for whatever program they were interested in or enrolled in. (JD) suggested that Steve Klippenstein (SK) has begun to collect information on all of our certificates, including education plans and term-by-term schedules which he intends to enlarge to poster size and display in one of the hall display cases. (JD) stated that under each program description and list of courses, there would be written information for students to follow for contacting area and program leaders, and set up appointments with them for advice on their course of study. This was agreed to by all present.

The conversation led to other discussions involving the best ways to track our students, including students signing up on the department/area website, and ways to track them from there. This was recognized as a work-in-progress, and all agreed to revisit this in another meeting.

**\*How to track completers of our programs:**

To be discussed at a future meeting.

**\*Collaboration with different divisions across campus:**

To be discussed at a future meeting. It was suggested by FG that it would be in our best interest to include Gary Graves for Business/CIS, Jay Seidel from Journalism, and Ben Cuatt from Printing Technology in our next meeting. All three have made overtures to Frank Guthrie and the DART area that they would be interested in a cross-collaboration with Art and DART courses and programs and their different areas and divisions. Gary Graves was mentioned as the creator of new courses that involved Intellectual property development and creative marketing strategies, areas of interest to all at the table.

**(MV)** suggested a good collaboration that he has already initiated was with Candice Clasby in the Theatre department; he is interested in talking to her about creating an **Acting for Animators** course.

**\*Creation of Online courses:**

**(FG)** led the discussion by suggesting that, with Six-Year Review about to start next semester for the Art and DART departments, the faculty should consider revising all of our current class offerings, as well as new courses, and making them all online or hybrid/online courses in CurriCunet. He said that he would send all of us instructions on how to do this. He said that we do not necessarily have to offer them as online courses now or in the future, but that the ability to teach them as such would be there, if desired, in the future.

**Other:**

It was suggested by **(FG)** and agreed to by most present that another Advisory meeting be held a week from today, on Monday, January 15th at 2PM, in order to discuss topics on the agenda which were not fully covered, or left for another meeting.

**Meeting Adjourned**