GRAPHIC DESIGN ADVISORY BOARD
MEETING MINUTES
April 27, 2022|5:30 to 6:30 PM | Zoom

Meeting Agenda

1.   Welcome and Introductions
Peter called the meeting to order 5:32 pm.

Present: Peter Kuo, Sonny Thomas, Amy Mattern, Sarah Mattern, Helena Cruz, Robin Roth, Nicol Torgerson, Anne Nguyen, Chris Myers

2.   Approval of Prior Meeting Minutes

Peter Kuo motioned to approve the minutes and Chris Myers seconded; motion approved (unanimous).

3.   Industry Update
Peter Kuo - Adobe Spark has been rebranded into Adobe Creative Cloud Express. Peter feels that this program is not that impressive or powerful. Depending on different industries, employers are asking for motion and sometimes After Effects seem to be folded in on top of (InDesign, Photoshop, Illustrator). InDesign is appearing quite often in terms of a tradition design job. Peter asked about about paper prototyping for Michael Jade's UI/UX Class, and Nicole Torgersen said that paper prototyping is still useful and might not be as collaborative as it used to be. Peter also mention that some of his classes are transitioning to Flex mode, where some students will be online and some people will be in person. Using online collaboration tools may be a good option for learning.

Sonny Thomas – Actually seeing players in the space of easy use design tools like Wizzywig or Canva, and Vista Create. Seeing an increase in clients do their own in-house design and social media. These new templated tools are producing competition between us and the clients. However, strong branded content is still in demand. Usually the client does these projects because they are in a rush and they can push out the content themselves rather than go through the agency.

Diversity and equity inclusion are also being included more in advertising. There is more of an effort in advertising to telling more authentic stories. Nicole Torgersen agrees with the model shifts.

The cost of print is astronomical and some companies are reinvesting companies to put their dollars in digital space. There is an oversaturation in the digital space and is creating brands to use more creative storytelling. Digital space is imperative and growing.

Seeing people that were living in the big three (InDesign, Photoshop, Illustrator) and now there working in After Effects and XD and we're preferring Figma over any other prototyping tool.   Sarah Mattern seconded this comment and

mentioned that Figma is winning the war. But you need to know a little of everything.

Chris Meyer – Adobe is creating their own 3D modeling suite. This new program will be out this summer – most likely August 2023.

Nicole Torgersen's team is specifically all Figma and Adobe products are not in her wheelhouse. She leans into different products, like motion, her team uses After Effects. She wouldn't expect anyone she is interviewing to know InDesign, Photoshop and Illustrator. For branding and advertising, Illustrator is definitely recommended.

Nicole uses Miro as a digital white board with her team and other partners.

4. **Faculty Report**
Enrollment is low. When enrollment was online, Peter had above average enrollment. Classes tend to lend themselves to more online. Students may be having a hard time transitioning back to in-person. In the fall, a couple of classes will transition to High Flex, Asynchronous mode, and different modalities. Students are having a hard time of coming to class because they can't afford gas.

Amy mentioned that statewide community college is on Zoom for remote, some staff are using High Flex, or offering the take the class asynchronous online. Seems that most companies have been using different modalities for many years and education has to catch up a bit.

Peter has a summer class on the History of Graphic Design fully on-line. Summer camps are available for middle school and high school students on-line. And last summer we were also able to get some 3D printers so it's usually a combination of some 3D stuff some 2d Photoshop stuff and we were able to print out students as designs and 3D models and mail it to them.

Also, we are having a Branding and Identity class in the fall. The class will offer a critique and get students to use their design muscles.

A lot of the students are declaring graphic design as their major and then like very, very, very few end up getting their certificate very few end up getting their certificate and we don't know why because of lack of data.

Refresher courses and outreach for those that have been out of college for a while. Organize a roundtable for the graphic department (meet and greet) CTE type of event with tables. Have events for alumni and great a design shop. The design shop is an opportunity to connect clients and students. Internships are critical to the student's overall education.

5. **Recommendations from the Advisory Board**
    a. **Video Game Design Class -** there a demand for electronic game design occupations according to a labor market report. Game Development, C++ and Adobe Photoshop are necessary education requirement courses for this. Peter is going to the Board to ask for a formal recommendation to develop these courses. For now, just one off like courses and eventually thinking about a certificate. Over the last ten years, 2D and #D animation and 3D modeling and game design has grown significantly. These classes will correspond to the high school classes being taught with ROP.
    b. **3D Modeling Class –** Looking to introduce Maya for the 3D modeling class to satisfy requirements. There is a lot of potential for this class to help support requirements in other art and music classes. Amy

recommended that it is good to have some in the industry that believes this is a worthwhile endeavor and that the funds are relevant and Labor Market data show this too. This would meet a need in our area. Sonny Thomas has offered to make this recommendation. Robin Roth has second the recommendation. No opposed or abstentions – motion has passed.

Recommendations from the Advisory Board earlier recommendation was to integrate Figma into the UI/UX class and also to try and develop more of these like outreach programs or events. Promote hybrid and asynchronous models.

c. **Internships**: Sonny Thomas recommends a good first step to get the ball rolling is to establish pay, hours, and framework that is acceptable for HR.

Peter invited the advisory panel as the expert panel of industry experts for his graphic design students' final projects on May 17-19th.

Outreach – recommended getting students from different classes and have a visual arts night with photography can join and have a chat session.

6. **Next Regular Meeting (Date)**

Fall semester - TBD (Sept., Oct., or Nov.)

7. **Adjournment –** 6:40 PM