



Graphic Design & Digital Media Advisory Board Meeting Minutes

4/17/2024 | 5:00 PM | Zoom

Meeting Minutes

LPC Mission Statement

Las Positas College is an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

LPC Planning Priorities

- ❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
- ❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
- ❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.
- ❖ Coordinate resources and provide professional development for effective online instruction and remote delivery of student support services and college processes to advance equitable student outcomes.

Graphic Design & Digital Media Advisory Board Members

* = *In attendance*

Shraddha Chudasama*
Meg Epperly*
Michael Jay
Kimberly Krueger
Peter Kuo*
Lilibeth Mata Juarez*
Sarah Mattern*
Amy Mattern*
Chris Meyer*
Anne Nguyen
Robin Roth
Vicki Shipman
Sonny Thomas*
Nicole Torgerson

Guests

Sharon Kim*

- 1. Call to Order**
 - Meeting called to order at 5:05 p.m.
- 2. Welcome and Introductions**
- 3. Review of Agenda**
 - The advisory board reviewed the agenda.
- 4. Review and Approval of Minutes, 4/12/2023**
 - Peter Kuo motioned to approve the minutes; Chris Meyer seconded; Amy Mattern abstained; all advisory members in favor; minutes approved.
- 5. Industry Updates**
 - **Hiring Needs**
 - There is still a high demand for graphic designers all over.
 - **Skills in Demand**
 - Knowledge of and skills pertaining to Adobe Photoshop, Adobe Illustrator, [Figma](#), Keynote, Google Slides, MS PowerPoint.
 - Knowledge and skills related to accessibility - it's been a huge subject in recent years and it's a major component of visual design and even more important for UX/UI
 - Knowledge and skills related to user research - a lot of design efforts at big companies are backed up with surveys and research.
 - **Emerging Trends/Technologies**
 - Adobe XD is no longer available.
 - They're projecting an estimate of a 5% growth in the graphics design industry, with a projected 11% growth in multimedia artists and animators.
 - [Toon Boom](#) Animation Inc. (premium version) is the industry version.
 - USD – Universal Scene Description; an open-source framework and file format for describing, composing, simulating, and exchanging 3D computer graphics data.
 - Meg shared, LLNL has just increased their video and animation staff by double in the past 5 years. Their YouTube channel has really blossomed to explain their science.
 - AI – has pros/cons, it seems like AI itself is taking off and advancing daily but the legality of it needs to catch up. Instructors use it in classes as a “starting point” for designs but AI can't be a main part of the content turned in for credit as that would be considered plagiarism.
 - AI used for automating basic science data sets seems to be acceptable but using it to “steal” other people's work such as an actor's voice, images, or someone's entire art profile is harmful to the industry/field.
 - **Internship Opportunities**
 - Peter shared that Las Positas College now has an internship opportunity with PureRed, students can access this on Handshake.

6. Faculty Report

- **Program Update**
 - **Enrollments**
 - Compared to last year, we are doing really well with our enrollments.
 - Spring 2023 – 122 students | Spring 2024 – 160 students
 - Fall 2022 – 105 students | Fall 2023 – 148 students
 - **Completions**
 - Graphic Design, AA – 4 degrees (2022-2023)
 - Graphic Design, CA – 1 certificate (2022-2023)
 - Success Rate: 72.8% (2022-2023)
 - We don't have any transfer data at this time, but Peter did share that he has students transferring to CSU East Bay, CSU Monterey Bay, and CSU San Jose.
- **Program Development/Opportunities**
 - Peter shared that he deactivated the GDDM 68 Portfolio Preparation course and the Print Design, CA per the recommendation of the advisory board.
 - Worked with Art faculty to update ARTS 24 3D Design to include a component that teaches students how to use Maya; in addition, the program requested a 3D scanner.

7. Recommendations from Advisory Board

- **Recommendation Item: Pause New Course Proposal for a Web Design Fundamentals course.**
 - Background: At the previous advisory board meeting held, April 12, 2023, the advisory board had discussed Peter writing curriculum for a web design fundamental course to match the one created at Chabot Community College.
 - The Las Positas College Graphic Design & Digital Media advisory board recommends Las Positas College put this new curriculum proposal on hold to prioritize other curriculum needs at this time.
- **Recommendation Item: New Course Proposal for an Animation course.**
 - The Las Positas College Graphic Design & Digital Media advisory board recommends Las Positas College write new curriculum that introduces students to animation and storyboarding.
- **Recommendation Item: New Course Proposal for a Presentation Design course.**
 - The Las Positas College Graphic Design & Digital Media advisory board recommends Las Positas College write new curriculum that introduces students to presentation design software such as Apple's Keynote, Google's Slides, and Microsoft's PowerPoint with the course content being focused on the presentation itself.
 - Peter will reach out to the Computer Information Systems department to get more information on how to go about this.
- **Recommendation Item: Acquire New Software for GDDM Programs**
 - The Las Positas College Graphic Design & Digital Media advisory board recommends Las Positas College explore pricing options for industry popular design software such as Toon Boom and Figma and discontinue the use of Adobe XD within the program as it is no longer available.

8. Other Business

- *None at this time*

9. Next Regular Meeting: TBD Spring 2025

10. Adjournment

- Meeting adjourned at 6:16 p.m.