

ADVISORY BOARD MINUTES
Internet and Multimedia
Graphic Communications – Palomar College
February 6, 2013, Palomar College, Room MD-155C

Members Present:

<u>NAME</u>	<u>TITLE</u>	<u>PROFESSIONAL AFFILIATION</u>
Allard, Josh	Creative Services Producer	U-T TV
Bealo, Mark	Chair/Faculty, GC Dept.	Palomar College
Christofferson, Megan	Creative Services Producer	U-T TV
Dame, Jennifer	Account Executive	Apple
Haub, Karen	Instructor, GC Dept.	Palomar College
Kaye, Laura	Web & Video Producer	Wahoo International
Martelli, Matt	Creative Director	Mad Media Design
Miyamoto, Norma	Dean, AMBCS	Palomar College
Newbry, Nanette	Principal, Creative Director	Studio 2055
Payn, Lillian	Board Chair/Faculty, GC Dept.	Palomar College
Silas, Frank	Video Game Artist	NASMPC
Styles, Gregg	Owner	Rolling Reflections
Tait, Patty	Owner	Half Circle Design
Weissman, Jen	Principle	Project X Media

The meeting of the Multimedia and Internet Advisory Board for Graphic Communications at Palomar College was called to order at 7:34 am, February 6, 2013 by the Advisory Board Chair, Dr. Lillian Payn.

Welcome and Introductions

The members introduced themselves and their specializations.

Statement of Purpose

Dr. Payn outlined the purpose of this meeting and the Advisory Board:

- Providing information about changing technology.
- Providing labor market status to keep our program connected to industries.
- Making suggestions about our current curriculum to prepare students for jobs.
- Making recommendation of how to make connections between college and companies, e.g. The Career Day.

Approval of 2012 Meeting Minutes

Dr. Payn asked those present to review and approve the February 2, 2012 minutes. Mr. Bealo moved to approve the minutes. Mr. Martelli and Mr. Silas seconded the motion. Action: Motion carried unanimously.

Program Update

- **Enrollment: Statistics**

Dr. Payn reported the enrollment for the academic year 12-13:

Graphic Communications Enrollment Report

Semester	Class	Course Section	Total Enrollment	Semester	Class	Course Section	Total Enrollment
Fall 2011	30	87	1657	Spring 2012	30	72	1314
Fall 2012	29	79	1527	Spring 2013	27	68	1391

Note: The data is based on Palomar College WSCH & FTES Comparison Report (Census Day) created by Research and Planning.

Dr. Payn explained that Graphics Dept. cancelled summer school due to the budget cuts. The direction of Palomar College is now toward student's basic skills like English, math and reading. She reported that there will be two new centers that are currently under constructions: One high tech center in Rancho Bernardo, and the other in Fallbrook. When the new centers are done, Graphics will be offering classes there.

- **Curriculum Update**

Approval for 5 Certificate of Achievement change

Dr. Payn observed that we are not adding any new courses due to the "flat enrollment" policy as a consequence of the budget crisis. Nevertheless, she asked for ideas for new courses so that we can be proactive when the budget turns around.

Furthermore, the Board needed to consider converting a number of Certificates of Proficiency (less than 18 units) to Certificates of Achievement (18 or more units). Please see attached list.) This is due to a shift a few years back when the Chancellor's office urged the departments to have certificates that can be completed quickly in order to get students employable in one or two semesters. However, these certificates no longer appear on the students' transcripts, and the shift is towards a more comprehensive preparation.

Dr. Payn asked members to review and approve the following 5 program change (see attachment 1 for course requirement):

1. Digital Publishing
2. Internet Publisher

3. Social Web Development
4. Web Graphics
5. Web Motion Graphics

Dr. Payn asked for approval. Mr. Silas moved the motion to approve the change. Mr. Styles and Ms. Haub seconded the motion. Action: Motion carried unanimously.

Feedback and Recommendations on Courses and Programs

Ms. Newbry and Mr. Martelli Ms. Newbry and Mr. Martelli recommended including copywriting in our curriculum, since language skills are important. In fact, she recommended that students have opportunities to get off the computer in order to build creative thinking skills. Both Ms. Tait and Ms. Kaye also wanted to include writing contracts in the curriculum, since so many of our students will be in business for themselves, or work as part of a small business. Dr. Payn stated that language skills are listed as one of the objectives on all Course Outlines of Records.

Mr. Martelli noted that students in our fast-moving industry must be employable without a degree by gaining significant skill sets. Ms. Weisman agreed; the students must be versatile, and her company will not hire new employees who do not possess a cross-section of skills. She also noted that Adobe Creative Suite is the industry standard, and we should continue to focus on the applications in Adobe CS.

Ms. Haub recommended adding Photography to our certificates since the students need to know how to take pictures, not just correct them in Photoshop. Mr. Martelli agreed that students need to learn the manual controls on a camera. Photo 100 and Digital Darkroom would be worthwhile. Dean Miyamoto suggested collaborating with the Photo Department to create a joint certificate. She also noted that Digital photography could be dually listed with our respective departments. The Board recommended that there be cross-collaboration with the art department, especially with regards to 3D imaging.

After a discussion about social media's role in our industry, Dr. Payn pointed out that Prof. Mary Cassoni worked with our department on a new certificate SEO/SEM. Several members agreed.

Mr. Martelli added content creation" to our list of "must haves." With the rise of social media, sites need to be updated every day. Videos, photos, web... all require high quality and message creation.

Mr. Martelli would like to see an "institute" on campus for working professionals. Right now San Diegans must go to Los Angeles and pay high registration fees to advance their skills. In fact, he called it a "gateway drug" since one-day courses and workshops would be excellent introductions to our programs and attendees would most likely sign up for

a degree program. However, Dean Miyamoto pointed out that “Workforce Development” and “Venture” programs fall under this objective, but both are being phased out.

Mr. Styles recommended including “work ethic” as part of our courses. He also recommends a new course, “Digital Signage.” Mr. Bealo replied that he will do more research on the field.

Mr. Martelli expressed that content creation is gaining importance. He recommends that his clients spend more on quality content creation instead of spending lots of money on social web sites.

Ms. Weissman suggested blending strategies to be included in the curriculum. Dean Miyamoto replied it could be discussed with Business Education for a cross-departmental program.

Ms. Weissman suggested adding a mobile devices class to the Internet Publisher program. Several other members agreed. They all think that mobile devices will be a trend and should be included in more classes.

The Board was also presented with a list of new courses. Ms. Heidi Rataj, a Board member unable to attend today, recommended adding UI, UX, strategy and analysis, and to continue with the Adobe CS and iOS. Adjunct Prof. Mel Terry was also unable to attend, but his list of recommended courses is attached (Attachment 2).

The Board voted to approve the courses as worthwhile courses when we can expand our curriculum.

- **Instructional Technology and Equipment/Hardware/Software Updates**

We now teach mainly in the new MD building in San Marcos, with face-to-face, online, and hybrid classes. We are collaborating on the new North Center in Fallbrook and the South Center in Rancho Bernardo. We have been positioning our courses with other departments to have a presence in both of those centers, which will build our program within those communities.

Mr. Bealo reported that last year Graphics was able to received funding to build the green room and purchase multimedia equipment. This year, we’ve received another \$75K for more equipment.

Mr. Bealo asked for recommendation for professional cameras. Mr. Martelli recommended Red Scarlet camera system. Mr. Allard agreed and added that it’s expensive but industry standard. He commented that the Sony system is more affordable and easy to use.

Ms. Weissman recommended cloud-based sharing. Dr. Payn agreed that cloud-based computing will be a trend.

Dr. Payn read the equipment suggestions from Mr. Mel Terry: Wacom tablets for all computers, a second computer and Trackpad for teacher's station in each classroom. Members agreed.

Mr. Terry also suggested include more 3D images in Photoshop classes. Mr. Bealo asked feedback from members regarding 3D printers. Mr. Allard replied it should be more for industrial design, not graphics design. Ms. Newbry and Mr. Martelli agreed. Dean Miyamoto also added that the Art Dept. is offering 3D programs. Mr. Silas said MakerBot 3D printers are low-end and easy to use. Mr. Bealo asked feedback on 3D stereo. Mr. Martelli replied that none of his clients ask for it. He thinks a good basic Red system (of variety of shooting independent films) should be on top of the list.

Dr. Payn asked members to approve the equipment and software list (Attachment 3). Mr. Silas moved the motion to approve it. Mr. Styles seconded the motion. Action: Motion carried unanimously.

Dr. Payn welcomed members to email her more recommendations or feedback after the meeting.

Labor Market

Nevertheless, Ms. Newbry noted that while the larger internet firms are still strong in San Diego, small businesses are still struggling since 2011, which impacts their ability to hire or contract web, print, and multimedia developers. Many projects have been stalled. There are also challenges for startups that seek funding. She observed that they can charge approximately 1/3 less now than they did before, and that at the same time they need increased skills for production and project management.

Ms. Weisman also noted that the market is picking up after two years, and they are hiring again. Yet, it is an employer's market since there are so many candidates looking for jobs. Her firm is also overworking to make-up for the past few years, and they are working harder with longer hours.

Mr. Martelli said that people are comfortable with the economy and that his company cannot produce fast enough; since they always maintain high quality. He said that San Diego is in a renaissance since it has the crew and equipment that can outbid Los Angeles firms that have an "LA attitude" and charge \$100,000 for contracts that cost \$40,000 in San Diego.

Mr. Allard mentioned that the Union Tribune recognized the value of Palomar College's preparation of students for the workforce. He said they are starting to pay more people as they shift to media from print, and that they have lots of projects.

Dr. Payn thanked everyone for their contributions. The meeting was adjourned at 9:03 am.

Attachments:

- 1. Certificate Revisions**
- 2. Curriculum Suggestions**
- 3. Equipment/Software List**
- 4. San Diego Workforce Trends**

Attachment 1: Certificate Revisions

The following certificates are in process & pending approval:

- Digital Publishing
- Internet Publisher
- Social Web Development
- Web Graphics
- Web Motion Graphics

See below for program descriptions and requirements:

Discipline: Graphic Communications - Imaging and Publishing (GCIP)

Digital Publishing Certificate of Achievement

Designed to meet the increasing needs of organizations and businesses that distribute publications in both electronic and print media. Specific skills for the Digital Publishing certificate include typography, visual acuity, graphic design and layout. The certificate prepares students to gain competence with the basic applications used in industry for digital graphics and electronic publishing. Teamwork, problem solving, workflow and production process, communication and creativity are core competencies. Upon completion of the certificate, the student may find a job as a production artist, illustrator, graphic artist, graphic designer, or in digital imaging.

Program Requirements

GC 110	Graphics and Media: A Multicultural Perspective	3
GCIP 140	Digital Imaging/Photoshop I	4
GCIP 141	Digital Imaging/Photoshop II	4
GCIP 149	Page Layout and Design I	4
GCIP 152	Digital Publishing/Illustrator I	4
	or	
GCMW 103	Interactive Publishing with PDF'S	4
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	Total units	19.00

Discipline: Graphic Communications - Multimedia and Web (GCMW)

Internet Publisher Certificate of Achievement

Prepares students with specific skills necessary for entry-level employment in the field of

Web design and production. Students will be able to design and produce simple Websites that have text, graphics, and multimedia.

Program Requirements

GC 110	Graphics and Media: A Multicultural Perspective	3
GCMW 102	Web Page Layout I	4
GCMW 106	Multimedia for Social Networking	4
GCMW 140	Web Graphics	4
GCMW 203	Web Multimedia	4
GCMW 220	Designing for Web Standards	4
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	Total units	23.00

Discipline: Graphic Communications - Multimedia and Web (GCMW)

**Social Web Development
Certificate of Achievement**

This certificate introduces Web development techniques and methods to design for user-generated content. Social media and Web 2.0 establish leading edge World Wide Web functionality and tools to share information, facilitate commerce, and influence broad communities. Social networks, blogs, wikis, podcasts, and other tools improve marketing, research, communications, customer support, branding, collaboration, and knowledge capture. Whether for business, non-profit, or fun, all Websites need to incorporate social media.

Program Requirements

GCMW 100	History of Multimedia	3
GCMW 102	Web Page Layout I	4
GCMW 106	Multimedia for Social Networking	4
GCMW 112	Mobile Devices/Web Page Layout	2
GCMW 115	Web Page Layout / WordPress	2
GCMW 120	Designing for the Social Web	4
GCMW 177	Search Engine Optimization (SEO) for Web Design	4
GCIP 190 /GCMW 190	Copyright for Graphic Designers & Web Developers	1
GCMW 232	Web Accessibility Design	1
BUS 150	Advertising	3
Electives (Select 1 course)		
BUS 145 /FASH 125	Retailing/Promotion	3
BUS 155	Marketing	3
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Total units

29.00

Discipline: Graphic Communications - Multimedia and Web (GCMW)

**Web Graphics
Certificate of Achievement**

Designed to meet the increasing needs of organizations and businesses that publish on the World Wide Web. Specific skills for the Web Graphics certificate include typography, visual acuity, graphic design, Web color, and file formats. The certificate prepares students to gain competence with the basic applications used in industry for digital graphics and Web publishing. Teamwork, problem solving, workflow and production process, communication and creativity are core competencies. Upon completion of the certificate, the student may find a job as a Web production artist, graphic production assistant, or graphic designer.

Program Requirements

GCMW 102	Web Page Layout I	4
	or	
GCMW 108	Web Motion Graphics I	4
GCMW 106	Multimedia for Social Networking	4
GCMW 140	Web Graphics	4
GCMW 202	Web Page Layout II	4
GCMW 203	Web Multimedia	4
GCMW 232	Web Accessibility Design	1
Total units		21.00

Discipline: Graphic Communications - Multimedia and Web (GCMW)

**Web Motion Graphics
Certificate of Achievement**

Prepares students with specific skills necessary for employment in the field of Interactive Web multimedia design and production. A high level of skill and time are needed to create professional motion graphics. Specific skills include an attention to detail, knowledge of various illustration and animation software, technical and analytical problem solving, and visual acuity. Teamwork, creativity, communication, understanding of the production process and interactivity are core competencies. Typical job opportunities are in entertainment, business, corporate, and educational industries.

Program Requirements

GCMW 102	Web Page Layout I	4
GCMW 106	Multimedia for Social Networking	4
GCMW 203	Web Multimedia	4

GCMW 208	Web Motion Graphics II	4
GCMW 229	Interactive Streaming Media	4
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	Total units	20.00

Attachment 2: Curriculum Suggestions

Palomar Graphics Communications
New Class Ideas & Hardware Recommendations
Date: 02-01-2013
Submitted by: Mel Terry

NEW CLASS IDEAS

- **ESSENTIAL GRAPHICS UTILITIES**

To cover the following: Font Management (Extensis Suitcase, FontExplorer X, built-ins for Mac, etc.), Digital Asset Management (Extensis Portfolio, Canto Cumulus, Adobe Bridge, Adobe Mini Bridge), Graphics Conversion (GraphicsConverter, XnView, etc.).

- **USING FONTS & TYPE IN GRAPHICS COMMUNICATIONS**

Essentials of best practice for Typography use (and differences) in print, web, mobile, and video. *A typography class by another name so as not to compete with Art dept. And this one is specific to different media delivery platforms.*

- **3D IMAGING IN PHOTOSHOP EXTENDED**

Editing imported 3D objects from 3D modelers, combining 3D objects into 2D images.

- **MUSIC & AUDIO HACKS FOR MEDIA**

GarageBand (beyond the basics), Reason (Propellerhead), Absynth (NI), and a handful of AUs and VSTs (Soundhack, Crystal Synth, others).

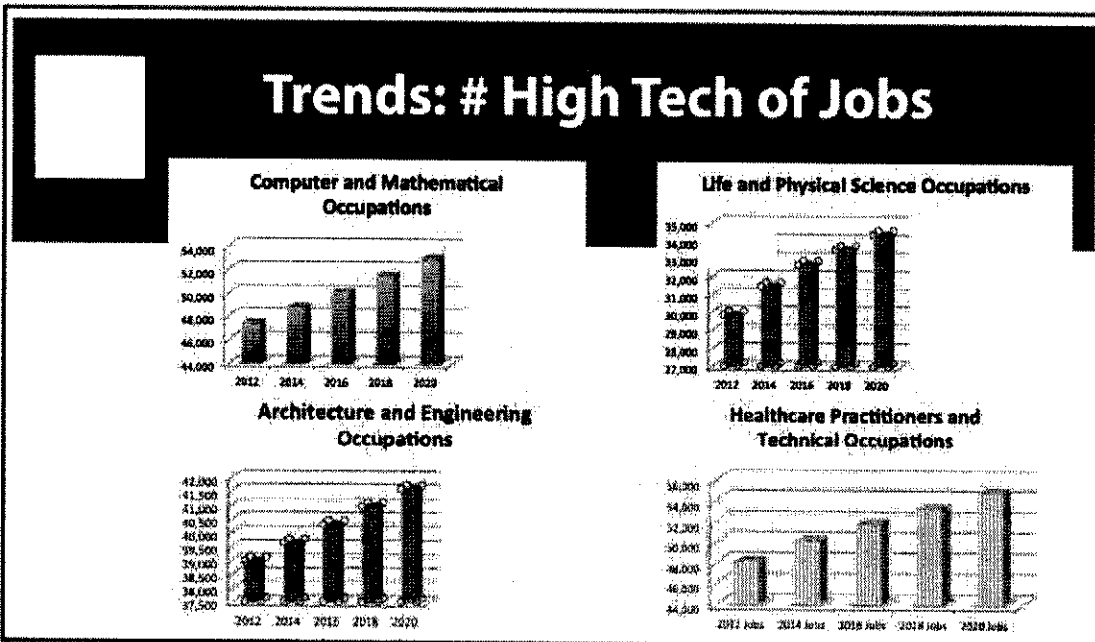
HARDWARE RECOMMENDATIONS

- **Wacom tablets** for all student/instructor workstations
- **Second monitor** for all instructor workstations (benefit to instructors and also to show students how most pro setups work).
- **Trackpads** for instructor workstations (will become very important with Mountain Lion).

Attachment 3: Equipment / Software list

Hardware, Software and Equipment	Q	Price	SubTotal	Tax	Shipping	Total	Cost	Store	Part#	Description
Sony Headphones	24	\$76.00	\$1,824.00	\$141.36		\$1,965.36		GC	MCR-7506	
3 to 4 Leg Up Grade Kit for Spider Do	1	\$2,515.50	\$2,515.50	\$194.95		\$2,710.45		Portable		
Cinevate DSLR Rg Case	2	\$400.00	\$800.00	\$31.00		\$831.00		Cinevate		Case for DSLR Rg
Cinevate Grip Sticks	2	\$68.00	\$136.00	\$10.54		\$146.54		B&H	CIBAS000030	Universal Mount
Cinevate Uno Mount	2	\$118.00	\$236.00	\$18.29		\$254.29		B&H	CIBAS000006	Wireless FIZ control for 3D Stereo
Multi-Channel Lens Control System	1	\$5,000.00	\$5,000.00	\$387.50		\$5,387.50		B&H		
Zeiss Lenses	3	\$4,000.00	\$12,000.00	\$930.00		\$12,930.00		B&H		
RedRock 3D Side by Side Rig	1	\$895.00	\$895.00	\$69.36		\$964.36		B&H		
Lectrosniks Wireless Mic Kit	1	\$2,811.75	\$2,811.75	\$217.91		\$3,029.66		B&H	2-083-0010	
GoPro Hero3	1	\$299.00	\$299.00	\$23.17		\$322.17		B&H		
Marshall 3D LCD Monitor	1	\$5,748.85	\$5,748.85	\$445.54		\$6,194.39		B&H	3D-241-HDS0J	3D Monitor for 3D Stereo filming
Nvidia Quadro 4000 for Mac	2	\$752.99	\$1,505.98	\$116.71		\$1,622.69		B&H	VCC4000MAC-PB	Graphics Card for 3D acceleration
Apple Magic Trackpads	36	\$99.00	\$3,564.00	\$276.21		\$3,840.21		Apple	MC380LL/A	
Wacom Cintiq 22"	4	\$1,999.00	\$7,996.00	\$619.69		\$8,615.69		JourneVEI	PT-H650AC-10PK	Intuos5 Touch Medium Professionals
Waves Platinum Bundle	1	\$1,725.00	\$1,725.00	\$133.69		\$1,858.69		JourneVEI	101901536	For Audio Room
Wacom Medium Pen Tablets (10 Pack)	6	\$2,799.00	\$17,394.00	\$1,301.54		\$18,695.54		JourneVEI	PT-H650AC-10PK	Intuos5 Touch Medium Professionals
Tablets										
Apple iPad	2	\$500.00	\$1,000.00	\$77.50		\$1,077.50				For instructors/testing
Apple iPod Touch	2	\$300.00	\$600.00	\$46.50		\$646.50				*
Google Android Tablet	2	\$250.00	\$500.00	\$36.75		\$536.75				*
Barns and Noble Nook	2	\$200.00	\$400.00	\$31.00		\$431.00				*
Kindle Fire HD Tablet	2	\$250.00	\$500.00	\$38.75		\$538.75				*
Apple TV for Instructor Stations	4	\$99.00	\$396.00	\$30.69		\$426.69		Apple		
Digital Signage										
Media Sign Pro	1	\$599.00	\$599.00	\$46.42		\$645.42		MediaSignPro		networked displays
Presenter Creator Pro 3	1	\$1,254.00	\$1,254.00	\$97.19		\$1,351.19		ActivataTheSpace	Media Sign Pro 4	Too simple
Viewsonic 42" FULL HD TOUCH	0	\$2,150.00	\$0.00	\$0.00		\$0.00		B&H	Presenter Creator Pro 3	
Sony 42" Interactive LCD	1	\$3,798.00	\$3,798.00	\$294.35		\$4,092.35		B&H	CDP4235-T	42" Multi Touch Display for Digital
Software										
Logic 3 Year Main. 25 seats	25	\$129.99	\$3,249.75	\$251.86		\$3,501.61		Apple	FWDS42EITOUCH	42" Multi Touch Display for Digital
Mocha Pro	10	\$199.00	\$1,990.00	\$154.23		\$2,144.23		Impaihar Systems		
Muke X (Jan 12 - Dec 12)	20	\$250.00	\$5,000.00	\$387.50		\$5,387.50		Foundry	39421 MD-119 for GCMW201	
StereoCAT_3D	2	\$624.50	\$1,249.00	\$96.80		\$1,345.80		Dashwood3D	39421 MD-119 for GCMW206	
Stereo3D Toolbox	2	\$649.50	\$1,299.00	\$100.67		\$1,399.67				For on set 3D stereo calibration
Stereo3D Toolbox LE	24	\$49.50	\$1,188.00	\$82.07		\$1,280.07				Plug in for FCPX
From Mel Terry										
Extensis Suitcase	X	X	#VALUE!	#VALUE!		#VALUE!				
FontExplorer X	X	X	#VALUE!	#VALUE!		#VALUE!				
Extensis Portfolio	X	X	#VALUE!	#VALUE!		#VALUE!				
Canva Clunulus	X	X	#VALUE!	#VALUE!		#VALUE!				
GraphicsConverter	X	X	#VALUE!	#VALUE!		#VALUE!				
XnView	X	X	#VALUE!	#VALUE!		#VALUE!				
Reason	X	X	#VALUE!	#VALUE!		#VALUE!				
Absynth	X	X	#VALUE!	#VALUE!		#VALUE!				
Soundhack	X	X	#VALUE!	#VALUE!		#VALUE!				
Crystal Synth	X	X	#VALUE!	#VALUE!		#VALUE!				

Attachment 4: San Diego Workforce Trends



**O*NET Occupation Report
Software Occupations
1-15-13**

San Diego County

San Diego County | Top Compatible Occupations

O*NET Occupation	Median Hourly Earnings	2012 Jobs	2012-2020 Change	2012-2020 Estimated Annual Openings	Compat. Index
Web Administrators (15-1199.03)	\$39.86	2,513	-60	43	95
Web Developers (15-1134.00)	\$31.29	4,294	635	127	95
