**Advisory board minutes**

**Internet and Multimedia**

**Graphic Communications – Palomar College**

**April 8, 2015, Palomar College, Room MD-155C**

**Members Present:**

**NAME TITLE PROFESSIONAL AFFILIATION**

Allard, Josh Creative Services Producer U-T TV

Allen, Vanessa Senior Marketing Manager Active Network

Augusto, Augie Board Member San Diego Media Pros

Bealo, Mark Faculty, GC Dept. Palomar College

Burgess, Mark Web Architect Page Mountain

Charles Kudla Creative Director Dampt Productions

Dodson, Ken Dept. Chair/Faculty, GC Dept. Palomar College

Dubow, Alec Student Representative Palomar College

Helming, Kelly Part-time Faculty Palomar College

Herrera, Ben Owner Ben Herrera Studios

Kelley, Gregg Part-time Faculty Palomar College

Long, Cody Filmmaker

Muehl, John Student Representative Palomar College

Ngo Bartel, Tina Director of Research San Diego Workforce Partnership

Nguyen, Noland Marketing Director Foamtec

Payn, Lillian Board Chair/Faculty, GC Dept. Palomar College

Rollins, Wade Faculty, GC Dept. Palomar College

Silas, Frank Creative Director Pixlwise

Will Milmenta Student Representative Palomar College

The meeting of the Multimedia and Internet Advisory Board for Graphic Communications at Palomar College was called to order at 7:36 am, April 8 by the Advisory Board Chair, Lillian Payn.

**Welcome and Introductions**

The members introduced themselves and their specializations.

**Statement of Purpose**

Lillian 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 2014 Meeting Minutes**

Lillian Payn asked those present to review and approve 2014 minutes. Frank Silas moved to approve the minutes. Mark Bealo seconded the motion. Action: Motion carried unanimously.

**Program Updates**

* **Enrollment: Statistics**

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| **Graphic Communications Enrollment Report** | | | | | | | |
| **Semester** | **Class** | **Course Section** | **Total Enrollment** | **Semester** | **Class** | **Course Section** | **Total Enrollment** |
| **Fall 13** | 30 | 67 | 1266 | **Spring 14** | 26 | 58 | 1080 |
| **Fall 14** | 29 | 68 | 1108 | **Spring 15** | 22 | 51 | 892 |
| **Fall 15** | 24 | 59 |  | **Spring 16** |  |  |  |
| Note: The enrollment data is based on Palomar College WSCH & FTES Comparison Report (Census Day) created by Research and Planning. | | | | | | | |

Lillian Payn reported that the enrollment of whole school is down over 2%. She also briefly explained Graphics teaching methods and updated the status of the educational centers in Fallbrook and Rancho Bernardo.

* **Curriculum Updates and Recommendations**

**Department and Program Name Change**

Lillian reported the unit change and program change for next academic year. Some changes are still pending for Chancellor’s approval. She asked for feedback on Foundation certificate and if we should change department’s name and some programs names to reflect the current industry. The department’s new name was discussed and the following is the suggestion list:

* + Visual Design
  + Digital Media Art
  + Visual Communications
  + Visual & Multimedia Communications
  + Visual & Technical Communications
  + Visual Media Technology
  + Media Arts Technology

Ben Herrera suggested program names be more specific for easy identification. Frank Silas moved to approve that the department needs to continue exploring new names. Joshua Allard seconded the motion. Action: Motion carried unanimously.

**Program Recommendation**

Lillian asked for recommendation on program and classes. The following topics were suggested by members present:

* + Foundation
  + Social web design
  + User experience design and web page validation
  + Digital distribution
  + App design
  + Software Integration
  + 3D design and printing
  + Drones
  + Web platform design i.e. Wordpress
  + Industrial Design

The usage of 3D printers and drones was discussed. Mark Bealo mentioned the possibility of creating a new discipline for 3D printing, drones, and Final Cut classes. There may be 3 different levels of 3D printing classes: beginning, packaging design, and then working with Marketing Department for 3D promotional items. Several members also suggested 3D mapping projects using both new equipment drones and 3D printers, also the area of Industrial Design. Gimbals and underwater capability for drones were mentioned. Qualcomm is using fixed wing drones for longer flight time.

The Board members emphasized the need for the following certificates:

* + GC Foundations
  + Visual Communications for Social Media \*
  + Usability/UX/Responsive Design
  + Mobile Platforms
  + 3D Technology
  + Drone Technology
  + Digital convergence of Print and Web

\* Vanessa Allen suggested that this start as a new class so that students learn how to build to function for a goal, validate the User Interface to accomplish the goals, conduct AB tests, build a better UI, and implement technical development. Vanessa also sent in further observations that are relevant to our discussion. Please see these comments attached.

* **Labor Market Update**

Lillian asked members for labor market update. Tina Ngo Bartel shared Labor Market Information data (see attachment). While there continues to be some growth in our industry, some areas, such as video gaming may be saturated locally. For example, we also need to identify the industries that will need data from drones, such as biology, law enforcement, archaeology, and agriculture. Companies are hiring specialists, so we need to prepare students to have skills that industry needs.

**Equipment / Facilities**

Mark Bealo reported the drones that the department will purchase. He asked if we should purchase different cameras and software to use for the images that are used for different industries. Member presents agreed.

The following applications are currently used by the industry:

* + Wordpress (as development platform and content management)
  + Macaw
  + Grid and Frameworks
  + Web Survey
  + WooCommerce
  + E-Mail Marketing Template, such as Mail Chimp
  + Voice-activated drones
  + 3D side of AfterEffects
  + Asana collaborate
* Wrike-pad
* Frame.IO
* Moto (better and less expensive than Maya)
* Z brush for Photoshop
* Redis data visualizer
* DPS Overlay for Digital Publishing
* Serif Afinity Photo and Design
* DaVinci, a 3D port program
* Tableau for ad hoc queries
  + Plug-Ins

Wade Rollins asked members for equipment recommendations. The following were recommended:

* High-End Phantom Cameras (recommended by Charles Kudla and several other members)
* 4K Video Cameras, i.e. Panasonic GH4 (recommended by Noland Nguyen)
* High Frame Rate (HFR) Video Production (recommended by Charles Kudla and Cody Long)
* Go Pro and BacPac Software (recommended by John Muehl)

**Other New Business**

Several members addressed the importance of training students the communications skills and working as a team. Tina Ngo Bartel emphasized the need for excellent communication and oral skills. The students need to get out from behind the computer and camera. They need group dynamics and collaboration skills, so that they learn to trouble shoot in a team setting, locally.

Joshua Allard also said students should learn the whole process from pre-production to final products. This includes project-based learning from the ground up and the ability to work cross-platform. Alec Dubow commented the video editing courses he has taken are great.

Mark Bealo shared that the new drone class will be working with Athletic Dept. He also reported that there will be a new student club called Digital Comet Production that the club members will have chance to work on video projects. John Muehl and Noland Nguyen commented that it is important for students to reach out and have real-life experience in professional way.

A new club idea was suggested: Digital Production Club. This would teach students how to market their own products professionally, while polishing their foundational camera skills and communicate in the workforce.

Lillian announced that Graphics Career Day and Student Expo will be held on Wed. April 22, 2015. She encouraged members to participate.

Lillian Payn thanked everyone for their contributions. The meeting was adjourned at 9:10 a.m. After the meeting, the Boar members toured MD-119.

Attachment: Trends

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| Sent: | Tuesday, April 14, 2015 9:49 AM |

As I mentioned, I thought I’d follow-up to elaborate on my comments about the web development curriculum in light of recent trends that I see in the business world. Coincidentally, I shared the discussion from last week with a colleague who also works with businesses on website and, in particular, eCommerce site, development and he agrees - what businesses really want these days are websites that they can manage once they’ve been developed, and that often means a site built on a WordPress site template. Whether a business actually self-serves when it comes to content management doesn’t really matter, just having the option to do so is key. Platforms like WordPress also allow the use of simple plugins for added functionality, they offer hosting support and technical support and are turnkey solutions. Having skills in custom web development, i.e. Dreamweaver, may be useful to customize a WordPress site, but thorough knowledge of WordPress is a highly valuable skill in today’s marketplace.

In addition, there is a plethora of online analytics platforms, but chiefly Google Analytics, that provide important data about website traffic and behavior, and a thorough knowledge of how to use analytics to design an effective site, and to set up tracking code and goals and experiments, is a key skillset, and would prove valuable to anyone providing services in the business world. There is a lot of emphasis in understanding how email advertising and online advertising are driving website traffic and using tracking code to track consumer behavior across all those channels. It all has to come together with tracking codes that are read and consolidated into reports in a website analytics platform, such as Google Analytics. Another highly marketable skill that starts with website development.

If I can provide any further clarification, please let me know. I enjoyed being part of the conversation last week and hope that this information is helpful to you. You’re doing wonderful work!

Vanessa Allen  
[vanessagallen@icloud.com](https://mail.palomar.edu/owa/redir.aspx?C=itgyi-KKNUOjSV17vASddXoyB9n7V9JIjyRInSrAhErSErzVbnvCnY0PYOgOPxOXDr8DUcTBlCo.&URL=mailto%3avanessagallen%40icloud.com)  
c 858-337-1702  
[LinkedIn](https://mail.palomar.edu/owa/redir.aspx?C=itgyi-KKNUOjSV17vASddXoyB9n7V9JIjyRInSrAhErSErzVbnvCnY0PYOgOPxOXDr8DUcTBlCo.&URL=http%3a%2f%2fwww.linkedin.com%2fin%2fvanessagallen%2f)

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Attachment: Labor Market Information (LMI)