**Media Studies**

**Photography Department**

**Advisory Committee Meeting**

**December 4, 2015**

Meeting began at Noon in the Photography classroom in the F building.

Present:

Grant Brittain— Photographer, developer and editor of The Skateboard Mag

Larry McDaniel-George’s Camera

Don Bartletti—LA Times Photojournalist

Scott Davis- Artist, Medium Photography Festival Director

Tim Meyer-Brooks Institute Faculty, Portrait photographer

Donna Cosentino—Palomar Faculty

Amy Caterina-Palomar Faculty

Absent committee members:

John Durant

Suda House

Phillip Scholz Rittermann

Jenna Close - P2 Photography

Also attending: Barbara Blanchard, Division Dean

The meeting began with introductions, and Donna handed out copies of our program requirements, our Enlightened Lens student show info, copies of our student newspaper The Telescope, and copies of our student magazine IMPACT all of which are produced through Media Studies and our Photography Department. During introductions it was clear that several of our committee members were not only aware of the quality of our program but had gone through the program here themselves.

We jumped right in discussing needed equipment and Donna asked for recommendations from our professionals. She mentioned that we were considering new Photojournalism cameras and lenses and a new studio camera and lenses as part of our requirements. Our studio camera is out-dated and does not perform the tasks it needs to so as to keep up with contemporary and student clas requirements. We mentioned the Canon 5D MarK III and they agreed as it is the best thing going now and can give us the video component we so badly need for studio work. Donna mentioned the Nikon D750 for our PhotoJ needs as well as the appropriate lenses and once again they agreed. Don Bartletti wondered why we didn’t go with another Canon but it was explained that many students are more familiar with Nikon and the cameras work quite differently. Donna suggested the option is a good thing for the student’s learning curve. Larry said not to ignore the Sony 875 as Sony is becoming the innovator. This could be a thought for the future.

Multimedia editing was discussed as Photojurnalism uses multimedia quite a lot for class assignments and for the Telescope web site and for Journalism competitions. Although other editing platforms were discussed, all agreed we need to make sure Premier is the platform of choice and it comes with the Adobe Suite for ease of access.

Donna brought up Flash needs and continuous or ‘hot light’ needs. Her thought was to get a Qflash as she has seen so many pros---wedding and event photogs use it--but the entire committee agreed that this was unnecessary. Don Bartletti and Tim Meyer said ‘Less is more”. They all recommended Speedlights with modifyers and transmitters. For constant lighting Larry mentioned LED lights and he said he would look into the best choice for us. Lighting for studio video work needs these kinds of lights.

The discussion then turned to our Digital Photography classes and Amy explained the importance of teaching Photoshop as a basic tool for photographers. The entire committee agreed that Photoshop is the absolute requirement from beginning classes to advanced in preparing students for work in the professional arena. Photoshop, based in Photography, has taken all of the analog techniques and translated them to digital/computer use. PHOTOshop is a photography-based program. It is a program which has very specific uses depending on where it is used including but not limited to photography, graphic arts and video production. All agreed our digital program is set up very efficiently and liked the progression we have set up in the way that we teach it. We prepare students for the real world through our classes.

The discussion turned to analog use of film and darkroom including alternative and historical processes. Grant said the ‘Hand Wrought’ process is coming back with a bang. He says it is a backlash to digital. Donna said she has noticed many younger students who are excited by historical processes. She referenced her Platinum/Palladium workshop in Italy this summer. Committee member Scott B Davis is a Platinum printer who gives workshops and whose work is collected and he spoke of a resurgence as well. Donna mentioned we will be teaching Platinum Printing summer of 2016 and mentioned that tintype and wet plate collodion classes will be introduced soon. Larry said Wedding Photographers are using film and Grant said Skate and Sports photographers are using film as well these days. Photojournalist Don Bartletti also spoke of working with film. All agreed that it is important to nurture this part of our program. Tim Meyer said Brooks Institute is sorry they got rid of their darkrooms.

The committee discussed sponsorships and Tim recommended bringing in free workshops as a way to promote our program. Tim said he will put us in touch with the right people including Bostick and Sullivan, Hahnemuhle, MacGroup and Canon Explorers of Light, all who visit schools for free.

We then discussed social media and how our department can use it more efficiently and that we should include teaching the subject in our program. It was recommended that we begin a Facebook Group for our Program and include our Alumni. Grant said self-promotion for photographers is key and that a web site and online social media presence is an absolute necessity. Donna mentions that we do a section in our Portfolio class on social media and that students are asked to create a simple website in a few of our classes, Professional Practices and Portfolio included. However, Tim emphasized that a hard-copy portfolio is still required at Brooks Institute and all agreed that a physical portfolio of the kind produced in our classes is an essential element for nearly any area of photography in real world applications.

We discussed the many job possibilities for students coming out of our program. Many photography jobs of course but also Assisting and Digital Techs-those who know how to run equipment in the studio and who know Photoshop-are jobs that are in large demand. In our program we work with the same equipment that is used in all of these areas so all agreed that we are sending them out with the right background.

The meeting drew to a close with many thank you’s and with the entire committee approving our curriculum.

Meeting ended 3:00pm

Respectfully submitted,

Donna Cosentino

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