**Photography Advisory Committee Meeting Minutes**

**(Photographic Technology discipline, Media Studies Department)**

**February 9, 2018 in F22 Photography classroom (lunch provided by the Photo department)**

Present:

Grant Brittain— Photographer, developer and former editor of The Skateboard Mag and former Palomar Photo student

Larry McDaniel-George’s Camera sales and outreach

Don Bartletti—retired LA Times, Pulitzer Prize winning Photojournalist and former Palomar Photo student

Tim Meyer-formerly Brooks Institute Faculty, Portrait photographer, author

Suda House-Faculty, Grossmont College, Artist and MopA Board member

Jenna Close–P2 Photography commercial/editorial still and video photographer

Absent

Philipp Scholz Rittermann- fine art and editorial photographer

Invited but could not attend-Wendy Nelson Dept. Chair and Justin Smiley Div. Dean

Photography Faculty

Amy Catarina

Donna Cosentino

The meeting began with introductions all around and stories of recent accomplishments. Donna shared the student-run Telescope newspaper, student directed and designed Impact Magazine, and our student exhibition, Enlightened Lens. She shared Palomar Photo’s strong commitment to encourage students to enter the SD Fair Photography competitions. She also shared the upcoming lecture by Thomas Werner, sponsored by the Photo and Fashion department as part of Media Days in March.

Don liked the idea of crossover between other campus departments and Photography. Donna mentioned that we have worked closely with Fashion in the past as well as the Business Department, but thought a lot more could be done to widen participation. Donna said she would pursue this.

Thereafter a lot of time was spent on a discussion of our Photography curriculum and ways to improve it. Most articulate was Suda House who discussed our certificates. She recommended we ‘beef them up’ first through jettisoning Certificates of Proficiency and adding Certificates of Achievement in their stead. Donna was wary, mostly because of time necessary to re-vamp but Amy agreed that this would be a good plan. Suda thought we could move electives to Certificates of Achievements thereby making *both* more valuable to the student for transfer. She suggested re-naming the ‘Commercial’ certificate to something more ‘Career’ centric such as “Business of Photography’ and Fine Art to ‘Vision and Idea’ or ‘Visual Literacy’ or something analogous to this. Amy said that these are excellent suggestions and Suda said she would be happy to help with the process. The number of units and kinds of classes that make up our program was also discussed. Amy will follow up with Suda about incorporating Visual Literacy into our program

There followed a series of comments about ‘the portfolio’, how important it is, and what employers look for. Donna mentioned the Portfolio capstone class and also that most professors ask for small portfolios at the end of each semester. Web site importance was also discussed and Amy said her students create a website for their work as an assignment. Donna mentioned that in our capstone Business Practices class as well as in Advanced Photojournalism, students also create a website. All agreed this knowledge is critical to student success in the outside world. Tim talked about the success of our former student Travis Burke and how he is creating wealth and popularity for himself through strong and continued use of Instagram and sponsorships. Grant said that he is on Instagram several times each day and sells his work as a result. All agreed that the business model has changed greatly and continues to change, that our students are gaining valuable background in our classes for successful careers, and that they need to apply themselves to be successful. The group mentioned that business courses are a necessary part of a career in photography and that we should emphasize this to our students.

Jenna discussed the fact that ‘finding your style’ is critical and that individuality should be encouraged. The use of DSLR video (which P2 Photography uses frequently) was discussed and Donna mentioned that only in Photojournalism do we use multimedia, but that we hope to partner with Digital Broadcast Arts in Media Studies to crossover, especially with editing, to help our students further their experience, especially in the commercial/editorial classes.

The talk turned to equipment needs and Amy mentioned that Sony is looking to partner with Palomar for their still and video needs. Donna asked which cameras would best suit our beginning students. Larry strongly believes that the Sony A6300 would work best for beginners and All agreed that the Sony A7RII would be an excellent professional camera for studio use and advanced students.

The Sony talk allowed Suda to turn the discussion to the FotodioX Large format adapter for our 4x5 camera. This can be used for Sony or Canon or Nikon to adapt 35mm DSLRs or mirrorless cameras to the 4x5 which is a great way to teach swings and tilts in the studio. Suda says they are using it at Grossmont and it is an inexpensive way to address teaching these techniques. All agreed this would be a great addition to our ‘tool box’.

The Studio use discussion brought us to a discussion of our old Capture One set up. A new one was suggested as ours is quite old. Donna said she would query Will Gibson about this need.

Donna asked Suda about Material fees and if students pay them at Grossmont. She said they pay 35$ a semester. Other suggestions were to pay by the inch for digital printing. Donna mentioned how difficult it is to get mat fees instituted for darkroom prints, but that material fees would help us offset printing costs and asked for recommendations.

As the meeting was winding down, Donna asked about how to approach asking for donations from individuals as well as companies such as George’s which would feed our scholarship fund. She queried the group for ideas. This was discussed for a time.

At the meeting’s close, Donna spoke to the group about their critical value to us and about the greatly needed studio lighting equipment and camera gear we received because of their input last year. Donna and Amy thanked the committee for their participation and the many good ideas that were generated encouraging the growth and refinement of the Palomar College Photography Program.