

ADVISORY BOARD MINUTES
Graphic Communications – Palomar College
February 26, 2020, Palomar College, Room MD-135

MEMBERS PRESENT:

NAME	TITLE	PROFESSIONAL AFFILIATION
Allen, Vanessa	President	SD Direct
Bealo, Mark	Faculty, GC Dept.	Palomar College
Bell, Sean	Senior Multimedia Producer	Hunter Industries
Bierle, Peter	Owner	Churchill Graphics
Buelna, Kelsey	Co-Founder/Content Creator	Captis Visuals
Crawford, Jason		Synphanie Media
DeLauder, David	Videographer	David DeLauder LLC
Dodson, Ken	Faculty, GC Dept.	Palomar College
Ellis, Jim	CEO	Film Hub Inspired Images Studios
Esazadeh, Morteza	Lab Assistant, GC Dept.	Palomar College
Fox, Jeffrey	Producer/VP of Operations	Princebury Productions & Media
Haas, Andrew	Graphic Designer	International Printing Solutions
LaBlond, Liz	Admin Assistant/Instructor	Bella Mente Academy
Payn, Lillian	Faculty/Chair, GC Dept.	Palomar College
Rollins, Wade	Faculty, GC Dept.	Palomar College
Schultz, Jay	Faculty, Arts Dept.	Palomar College
Sepesi, Pam	Web/IS Manager	Modern Postcard
Smith, Wendy	Purchasing	Mission Imprintables
Starck, Ray	Digital Media VP	Trina Turk

The meeting of Advisory Board for Graphic Communications at Palomar College was called to order at 7:37 a.m. 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:

- Making recommendation on equipment and software for our program.
- Providing information about entry level skills and changing technology.
- Providing labor market status to keep our program connected to industries.
- Making suggestions about our current curriculum to prepare students for jobs.
- Creating Internship opportunity for students when it is available.

APPROVAL OF 2019 MEETING MINUTES

Dr. Payn asked those present to review and approve 2019 minutes. Ms. Liz LaBlond moved to approve the minutes. Mr. Jeffrey Fox seconded the motion. Action: Motion carried unanimously.

PROGRAM UPDATES

- Labor Market Update

Dr. Payn shared the labor market information from EDD (attachment 1 and 2). Graphic Designers are projected to grow about 10.8% in San Diego area in 10 years. Web Developers are shown as “Bright Outlook”, which is projected to grow 21.2 % in CA, and 800 openings in San Diego area. Multimedia Artists and Animators are projected to grow 9.7% in CA.

Occupational titles were discussed. Desktop Publisher is an outdated job title. The title Graphic Designer is still standard, but it may also require digital design skills. Web Developer, UX (User Experience) Designer, and Social Media Designer are common titles. Ms. Pam Sepesi shared that her company, Modern Postcard, has almost all Graphics related job titles: Graphic Designers, Graphic Artist (for preflight), Digital Marketing Specialist, Production Specialist, and Press Operator.

Several members pointed out that many graphics-related jobs are freelancers from personal studios. The labor market data may not reflect the real situation for our region.

DIGITAL DESIGN was suggested as a name for our department, when we continued our conversation from previous years about changing our name since it is not readily clear what “Graphic Communications” is in current industry and education.

Web Designer vs. Web Developer was also discussed. It was suggested that Web Designer classes are more suitable for Graphics Department. Web Developer program that focus on programming and coding should be kept under Computer Science Department. Social Media and User Experience (UX and human factors) fit our department content.

Multimedia Specialists and Multimedia Coordinators were other commonly-used job titles. Content Creators produce and use graphic assets for video, multimedia, and web. Animation is currently popular in Irvine medical industries.

Advisors recommended that students be given clear program descriptions and mapping/pathways, so there’s no confusion.

Shared studio and office space is the new trend. Mr. Jim Ellis shared that his company, the Film Hub provides a film co-working space that include a video and audio production facility with tools on-site in Vista that brings entrepreneurs together.

- Enrollment

Dr. Payn shared the enrollment data and explained that the enrollment, in general, is decreasing slightly in our department as well as the college, but class fill-rate is higher.

Graphic Communications Enrollment:

Semester	Enrollment at Census	Census Load %	Class Offer Count	Semester	Enrollment at Census	Census Load %	Class Offer Count
Fall 2016	1,052	77.01%	26	Spring 2017	828	77.09%	21
Fall 2017	1,174	82.21%	27	Spring 2018	939	82.37%	22
Fall 2018	1,060	80.30%	23	Spring 2019	862	73.70%	19
Fall 2019	1,029	93.70%	20	Spring 2020	855	n/a	20

Note: The enrollment data is based on Enrollments and FTES reports created on 2/24/19 by Palomar College Research and Planning.

- Curriculum

- Drone Program

Several members were interested in the status of the drone program, because it is a trend. Mr. Mark Bealo shared how he does in Drone 1 and 2 classes and reported that he has recently purchased a new laser sensing device called LiDAR for accurate scanning and mapping.

The best time and days to offer drone classes was also discussed. Members agreed that it is safer to offer the class on Fridays or weekends when the campus has less people. A time frame that is more than three hours during daytime also helps setting up and flying drones out of classrooms.

- Web Program

Dr. Payn asked for feedback about changing Internet degree to “Web: Front End Development”. Front End Design was considered a better fit for our department. Advisors recommended including social media and programming, content which we are collaborating with other departments through joint certificates.

- Production Program

Members asked about print production program, because press operators are still needed. Mr. Dodson and Mr. Bealo replied that classes and programs are offered based on enrollment and labor market data.

- Instructional Technology Update / Equipment / Facilities

Mr. Bealo shared the plans of installing a new 30TB server and upgrading computers in MD-119. A 3D laser cutter is also planned to be moved to Graphics Dept. Mr. Bierle commented that there are needs for 3D laser cutters in the local industries.

Dr. Payn and Mr. Rollins reported the status of the dual-enrollment program at Bonsall High School. Participating students receive certificates after taking four classes in two years. Most of them attend Palomar College after graduating from high school. Palomar College is also planning to set up a Middle College.

EQUIPMENT / FACILITIES PLANNING

Dr. Payn asked members to review the equipment list (attachment 3) and provide feedback.

- LED lighting: It is recommended for energy saving and less heat. Flexible LED panel is recommended.
- GoPro camera: it is not for commercial use, but it is good for education.
- Audio for RED camera: it is suggested to use a shotgun microphone like NTG2 or NTG2 and a separate audio recorder.
- DaVinci Video Editor was discussed. Mr. Bealo may use it for PC users in his GCMW205 Digital Video for Multimedia class.
- Aperture products and Softboxes were also recommended.

Dr. Payn asked to approve the list. Mr. Bealo moved to approve the list. Mr. Fox seconded the motion. Action: Motion carried unanimously.

Dr. Payn asked members to break into three small groups, Web, print and multimedia at 9:08A.M.

FEEDBACK FROM SUBDISCIPLINE GROUPS

• Screen Printing

- Trends in the Industry
[Direct to Garment Printing. Relabeling apparel.](#)
- Your Favorite App, SW, HW (you can't live without)
BellaCanvas.com/FAM
- Software/Hardware/Equipment (need to purchase for our program)
[Direct to Garment Printer](#)
- New Concepts/Topics
[Screen printing on many different apparel blends](#)
- Entry Level Skills Needed
[Business & Social Media.](#)
- How to Make Connections with Industry
[Long Beach Trade Show for Imprinted Sportswear](#)
- How to Make Connections with students from the Digital Age
[Social Media](#)
- Recommendations, ideas?
[None. You have a great program!](#)

• Multimedia

- Trends in the Industry

>>>Podcasts and vlogs. Videos in demand and dominate marketing objectives.

>>> SHORT-FORM content and MORE content. In our fast, social media obsessed, "get it now" culture, it is more important than ever to train content creators how to deliver larger quantities of bite sized content to employers as fast and efficiently as possible.

>>>The Video Production industry in San Diego is broken down between Marketing Departments from larger organizations hiring an in-house team to create content just for their business, and Video Production Studios that do the same work outsourced for smaller companies or higher end work for large clients that they don't trust their in house team with.

With in-house teams or smaller studios, there is an increased need for people to be multi-disciplinary. At my small studio, I need help with Graphic Design, Web Design, Marketing Copy, Social Media, as well as Video Production, so the more boxes someone can check off the better. Marketing is all about content, and Graphic Communications is a content creation department.

- Favorite Apps/Tools

>>>Youtube

>>>Premiere Pro and Sony Mirrorless DSLRs

I keep it simple. For 90% of my video work, I am working on a DSLR type camera on either a tripod for talking heads, or a gimbal / shoulder mount / stabilizer for B-Roll. I run all of my editing through Premier, but that could change with my next camera: the Blackmagic Pocket 6k that comes with DaVinci Resolve. If I require anything higher end, I outsource to a crew that is comfortable with that equipment.

- New Concepts

>>>Vlogging.

- Software/Hardware

>>>Hand-held gimbles and gopros, lightweight cams and mini-rig accessories, Final Cut Pro and Premiere

>>>Fast iMac Pros with sizable SSDs that can handle large amounts of 4K and possibly 8K footage...without loading times and choppy playback getting in the way of student creativity.

>>>Maybe DaVinci Resolve to learn color correcting and to become more comfortable with the software? I think your equipment is definitely adequate. You do have the higher end equipment to draw in more people and at least let people know what they could be working with later on in their careers.

The only Graphics Department class I could see being added would be Color Correction. Everything else would be part of other Departments.

The big issue, in my opinion, is not the topics that you offer, but the degree offerings and the presentation of the current classes. I believe the Graphic Communications Department is perfectly situated to be the Technical Department that teaches the hardware, software, and technical skills, and offers Certifications or Certificates in those skills or tools. Graphic Communications could offer Certificates or Certifications in Video Editing, Photoshop, Web Design, Screen Printing, etc, then partner with the other Departments to offer AA degrees that people can turn into jobs.

The Cine/DBA department (if they stuck to the theory / business of Film), would be a perfect partner for a Film Production AA. The Marketing Department should be a perfect partner for a Digital Marketing AA. The CS Department should be a perfect partner for a Web Developer AA. Each of those majors has

a direct, in-demand job related to it and would probably be more attractive to both students and recruiters. You don't need to cross-list the classes, just the degrees themselves.

This also would be a good idea for marketing. Your certificates and certifications marketing could be targeted towards the returning students or people just brushing up on skills, whereas the straight out of high school students should learn a whole job from the ground up.

- Entry level skills needed

>>>Photoshop core concepts are always needed. Understanding of images at all areas of use. Image manipulation and save for different formats, resolutions, color modes, file sizes, transform

>>>Palomar needs to train beginners FASTER. More and more students today are aware of HD/4K video, filters, frame rates, time limitations, etc than ever before. These days you can learn basically any program quickly for free on YouTube. The only they couldn't get for free is hands on experience and professional oversight. Any students who are more advanced need to be immediately transferred into an accelerated course, so they don't get bored. Invest in students who show elevated levels of problem solving and critical thinking.

>>>For small marketing studios such as mine, we don't have the luxury of hiring employees that are specialized in just the technical element or just have the theory down. We need people who can wear multiple marketing hats. We need people who can know what type of shot to get for the type of video and who the target market is. Some of this can be trained on the job, but the more people can do the better.

- Making Connections with Industry

>>>Heavy focus on developing content for social media (specifically Instagram) and YouTube. Every industry imaginable can benefit from this.

>>>There are plenty of groups and events that people can attend to meet people in the film and video industry. I would recommend attending film festivals, being part of SD Media Pros, partnering with the Film Hub in Vista, and researching companies that do video work in SD and schedule meetings.

- General Patterns of Contemporary Students

>>>Teach students to master the basics of most programs before concerning with niche or advanced functions. Students have access to everything online, so in-class should teach a project(s) to completion that emphasizes mastery of core concepts.

>>>Millennial students would be people who have already entered the workforce and would be taking classes to hone skills or add tools to their repertoire. I think there needs to be program offerings that directly target needs. I ended up coming back and taking classes at Palomar in the GC department because I was a business/marketing major that ended up realizing that marketing programs don't teach you how to create marketing material or use any of the software needed to serve marketing clients. They just taught the theory and thought we would just work for a marketing studio that would teach us the rest. Having short, 1 to 4 class certifications in things that people may want to learn outside of work then take back to their job would be ideal.

- Recommendations

>>>Again, developing STORY and NARRATIVE based classes that focus on SHORT-FORM content and MORE content. Many local organizations are actively looking for in-

house videographers and creative directors to produce consistent content. You basically need to do it all. An understanding of clarifying a message and using video, sound, lighting, music, titling and graphics to tell a compelling story every time.

>>>Focus on what jobs these classes turn into and design programs around these jobs. Figure out how to work with other departments and create programs that work for the students first. I don't know how many times I was confused about DBA vs Cine vs GCMW vs ARTD vs GCIP vs CS and how their offerings overlapped. I think I had to take 4 video editing classes for the Digital Media Certificate between DBA and GCMW. Students don't care about departments; they care about the Degrees and Courses.

• Web

- Trends in the Industry
 - “DIGITAL” not the term “Media”
 - Content-driven
 - Cross-platform
 - Outsourcing, more roles, segmented, specialists, and less full-time
 - New work-flow: take videos immediately then pass them to a specialist to process/distribute
 - Graphics Media for the Internet
- Favorite Apps/Tools
 - <https://zeplin.io/why-zeplin>
 - <https://www.sketch.com/>
 - <https://asana.com/>
 - Zeplin –output designs from iPhones, iPads, etc. to CSS, new
 - Adobe CC
- New Concepts/Topics
 - Grids
 - Responsible Design
 - Rebirth of Color models for print
 - Fonts > platform to platform
 - > structure; standardize; consistency
- Entry level skills needed
 - Principles of design
 - Cost to fix
- Making Connections with Industry
 - Tradeshows
 - Internships
 - Conferences- seek out agencies invited
 - Tours
- Generational patterns of current students
 - Digital age
 - They know what they know
 - Job hopping
 - Less patience and lower tolerance

— GC ADVISORY BOARD —
LABOR MARKET DATA
 February 26, 2020

GCIP	Graphic Designer SOC 27-1024.00. & Desktop Publisher. SOC 43-9031.00						
	Estimated Employment and Projected Growth						
	Graphic Designers						
	Geographic Area (Estimated Year-Projected Year)	Estimated Employment	Projected Employment	Numerical Change	Percent Change	Job Openings	
	California (2016-2026)	36,800	39,400	2,600	7.1	37,500	
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	SD County from 2014 — 2024				10.8%		
	Source: EDD/LMID Projections of Employment by Occupation						
	Occupational Wages						
	Area	Year	Period	Hourly Mean	Hourly by Percentile		
				25th	Median	75th	
California	19	1stQtr	\$27.76	\$19.	\$27.	\$33.	
The largest industries employing Graphic Designers are as follows:							
Industry Title				Percent of Total Employment for Occupation in California			
Specialized Design Services				12.9%			
Advertising and Related Services				7.4%			
Printing and Related Support Activities				5.9%			
Management & Technical Consulting Svc				4.7%			
Computer Systems Design and Rel Services				4.4%			
Source: EDD/LMID Staffing Patterns							
<i>The 2018 Standard Occupational Classification (SOC) system is a federal statistical standard used by federal agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data.</i>							

GCMW	Web Developer SOC 15-1134.00. : "BRIGHT OUTLOOK"						
	Occupational Wages						
	Area	Year	Period	Hourly Mean	Hourly by Percentile		
					25th	Median	75th
	CA	19	1st Qtr	\$42.14	\$26.56.	\$38.17	\$55.94.
	Occupational Projections of Employment						
	Area	Estimated Year- Projected Year	Employment Estimated/Project'd	Employment Change Number Percent	Annual Avg Openings		
	CA	2016 - 2026	27,800 33,007	5.9 21.2	2,720 SD		
	SD County Annual Average Openings= 107 and 10 year projection= 800						
	Multimedia Artists & Animators SOC 27-1014.00.						
20 % from 2016 to 2026 (Retrieved from EDD, April, 2019).							
Occupational Wages							
Area	Year	Period	Hourly Mean	Hourly by Percentile			
				25th	Median	75th	
CA	19	1stQtr	\$43.03	\$30.66	\$41.45	\$51.97	
Occupational Projections of Employment (also called "Outlook" or "Demand")							
Area	Estimated Year- Projected Year	Employment Estimated/Project'd	Employment Change Number Percent	Annual Avg Openings			
CA	2016 - 2026	26,900 29,500	2,600 9.7	2,460			

The 2018 Standard Occupational Classification (SOC) system is a federal statistical standard used by federal agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data.

ATTACHMENT 3

Items that need feedback/recommendations:

- Led lighting
- GoPro 8 for outdoor use
- What set up are they using on a RED Cinema for sound?

Wish List	Q	Total	Notes
Instructor Station & 119B for iMac Pros			Items needed with computer updates.
AKITIO Node Duo (Thunderbolt 3)	2	\$646.48	PCIe chassis
OWC ThunderBay 8 (Thunderbolt 3)	2	\$1,659.33	RAID 8 bay tower
Crucial 2TB MX500 SATA III 2.5" Internal SSD	16	\$3,965.03	SSDs for RAID towers
Thunderbolt 3 (USB-C) to Thunderbolt 2 Adapter	2	\$105.60	
Drone Upgrades			
DJI Matrice 300	1	\$15,085.00	New Industrial Drone
DJI Mavic 2 Zoom	2	\$ 3,108.24	2 additional for classes
DJI Ronin MX gimbal	1	\$1,830.67	To mount cameras to Matrice 600
DJI TB50 Intelligent Flight Battery	10	\$2,036.48	Batteries for Inspire 2s
Olympus M.Zuiko Digital 25mm f/1.8 Lens	1	\$430.99	Lens for X5s
X5S Balancing Ring for Olympus 12, 17, 25mm	1	\$11.85	
Panasonic Lumix G X Vario PZ 14-42mm f/3.5-5.6	1	\$431.99	Lens for X5s
Olympus M.Zuiko Digital 45mm f/1.8 Lens (Black)	1	\$430.99	Lens for X5s
DJI ZENMUSE X5S Balancing Ring for Olympus 45mm F/1.8	1	\$11.85	
iPad mini w/ WiFi and Cellular	4	\$2,594.62	For field missions
iPad w/ WiFi and Cellular	3	\$2,042.94	For field missions
FLIR DUO PRO R, 640X512, 32	1	\$7,433.67	Thermal for inspection
QYSEA FIFISH V6+ or W6 Underwater ROV	1	\$4,848.75	Underwater Drone
DJI Z30 Zoom	1	\$3,232.50	Zoom for inspection
Video Equipment			
Panasonic Leica DG Vario-Elmar 100-400mm	1	\$1,939.49	MFT Lens
Panasonic Leica DG Vario-Elmarit 50-200mm f/2.8-4	1	\$1,835.99	MFT Lens
Spider Dolly upgrade kit	1	\$3,011.61	
RED DIGITAL CINEMA DSMC2 Side Handle	1	\$1,023.63	
Tokina 50-135mm T2.9 Mark II Cinema ATX Lens	1	\$3,770.17	
SOLOSHOT3 with Optic65 Camera	3	\$2,912.76	For auto tracking shots (athletics)
Sony 512GB AXS Memory A-Series Card	2	\$5,402.14	RAW expansion for Sony F55
Sony AXS-R7 External 4K RAW Recorder	2	\$15,078.94	RAW expansion for Sony F55