

**ADVISORY BOARD MINUTES
GRAPHIC COMMUNICATIONS – PALOMAR COLLEGE
MARCH 20, 2024, PALOMAR COLLEGE, ZOOM**

MEMBERS PRESENT:

<u>NAME</u>	<u>TITLE</u>	<u>PROFESSIONAL AFFILIATION</u>
Anaya, Aled	Instructor	Orange Glen High School
Barker, Eryn	CTE Coordinator	Bonsall High School
Bealo, Mark	Faculty, GC Dept.	Palomar College
Del Priore, Brandon	Chief Technical Officer	C2 Group
Dodson, Ken	Faculty, GC Dept.	Palomar College
Felix, Carlos	Instructor	Orange Glen High School
Fontanella, Judy	Owner/PT Faculty, GC Dept.	Artbytes
Fox, Jeff	Producer/VP of Operations	Princebury Productions & Media
Helming, Kelly	Web Coordinator	Palomar College
Hull, Kris	Creative Director	KR15 Creative Services
Martelli, Matt	Creative Director	Mad Media Design
Marty, Kevin	Freelancer/PT Faculty, GC Dept.	Palomar College
Masaryk, Kazuko	Sr. Product Designer	ResMed, NN/g UX Certified (UXC)
Ramirez, Victor	Owner	Great Design
Rollins, Wade	Faculty, GC Dept.	Palomar College
Rollins, Wyatt	Owner/PT Faculty, GC Dept.	Loco Ojo
Silas, Frank	Creative Director	Pixlwise
Smuts, MJ	Drone Pilot	
Starck, Ray	VP of Digital Media	The Recording Academy / The Grammys
Summitt, DJ	Motion Designer & 3D Artist	Summitt Filmworks
Tanner, Jem	Social Media Manager	AppTech
Taylor, Scott	PT Faculty, GC Dept.	Palomar College
Tirado, Carlos	Printing Equipment Operator	Orange Glen High School

The meeting of Advisory Board for Graphic Communications at Palomar College was called to order at 7:32 a.m. by the Advisory Board Chair, Mark Bealo.

WELCOME AND INTRODUCTIONS

The members introduced themselves and their specializations.

STATEMENT OF PURPOSE

Mark Bealo outlined the purpose of this meeting and the Advisory Board:

- Making recommendations 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 2023 MEETING MINUTES

Mark asked those presents to review and approve 2023 meeting minutes. Jeff Fox moved to approve the minutes. Matt Martelli seconded the motion. All in favor without objections. The minutes were approved unanimously.

PROGRAM UPDATE

- **Curriculum: Non-Credit**

Mark reported that the department may develop non-credit courses and combine them with the existing courses. He asked for feedback. Several members agreed that non-credit courses have many benefits. They are free, can be taken multiple times, and will help the enrollment. It is important for our students, because the field is always changing, and they need to retake classes to keep updated.

Mark shared that he is having an internship class through Cooperative Education program this semester with the drone students. They can do projects that are beyond the regular classes.

- **Updated Equipment and Technology**

Mark reported that based on the recommendations from the last Advisory Board, Ken asked and got a dual heat press for DTG printer and a large format Roland UV printer. Ken shared how his classes have been using the new equipment.

The department also got a CNC router and a Boss Laser cutter. Mark asked for suggestions on the substrates that we might be able to use, and feedback on what else we need to add. The following were mentioned or recommended:

- Arming students with an understanding of the technology.
- Foil stamping.
- Poster printing.
- DTG (Direct to Garment) or DTF (Direct to Film)
- Fine Art Reproduction (Spirit Printing Services in San Diego)

FEEDBACK FROM ADVISORS

- **Labor Market**

- Brandon from C2 Group shared that his company has been continuously growing. The market in drone inspection space has significantly increased in California. He has found the high demand that is hard to fill with. His company has partnered with several schools including Palomar College and had just hired some students who came through our drone program. The wage starts at about \$25-\$30 per hour with a potential wage cap at about \$55 per hour. He is interested in working with Palomar College on potential internship programs.
- DJ from Summitt Filmworks shared that the market in motion design and animation has gone down significantly since the beginning of 2023. He stated that many entry-level pieces are starting to be affected by A.I. He noticed that

during the Pandemic, many people left the animation field to sell NFT (Non-fungible Token) arts on blockchain, but now NFTs are dropped of the market. The jobs become more specific and small projects are less due to A.I.

- Ray from The Recording Academy/The Grammys shared that there were a lot of layoffs in the entertainment industry, mostly in creative and tech sectors. They are still hiring people with specialized skills like licensing around drones or visual experiences. VR (Virtual Reality) is kind of making a comeback, especially for live events. There's an opportunity with an AR (Augmented Reality) to produce the second screen experience. He also thinks that A.I. is affecting the new employees to build their career and skills, but they do not want to use A.I. for their content.
- Jeff from Princebury Productions & Media noticed a drop last year in video shoots because of the strikes. Shopify and WordPress are the two main platforms on the web side. People are using A.I. tools to make jobs quicker and cheaper.
- Kazuko from Rezmed shared that her company had a big layoff last year but did not affect her design department. They are still hiring for entry-level UX designer positions. The pay range is about \$25 per hour. It is important to keep good portfolio pieces and continue taking courses to learn the latest.
- Jem from AppTech addressed the importance of building up the skill set e.g. learning about CRMS (Customer Relationship Management Systems) like Hubspot to create marketing campaigns. And building good portfolios, learning participating in Webinars and platforms such as Hootsuite, a social media management platform. There's a lot of projects in WordPress and Elementor. Hubspot is a great tool for companies and works well with WordPress and other social media platforms.
- Kelly from Palomar College shared that WordPress is used for the college websites. We recently released the use of the Block Editor and on a campaign to reduce the dependency on page construction plugins and stay as native as possible with the Block Editor. She mentioned that a PHP plugin was written by ChatGPT.
- Matt from Mad Media shared that the person who is in charge of social media will need to know photography, video production, and correlate with the website. He emphasized the importance of having knowledge of all those different platforms, so the non-for-credit classes will be in high demand.

The production of merchandise and clothing is moving to onshore. About 30% of their overall marketing is shifted from digital into analog like printed posters and invitations.

- **Changes In Your Business/Tech Practices**

- Avoid buying drones and related items from China.
- Brandon needs people who can do 3D and 2D modeling and mechanical engineering and SolidWorks.
- Kazuko shared that Figma is one of the must have skills now besides Sketch or Adobe XD. Knowledge of a design system is also important.
- Jeff shared that his company still does a lot of podcasts and multi cam setups, integrating with the ATEM switchers and Blackmagic cameras, and A.I. tools. One new thing is to use more gimbal cams to have steady cam setup.
- Several members stated that they see needs of being able to know how to gather all the different content and get it into once place.
- Members stated that they use ATEM switchers to edit video podcasting strictly for Spotify or YouTube.

NEW CURRICULUM AND EQUIPMENT/TECHNOLOGY

- **New Class GCMW106 Multimedia for Social Media - Wade**

An experimental class to have students videotape the programs, edit the videos, and post them on social media (YouTube, Instagram, and Tiktok) and on Palomar College site ask marketing videos.

Members commented that this is a great way for students to understand the publishing system and the algorithm.

- **Substrate Recommendations and Student Projects – Ken and Mark**

Mark shared some images of artworks that we could create in student projects using the equipment that we have (laser cutter, CNC router, and UV printer). He asked for feedback from the members.

Members agreed that it is important to show students what is possible. The substrates below were recommended:

- Different wood substrates
- Metal
- Plastics
- Acrylic cut out signs with lights.

- **FY25 Equipment and Technology Req– Mark and Wade**

Members agreed and recommended the equipment list below:

- GoPro Hero 12
- Panasonic GH6 cameras
- Blackmagic Pocket cameras
- Microphones for multimedia classes
- RED Komodo-X camera (for studio and in the field)
- Inspired Flight Drones 1200A (Made in USA) for Lidar system
- Sony Airpeak S1 Drone with 2 controllers
- Sony a9 camera
- Sony a7R camera

- Sony Gimbals for Airpeak S1 Drone
- Sony FE PZ lenses for Sony cameras
- **Suggestions from Advisors**
 - Mark shared the output equipment list. Members reviewed and agreed on the list. They supported for the associated equipment that would go along with the substrate creation.
 - DTF (Direct-to-Film) printer – Mimaki TXF300

Meeting adjourned at 9:21 AM.

CHAT MESSAGES

01:06:33 Carlos felix: Can I mention some alternative machines that I just got and im still learning about

01:12:29 Mark Bealo: @Carlos felix put in here in the chat.

01:26:33 judy: I get a number of marketing students in my Web Design classes. Are there specific skills that you think they should learn?

01:27:39 Carlos felix: I have a small shop so I had to adapt to the space and I've learned that DTF machines work for small spaces and versatility. The machines that I recently obtained are Grando GD-600Super (flat bead style usability) the next machine is a Mimaki TXF300-75 (similar to dtg but small differences feel, application, and usability)

01:32:43 Jeff Fox - Star Fox Media: Replying to "I get a number of ma..."

Hey Judy, I run a marketing company that does some web design for clients. We use WordPress or Shopify for everything, but learning about plugins to do common things like SEO, Calendars, Directories, Analytics, membership logins, online stores, etc I think is key. Some people just need basic informational sites, but a lot of people need some additional functionality.

01:34:35 judy: Replying to "I get a number of ma..."

Thanks. I think that the non-credit classes would be good for this. It's hard to get more credit classes now.

01:35:21 Kazuko Masaryk: <https://www.figma.com/>

01:35:53 Jem T.: Reacted to "Hey Judy, I run a ma..." with ❤️

01:35:56 Kazuko Masaryk: Web Content Accessibility Guidelines (WCAG) 2.2

01:36:52 Kelly Helming: Ensuring accessibility on our websites is a primary aspect of my week-to-week activity

01:39:00 judy: Replying to "I get a number of ma..."



01:39:23 Jeff Fox - Star Fox Media: Another big industry change for social content is vertical video everything

01:39:33 Kazuko Masaryk: Replying to "Ensuring accessibili..."

That's great, Kelly!

01:39:36 Kazuko Masaryk: Reacted to "Ensuring accessibili..." with ❤️

01:40:01 Kazuko Masaryk: Replying to "I get a number of ma..."

SEO for sure.

01:40:15 Jeff Fox - Star Fox Media: Replying to "Ensuring accessibili..."

This is very important at the moment

01:41:02 Kelly Helming: Replying to "Ensuring accessibili..."

We use this platform for accessibility and QA

Improve Website Accessibility & Website UX | Monsido

01:42:26 Kelly Helming: Replying to "I get a number of ma..."

@judy accessibility and universal design is crucial.

01:44:16 Kazuko Masaryk: Some design system info:

<https://www.figma.com/ja/blog/design-systems-101-what-is-a-design-system/>

01:45:07 judy: Replying to "I get a number of ma..."

We used to have an ecommerce class in which I taught Shopify as part of it. Lillian also taught an accessibility class. They were classes that were cut with downsizing. However, the non-credit classes would be ideal for this. I do teach an SEO class now.

01:46:52 judy: Replying to "I get a number of ma..."

Are the ecommerce plugins for Wordpress good? Or is it best to stick with Shopify for ecommerce?

01:49:31 Kelly Helming: Thanks all! Have a great day!

01:52:53 frank silas: True, all of that

01:58:41 frank silas: Definitely

01:59:06 frank silas: Making things in the real world is the new value

02:01:18 Jeff Fox - Star Fox Media: Nice to see everyone! If anyone has any questions, feel free to reach out at jeff@starfox.media

02:01:53 judy: Thanks to all.

02:03:42 Kevin: Good seeing everyone.

02:11:01 Aled Anaya: Bye everyone. Thanks again for the invite! Ken please feel to invite the Graphic Communications crew to tour Felix's facility at VHS and mine at OGHS.

RECOMMENDATIONS FROM KAZUKO MASARYK

Sent after the meeting on 3/20/24

Proposal #1 Update the course title

Update the course form “Web Design” to “**UI Design**” or “**Product Design**” to reflect the broader scope that is aligned with the industry demand. The word, “web design” has dated tone.

Proposal #2 Expand the curriculum

Broader Skill Set:

Enhance the curriculum to cover various UI designs beyond websites, including mobile apps and software, while emphasizing industry alignment and the trend towards diverse digital product interfaces.

Proposal #3 Address market demand

Showcase the increased demand and salary trends through completing data. Emphasize the essential importance of software design skills in today’s competitive landscape.

Proposal #4 Align with industry practices

Align curriculum with industry standards to prepare students for success. The examples are as follows.

Course recommendations

- **Figma prototyping and wireframing:** Learn the most popular design software, Figma, to create visually appealing user interfaces. Create interactive prototype and wireframes to visualize and iterate on design concepts.
- **Crafting a winning design portfolio:** Strategies for highlighting design processes and workflows
- **Inclusive design 101:** Learn what accessibility is and how to apply the guidelines, such as Web Content Accessibility Guidelines (WCAG) 2.2, to your design to deliver a seamless user experience to all users, regardless of their ability.
- **Mobile design:** Learn how to design mobile web and apps and what the differences between native app platforms (between iOS and Android).
- **Beyond style guides – Design System 101:** Introduction to design systems
- **Introduction to UX design:** Introduce students to the principles of practices of User-centered design.

APPENDIX

References

- [Figma](#): The most popular, industry standard, prototyping and wireframing tool
- [Web Content Accessibility Guidelines \(WCAG\) 2.2](#)
- [Design Systems 101](#)

RECOMMENDATIONS FROM JOSH MARTELLI

Sent after the meeting on 3/20/2024

Subject: Re: Equipment recommendations

Hey guys yes here goes:

Dear Members of the Palomar Junior College Advisory Board,

In our continuous effort to provide a cutting-edge education in digital media, I present an updated and comprehensive proposal for upgrading our program's equipment and educational resources. This proposal retains our initial recommendations for high-quality cinema cameras and microphones, incorporating essential updates in computing resources, networked storage, and the integration of artificial intelligence in our curriculum. Additionally, it emphasizes the importance of reliable support equipment such as tripods, underscoring their role in professional-quality production.

Cinema Cameras:

Blackmagic Design Pocket Cinema Camera 6K Pro - An exemplary tool for teaching high-definition cinematography, offering a perfect blend of professional features and user-friendly design.

Canon EOS C70 Cinema Camera - A versatile camera that provides students with insights into film production through its advanced sensor and compatibility with a wide range of lenses.

Audio Recording Equipment:

Rode NTG3 Shotgun Microphone and Zoom H6 Handy Recorder - A combination that ensures high-quality audio capture, essential for professional video production.

Support Equipment:

Tripods and Fluid Heads (Sachtler Brand Recommended): The importance of stable and reliable support equipment cannot be overstated in professional video production. Sachtler tripods and fluid heads are renowned for their durability, versatility, and precision, making them an invaluable asset for students learning the intricacies of camera operation and shot composition. Equipping our program with Sachtler tripods will not only enhance the quality of our students' work but also familiarize them with equipment commonly used in the industry.

Updated Computing Resources:

Apple Macintosh Computers with M2 Chips (Upgraded Memory and Storage): The inclusion of Macintosh computers with enhanced memory and storage capabilities is critical for handling complex editing tasks and large files. While top-tier processors offer significant power, the M2 chip provides a balanced solution for our educational needs, ensuring efficiency without sacrificing performance.

Network Attached Storage (NAS) - Blackmagic Cloud: Implementing a Blackmagic Cloud NAS system will facilitate collaborative projects and secure storage of large video files, reflecting the collaborative and data-intensive nature of modern video production.

Artificial Intelligence Education and Integration:

The adoption of AI tools such as ChatGPT and 11Labs into our curriculum will equip students with cutting-edge skills in content creation, including production document writing, storyboard creation, and voiceover scripting. This integration will not only enhance creative workflows but also prepare students for the technological advancements shaping the future of digital media.

Conclusion:

This enhanced proposal aims to provide our students with a comprehensive toolkit and knowledge base that aligns with the latest industry standards and practices. By investing in quality cinema cameras, microphones, support equipment like Sachtler tripods, advanced computing resources, networked storage solutions, and AI education, we can ensure that Palomar Junior College remains at the forefront of digital media education. I look forward to discussing these proposals further and am eager to collaborate on their implementation.

On Wed, Mar 20, 2024 at 9:00 AM Matt Martelli <matt@madmedia.com> wrote:

Josh, just got done with Palomar Board meeting.

Do you have any equipment recommendations for Palomar?

Thanks

Matt