ADVISORY BOARD MINUTES
GRAPHIC COMMUNICATIONS – PALOMAR COLLEGE
NOVEMBER 14, 2024, PALOMAR COLLEGE, HYBRID ONLINE IN MD-105

MEMBERS PRESENT – IN PERSON:

NAME	TITLE	PROFESSIONAL AFFILIATION
Anaya, Aled	Instructor, CTE	Orange Glen High School
Bealo, Mark	Faculty, GC Dept.	Palomar College
Dodson, Ken	Faculty, GC Dept.	Palomar College
Felix, Carlos	Instructor, Graphics Arts	Valley High School
Foster-Snowdon, Tali	Freelancer, Social Media Marketing	
Hull, Kris	Creative Director	KR15 Creative Services
Jaureguy, Joe	Instructor, CTE	Bonsall High School, Palomar College
Lipsky, Jacob	Animator – Asset Design	Ask Us Whatever
Miller, Nathan	Post Production Supervisor	Madmedia
Muehl, John	Marketing Manager	Fieldsheer Apparel Technologies
Payn, Lillian	Chair, GC Dept.	Palomar College
Ramirez, Victor	Preprint Color Separator	H & H Screening & Graphics

MEMBERS PRESENT – ZOOM:

NAME	TITLE	PROFESSIONAL AFFILIATION
Aboy, Kevin	Machine Learning Test Automation	Apple
Barker, Eryn	CTE Coordinator	Bonsall High School
Crawford, Jason	Cinematographer	Synphanie Media
Del Priore, Brandon	Chief Technology Officer	C2 Group
DeLauder, David	Owner	Captis Visuals
Fontanella, Judy	Owner/PT Faculty, GC Dept.	Artbytes
Fox, Jeff	Producer/President	Star Fox Media
Leininger, Suzann	Research Data Specialist II-Intel	Cal Fire
Long, Cody	Multimedia Coordinator	City of Huntington Beach
Piper, Joel	Music Producer/Co-Founder	The Farmhouse Studio
Rollins, Wyatt	Owner/PT Faculty, GC Dept.	Loco Ojo

The meeting of the Advisory Board for Graphic Communications at Palomar College was called to order at 6:31 P.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 MAY 20, 2024, MEETING MINUTES
Mark asked those presents to review and approve May 20, 2024, meeting minutes. Kris Hull moved to approve the minutes. Jacob Lipsky seconded the motion. All in favor without objections. The minutes were approved unanimously.

PROGRAM UPDATE AND INPUT
1. **Printing & Screen Printing**
   - Ken and Mark shared the screen-printing equipment that we have. We have recently added a rotary attachment for the UV printer for printing bottles.
   - The laser router is now up and running. We got a rotary for the laser. It will be incorporated into Photoshop and Illustrator classes.
   - Advisors recommended using 3D printing for a wider range of output, but due to the low enrollment, we are not able to offer the 3D printing class. It was suggested that 3D printers can be used to print replacement parts.
   - Embroidery technology was mentioned. It is used in a variety of industries, and there is a lot to learn.
   - Because DTG and UV are also ink printers, Mark asked for suggestions on how they deal with down time when not being used to keep from plugging print heads. Members suggested having an assigned person to print and clean the machine often.
   - The market forecasts for screen printing were discussed. DTF (Direct-to-Film) is an emerging trend.
2. **Web**
   Lillian reported that currently we offer Dreamweaver, WordPress and SEO in the web program. The following subjects were discussed and recommended to be included in the Web program:
   - AI and website development.
   - Shopify / E-commerce as a one-unit fast-track class.
   - Figma: a web-based design tool for UI and UX design.
   - Salesforce: this cloud-based customer relationship management (CRM) software can be integrated with website development.
3. **Drone**
   Mark shared the list of drone system that he plans to purchase after the budget is approved (Exhibit 1) and asked for feedback and recommendation:
   - USA Drone System – Inspired Flight IF1200A
   - Sony Airpeak S1 Drone System will be end of life by Sony, so any ongoing support might be a challenge. Inspired Flight 800 Tomcat was suggested as an alternative.
   - Live video stream is important if flying for public safety.
   - Cameras with infrared capability to be able to fly over fire and determine the edge of heat.

- Tether system for drones for athletic events.
- The labor market for UAS inspection side has been growing rapidly. Students need to have photography skills. The positions for data analytics, QA and imagery post-processing are also increasing.
- Non-credit class: Mark reported that he is writing a non-credit class to hold the bucket test to show they know how to operate a drone. To be certified, we need new equipment to live stream in Zoom.

4. **Multimedia**

Mark shared the camera system that we currently use. He asked for members' feedback on the new equipment list for the multimedia budget that was recently approved. The following feedback and recommendations were made (Exhibit 2):
- Use SSD instead of cards.
- The need for Red Komodo was discussed. It's a powerful tool but expensive and requires specific stuff.
- Anamorphic lenses: Blazars were recommended.
- Matte Box: used when shooting on a camera that doesn't have built-in ND filter.
- DJI Gimbal stabilizer: it was recommended to keep it on the list.
- Shoulder rig: the need was discussed. It would be good for box cameras and Komodo.
- Black Magic Design Video Assist recording monitor: this may not work for camera control on the Pyxis.
- Sennheiser mic system was recommended. MKE2 has better sound quality if budget allowed.
- Venus Optics Laowa Ranger 75-180mm lens was recommended.
- Streaming was discussed and was used widely in the industry.

FEEDBACK FROM ADVISORS
1. **AI -** Mark asked members on how they incorporate AI into their productions (Exhibit 3).
   - Mirror has added AI in the beta. Adobe has also included AI tools.
   - AI is the trend. It was recommended that we use AI whenever we find an application that is relevant to the course.
   - Know how to write for creating prompts for AI to understand it.
   - Use AI for voiceovers, audio replacement, and to descript.
   - Use AI for creative writing for social media and press release.
   - Copyright issue was discussed.
2. **What can Palomar college offer that YouTube cannot?**
   - Providing feedback and industry standard hardware in person.
   - Interactively do project after project.
3. **How do you think we should market our programs?**
   - Use the new social media class.
   - Going to local high schools.
   - Digital advertising: creating the videos and post them on Instagram, Tiktok, Youtube.
   - Featuring all the equipment that the department has invested in.

- Hire a marketing consultant/short term professional consultant. ($10,000)

The meeting was adjourned at 8:22 P.M.

EXHIBIT 1
Drone Equipment List

2023 - 2024 Career Education Requests	Q	Price	SubTotal	Tax	Shipping	Total	Budget	Store
USA Drone System							$64,701.30	
INSPIRED FLIGHT IF1200A	1	$29,450.00	$29,450.00	$2,282.38	150.00	$31,882.38	$32,818.93	InspiredFlight
Gremsy VIO	1	$18,000.00	$18,000.00	$1,395.00		$19,395.00	$13,423.93	
SONY A7R + GREMSY T3	0	$9,025.00	$0.00	$0.00		$0.00	$13,423.93	InspiredFlight
MICASENSE ALTUM INTEGRATION	0	$3,500.00	$0.00	$0.00		$0.00	$13,423.93	InspiredFlight
WEB INTERFACE MODULE	1	$560.00	$560.00	$43.40		$603.40	$12,820.53	
IF1200A BATTERY CHARGING KIT	2	$4,512.00	$9,024.00	$699.36		$9,723.36	$ 3,097.17	InspiredFlight
REIGL INTEGRATION KIT	1	$1,140.00	$1,140.00	$88.35		$1,228.35	$ 1,868.82	InspiredFlight
DUAL OPERATOR	0	$4,750.00	$0.00	$0.00		$0.00	$ 1,868.82	InspiredFlight
UgCS Software 3 year license	1	$2,700.00	$2,700.00			$2,700.00	$ (831.19)	UgCS

2023 - 2024 Career Education Requests	Q	Price	SubTotal	Tax	Shipping	Total	Budget	Store
Sony Airpeak S1 Drone System			$0.00			$0.00	$52,916.40	
Sony Airpeak S1 Professional Drone	2	$8,999.99	$17,999.98	$1,395.00		$19,394.98	$33,521.42	BH
Sony Remote Controller for Airpeak S1 Drone	2	$1,099.99	$2,199.98	$170.50		$2,370.48	$31,150.94	BH
Go Professional Cases Travel Hard Case for Sony Airpeak S1 Drone	2	$731.25	$1,462.50	$113.34		$1,575.84	$29,575.10	BH
Sony Propellers for Airpeak S1 Drone (Pair)	2	$199.99	$399.98	$31.00		$430.98	$29,144.12	BH
Sony PX1 Gremsy Gimbal for Sony Airpeak S1	2	$3,999.99	$7,999.98	$620.00		$8,619.98	$20,524.14	BH
Sony LBN-H1 Airpeak Battery Station	1	$2,898.00	$2,898.00	$224.60		$3,122.60	$17,401.55	BH
Sony Real-Time Kinematic RTK Kit for Airpeak S1	1	$3,999.99	$3,999.99	$310.00		$4,309.99	$13,091.56	BH
Sony a7CR Mirrorless Camera	2	$2,664.21	$5,328.42	$412.95		$5,741.37	$ 7,350.19	BH
Sony FE PZ 16-35mm f/4 G Lens with 72mm Filter Kit	1	$1,198.00	$1,198.00	$92.85		$1,290.85	$ 6,059.34	BH
Sony FE 50mm f/2.5 G Lens with UV Filter Kit	1	$548.00	$548.00	$42.47		$590.47	$ 5,468.87	BH
Sony FE 85mm f/1.8 Lens	1	$488.20	$488.20	$37.84		$526.04	$ 4,942.84	BH
Sony Sonnar T* FE 35mm f/2.8 ZA Lens	1	$538.20	$538.20	$41.71		$579.91	$ 4,362.92	BH
Sony LBP-HM1 Enhanced Battery for Airpeak S1	10	$399.99	$3,999.90	$309.99		$4,309.89	$ 53.03	BH
Gremsy ZIO Gimbal Camera	1	$4,699.00	$4,699.00	$364.17		$5,063.17	$(5,010.14)	Gremsy
			$0.00	$0.00		$0.00	$(5,010.14)	
			$0.00			$0.00	$(5,010.14)	
Drone Upgrades GCIP and GIS								
Drone Power Tether for ACS Practices	0	$14,100.00	$0.00	$0.00		$0.00	$ 0.00	
Blue Vigil RS1000X Bundle for Inspire 2 with 300' Tether	1	$7,936.78	$7,936.78	$615.10		$8,551.88	$(8,551.88)	BH

EXHIBIT 2
Multimedia Equipment List

2024 - 2025 Career Education Requests	Q	Price	Total	Budget	Store	Part#	Notes
Wade's Multimedia - Black Magic				**$43,578.31**			
Blackmagic Design PYXIS 6K Cinema Box Camera (Canon EF)	4	$2,599.66	$11,204.53	$32,373.78	BH	CINECAMCPYXD60LFEF	Blackmagic Cameras
Blackmagic Design PYXIS Monitor Kit	1	$386.26	$416.20	$31,957.58	BH	CINEURSABB/AMKIT	Video Monitor
Panasonic Lumix GH7 Mirrorless Camera	2	$1,957.33	$4,218.05	$27,739.53	BH	DC-GH7BODY	Panasonic Cameras
Samsung 2TB T7 Shield Portable SSD	6	$160.59	$1,038.21	$26,701.32	BH	MU-PE2T0S/AM	SSDs for Cameras
RED DIGITAL CINEMA KOMODO-X	1	$6,451.14	$6,955.10	$19,746.22	BH	710-0356	Red Komodo X Camera
Lexar 2TB Professional CFexpress Type B Card GOLD Series	2	$318.39	$686.13	$19,060.09	BH	LCXEXPR002T-RNENG	Cards for Komodo
RED DIGITAL CINEMA CFexpress Card Reader	1	$110.67	$119.25	$18,940.84	BH	750-0097	Reader for Komodo
CANON EF 50MM F/1.8 STM LENS	1	$124.38	$134.02	$18,806.82	BH	0570C002	50mm EF Lens
Tiffen 49mm UV Protector Filter	1	$5.83	$6.28	$18,800.54	BH	49UVP	Filter for 50mm lens
Sirui Saturn T2.9 1.6x Carbon Fiber Full-Frame Anamorphic 3-Lens Set	1	$2,760.38	$2,974.31	$15,826.23	BH	SATURN 3S-RFN	RF Mount Anamorphic Lens
Sirui 150mm T2.9 1.6x Full-Frame Anamorphic Lens (Canon RF)	1	$812.67	$875.65	$14,950.58	BH	VENUS R150	RF Mount Anamorphic Lens
Tiffen 58mm UV Protector Filter	1	$6.71	$7.23	$14,943.35	BH	58UVP	For Sirui Lens
Tiffen 62mm UV Protector Filter	2	$6.92	$14.91	$14,928.43	BH	62UVP	For Sirui Lens
Tiffen 82mm Ultra Clear Digital HT Filter	1	$35.77	$38.54	$14,889.89	BH	82HTDUC	For Sirui Lens
TILTA MIRAGE VND KIT	1	$300.27	$323.54	$14,566.35	BH	MB-T16-A	Variable ND Filter Kit
Tilta Adapter Ring for Tilta Mirage Matte Box (58mm)	1	$9.77	$10.53	$14,555.82	BH	MB-T16-58	For VND Kit
Tilta Adapter Ring for Tilta Mirage Matte Box (62mm)	1	$9.77	$10.53	$14,545.30	BH	MB-T16-62	For VND Kit
METABONES EF LENS TO RF-MOUNT T CINE SPEED BOOSTER	1	$488.25	$526.09	$14,019.21	BH	MBSPEF-EFR-BT2	Lens Adapter for Komodo
Kondor Blue Cage with Top Handle for RED KOMODO-X (Space Gray)	1	$262.50	$282.84	$13,736.36	BH	KB_KOMX	Cage for Komodo
Kondor Blue Remote Trigger Run/Stop Coiled Cable for RED KOMODO/X (12-24")	1	$37.49	$40.40	$13,695.97	BH	KB_KRT_C	Run/Stop for Komodo
DIGITALFOTO SOLUTION LIMITED KO-10 SDI PROTECTOR	1	$41.54	$44.76	$13,651.21	BH	KO-10R	SDI Cable for Komodo
TILTA NUCLEUS-M RUN/STOP CABLE FOR RED KOMODO	1	$31.74	$34.20	$13,617.01	BH	RS-01-RD4	Nucleaus-M Cable
Kondor Blue D-Tap to LEMO 6-Pin Cable for RED KOMODO X (20")	1	$29.99	$32.31	$13,584.69	BH	KB-DTAP-FLEMO6P-BK	Power Cable for Komodo
TILTA NUCLEUS-NANO RUN/STOP CABLE FOR RED KOMODO	1	$23.60	$25.43	$13,559.27	BH	RS-WLC-T04-RD4	Nucleaus-Nano Cable
DJI RS 4 Gimbal Stabilizer	2	$476.53	$1,026.92	$12,532.34	BH	CP.RN.00000343.01	Gimbal
Tilta Dual-Handle Bracket for DJI Ronin RS 2, RSC 2, RS 3, or RS 3 Pro	1	$80.56	$86.80	$12,445.54	BH	TGA-DHB2	For Gimbal
SMALLRIG FREEBLAZER HEAVY-DUTY CARBON FIBER TRIPOD	2	$259.75	$559.76	$11,885.78	BH	3989	Tripod
FEISOL CT-3441S Traveler Rapid Carbon Fiber Tripod	1	$402.76	$433.97	$11,451.80	BH	CT-3441S	Tripod
Oben CT-2491 Carbon Fiber Tripod	1	$299.96	$323.21	$11,128.60	BH	CT-2491	Tripod
Sennheiser AVX-MKE2 SET Digital Camera-Mount Wireless Omni Lavalier Microphone System	1	$866.92	$934.11	$10,194.49	BH	AVX-MKE2 SET-4-US	Lav Mic
Panasonic DMW-XLR2 XLR Microphone Adapter	1	$325.49	$350.72	$9,843.78	BH	DMW-XLR2	XLR Mic Adapter GH7
Kondor Blue D Tap to DMW-BLK22 Dummy Battery Cable	2	$29.99	$64.63	$9,779.15	BH	KB-DT-LS5GH5	For GH7
GOPRO HERO13 BLACK	2	$339.99	$732.68	$9,046.47	BH	CHDHX-131-TH	GoPro cameras
SANDISK 256GB EXTREME UHS-I MICROSDXC MEMORY CARD WITH SD ADAPTER	2	$24.87	$53.59	$8,992.87	BH	SDSQXAV-256G-AN6MA	For GoPro

TILTA LIGHTWEIGHT SHOULDER RIG	2	$275.86	$594.48	$8,398.40	BH	TA-LSR-B	Shoulder Rigs
SENNHEISER MKE 600 MICROPHONE	2	$281.83	$607.34	$7,791.05	BH	505453	Shotgun Mics
RYCOTE STANDARD HOLE CLASSIC SOFTIE WIND-SCREEN	2	$74.99	$161.60	$7,629.45	BH	33042	Mic Wind Screens
Rycote InVision On-Camera Shockmount for Microphones & Cameras	4	$33.75	$145.46	$7,483.99	BH	41138	Mic Mounts
BLACKMAGIC DESIGN SET OF 2 MINI XLR TO XLR	2	$31.47	$67.82	$7,416.17	BH	HYPERD/AXLRMINI2	XLR for Pyxis
IK Multimedia iRig Pre 2 Ultracompact XLR Microphone Interface	1	$44.99	$48.48	$7,367.69	BH	IP-IRIG-PRE2-IN	XLR Mic Adapter
Kondor Blue D-Tap to LEMO 2-Pin 0B Male Power Cable (Coiled)	4	$26.24	$113.09	$7,254.60	BH	KB-DTAP-LEMO2P	Power Cable
Kondor Blue PYXIS Cage System B Kit (Raven Black)	1	$243.75	$262.64	$6,991.96	BH	KB_PYX_B_BK	Pyxis Cage
Kondor Blue PYXIS Cage System C Kit (Space Gray)	1	$186.75	$201.22	$6,790.73	BH	KB_PYX_C	Pyxis Cage
Kondor Blue 501 Adjustable Baseplate (501 QR, Space Gray)	3	$149.25	$482.45	$6,308.28	BH	KB_501ABP	Baseplates
TILTAING ADJUSTABLE TOP HANDLE PLUS (BLACK)	2	$72.42	$156.07	$6,152.22	BH	TA-QRTH6-B	GH7 Cage
Tilta Full Camera Cage for GH7/GH6 (Black)	2	$39.87	$85.92	$6,066.30	BH	TA-T15-FCC-B	GH7 Cage
PORTKEYS BM7 II DS MONITOR W/CONTROL	1	$674.25	$726.50	$5,339.79	BH	BM7 II-DS	Video Monitor
NUCLEUS NANO II WIRELESS LENS CONTROL SYSTEM	2	$238.00	$512.89	$4,826.90	BH	WLC-T05	Wireless lens control
JUPIO PROLINE DUAL HOT-SWAP BATTERY PLATE	1	$164.65	$177.41	$4,649.49	BH	Dtap out Plate, MI2-VM1-UPS	Battery Plate
WATSON PRO MINI V-MOUNT BATTERY (144 WH)	4	$224.25	$970.52	$3,678.98	BH	w/USB-C VM-144-MN	Mini Batteries
RODE MINI BOOMPOLE (6.7')	1	$96.75	$104.25	$3,574.73	BH	MINI BOOMPOLE	Boompole
IDX System Technology Imicro-150P 145Wh	2	$262.57	$565.84	$3,008.89	BH	IMICRO-150P	Mini Batteries
IDX System Technology A-Vmicro2PD Micro Dual V-Mount	1	$259.32	$279.42	$2,729.47	BH	A-VMICRO2PD	Battery Plate
TILTA MINI V-MOUNT BATTERY PLATE KIT I	2	$36.62	$78.92	$2,650.56	BH	TITAMBPK1V	Battery Plate
UGREEN Nexode 65W GaN II 3-Port USB Wall Charger (Gray)	2	$29.99	$64.63	$2,585.93	BH	10334	Battery Chargers
Kondor Blue Blackmagic Video Assist Cable Pack for On-Camera Monitor	1	$69.82	$75.23	$2,510.70	BH	KB-BMVA-CPACK	Cable Pack
Sennheiser Profile 2-Person Clip-On Wireless Audio System/Recorder	2	$259.32	$558.83	$1,951.86	BH	700266	Wireless Mics
TILTA QUICK ADJUST ROSETTE ADAPTER (PAIR)	3	$29.29	$94.68	$1,857.18	BH	TA-ARA-P-B	For shoulder rigs
TILTA POCKET V-MOUNT BATTERY PLATE KIT I	2	$24.41	$52.60	$1,804.58	BH	TITAPBPK1V	Battery Plate
CAMVATE Magic Arm Set with Shoe Mount Adapters (7, 9, 11")	1	$35.18	$37.91	$1,766.67	BH	C2121	Israeli Arm
TILTA GIMBAL RING ADAPTER FOR MINI V-MOUNT	2	$20.34	$43.83	$1,722.84	BH	TIAMBPGRA	Battery Plate Mount
KONDOR BLUE SWIVEL TILT MONITOR MOUNT WITH ARRI PIN	1	$41.24	$44.44	$1,678.40	BH	KB-MON-SMOUNT-N	Monitor Mount
TILTA NUCLEUS-NANO RUN/STOP CABLE FOR BMPCC/R6	1	$23.60	$25.43	$1,652.97	BH	RS-WLC-T04-USBC	Nucleaus-Nano Cable
KRAMER ULTRA-SLIM HDMI CABLE 1'	4	$6.60	$28.45	$1,624.53	BH	C-HM/HM/PICO/BK-1	HDMI Cables
Tilta Universal SSD Drive Holder Type I (Black)	6	$20.34	$131.50	$1,493.03	BH	TA-SSDH-U1-B	SSD Holder
KONDOR BLUE R-ANGLE MINI-XLR TO XLR CABLE	1	$14.99	$16.15	$1,476.88	BH	KB-MNXLR-RA17	XLR Cable
ANGELBIRD USB C TO TYPE-C MALE CABLE 100CM	3	$13.49	$43.61	$1,433.27	BH	ANUSB32CC100	USB-C Cable
ANGELBIRD USB C TO TYPE-C MALE CABLE 1.6'	3	$11.08	$35.82	$1,397.46	BH	ANUSB32CC050	USB-C Cable
SMALLRIG SWIVEL AND TILT ADJUSTABLE MONITOR MOUNT	1	$18.74	$20.19	$1,377.26	BH	2905B	Monitor Mount
KONDOR BLUE SWIVEL AND TILT MONITOR MOUNT WITH ARRI MOUNT	1	$33.74	$36.35	$1,340.91	BH	KB-MON-SMOUNT-BK	Monitor Mount
BLACKMAGIC MICRO CONVERTER BIDIRECTIONAL SDI/HDMI 3G	2	$68.57	$147.77	$1,193.14	BH	CONVBDC/SDI/HDMI03G/PS	SDI/HDMI Converter
SHAPE SMALL FLEX ARM	1	$31.03	$33.43	$1,159.71	BH	FLEX1	Israeli Arm
KONDOR BLUE MONDO TIES (RED, 10-PACK)	1	$26.24	$28.27	$1,131.43	BH	KB_MT_10_R	Organizers
KRAMER ULTRA-SLIM HDMI CABLE 10'	2	$10.80	$23.27	$1,108.16	BH	C-HM/HM/PICO/BK-10	HDMI Cables

SmallRig 3755B Crab-Shaped Clamp	1	$12.74	$13.73	$1,094.43	BH	3755B	Clamp
ELVID HYPER-THIN 4K HIGH-SPEED HDMI CABLE (1.6')	1	$22.49	$24.23	$1,070.20	BH	HDMIAA-015-HT4	HDMI Cables
TILTAING POCKET V-MOUNT BATTERY PLATE	1	$18.72	$20.17	$1,050.03	BH	TIAPBPV	Battery Plate
UURIG R060 SUPER CRAB CLAMP	1	$14.96	$16.12	$1,033.91	BH	2220	Clamp
ANDYCINE MINI SHOE MOUNT MONITOR MOUNT	1	$22.99	$24.77	$1,009.14	BH	A-HSM-03	Monitor Mount
SMALLRIG SHOTGUN MICROPHONE HOLDER	1	$31.90	$34.37	$974.76	BH	BSM2352	Mic Mounts
SMALLRIG QUICK RELEASE NATO CLAMP	1	$12.30	$13.25	$961.51	BH	1973	Clamp
TENTACLE SYNC TRACK E POCKET AUDIO RECORDER WITH MIC	1	$284.00	$306.01	$655.50	BH	TR1-US	Lav Mic
Tentacle Sync E mkII Timecode Generator with Bluetooth 5.0 (Dual Set)	1	$324.69	$349.85	$305.65	BH	TE2-MK2	Sync for Komodo
TENTACLE SYNC TENTACLE TO 5-PIN LEMO CABLE (16")	1	$37.98	$40.92	$264.72	BH	C02	Cable for Sync
TENTACLE SYNC TENTACLE TO TA3 CABLE (16")	1	$23.33	$25.14	$239.58	BH	C09	Cable for Sync
KONDOR BLUE TENTACLE SYNC-E CADDY MOUNT	2	$37.49	$80.79	$158.79	BH	KB-TSTE-BK	Mount for Sync
PORTKEYS BM5 Monitor Camera Control Cable for Canon	1	$18.75	$20.20	$138.59	BH	POCMINIUSBCC	Portkeys Camera Cable
PORTKEYS USB-C Monitor Control Cable for Cameras	1	$18.75	$20.20	$118.39	BH	POTPCCNTRCBL	Portkeys Camera Cable
PORTKEYS BM5 Monitor Camera Control Cable for Sony	1	$18.75	$20.20	$98.18	BH	POSMULTICC	Portkeys Camera Cable
PORTKEYS 5-Pin BM5 to 7-Pin Control Cable for Tilta Nucleus-M	1	$41.25	$44.45	$53.74	BH	POTILTANMCC	Portkeys Nucleus Cable
PORTKEYS 5-Pin BM5 to Micro-USB Control Cable for Tilta Nucleus-Nano	1	$18.75	$20.20	$33.53	BH	POTILTANNCC	Portkeys Nucleus Cable
Kondor Blue Mini Lock Quick Release System (Cardinal Red)	1	$22.49	$24.23	$9.30	BH	KB_ML_R	Quick Release
			$0.00	$9.30			

EXHIBIT 3
Questions About AI

How do you incorporate AI into your productions? What policies do you give your creatives? Any other opinions?

What should we do to keep our curriculum for (your corresponding) programs up to date? Any different or additional applications?

Different/additional objectives and /or learning outcomes?

What is a major trend in (your area)?

What do we need to add or remove in order to prepare students for industry jobs?

What do employers need right now?

Any other recommendations/comments?

CHAT MESSAGES

00:11:40   Mark Bealo: How do you incorporate AI into your productions? What policies do you give your creatives? Any other opinions?

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00:12:08   Joel Piper: Reacted to "How do you incorpora…" with 👌
00:12:17   UNLTD Assistant: I'm UNLTD Assistant, ready to take notes for Joshua Martelli.
To start the notetaking and recording, the meeting host needs to approve the recording pop-up message.
00:12:59   UNLTD Assistant: Hi! I'm UNLTD Assistant. I will record and summarize this meeting for Joshua Martelli. To view options and learn more about what I can do, type "Sana AI: Help" in the chat. To ask me to leave, type "Sana AI: Leave"
—
Get your own assistant — Create a free account on https://sana.ai

After the meeting, Joshua Martelli can access the meeting on https://sana.ai/sFZd3FGorkRm.
00:16:01   Joe's AI Notetaker (Otter.ai): Hi, I'm an AI assistant helping Joe J take notes for this meeting. Follow along the transcript here:
https://otter.ai/u/uyrQryDQ8wzllaaGe_4BqQzdrkg?utm_source=va_chat_link_1
You'll also be able to see screenshots of key moments, add highlights, comments, or action items to anything being said, and get an automatic summary after the meeting.

00:44:40   Jeff Fox: Love GCMW106
00:49:59   Jeff Fox: Aye
00:52:49   Joe's AI Notetaker (Otter.ai): It's quiet in here; are you all done? I will be leaving in 1 minute unless I hear someone talking
00:53:15   kevinaboy: We're aren't done. Still talking.
00:53:53   kevinaboy: We're currently discussing Web courses.
00:55:37   Jeff Fox: I agree on Shopify

00:56:31   kevinaboy: ChatGPT: WordPress remains the most flexible and popular platform, but other tools like Shopify (for e-commerce) or Wix (for quick, simple websites) may be better choices depending on your needs.

00:58:04   Wyatt Rollins: I took the fast track Web class, was great since I wasn't super interested besides setting up a store. In the class you're, doing something all the time. Just cover the active shop part, so it functions in sales at the end of the course.

00:59:35   Cody Long: Does Palomar teach Figma? Applications go beyond web design. UX, prototyping, app design.

01:00:03   kevinaboy: Replying to "ChatGPT: WordPress r..."

I don't have any experience with Shopify or Wix but I know people who use Shopify for e-commerce. And Wix, I've mainly seen commercials for.

Other alternatives to Wix are SquareSpace and format.com

01:01:07   kevinaboy: Reacted to "Does Palomar teach F..." with 👍

01:02:52   kevinaboy: Replying to "Does Palomar teach F..."

Additionally: Sketch, Canva, but Figma is definitely more "pro"

01:03:00   Jeff Fox: Reacted to "Does Palomar teach F..." with 👍

01:06:31   kevinaboy: Replying to "Does Palomar teach F..."

Axure RP: https://www.axure.com

01:06:38   Jeff Fox: I will say that my friend who does UI/UX for a large company uses figma all the time

01:12:08   kevinaboy: [Nov 2024] Sony has announced it will stop selling its $9000 Airpeak S1 camera drone on March 31st, 2025.

Source: https://nofilmschool.com/sony-airpeak-s1-discontinued

01:12:47   David DeLauder: https://www.digitaltrends.com/news/sony-to-discontinue-airpeak-s1-drone/

01:21:05   iPhone1:   Great suggestions on the drone side of things!

01:27:57   David DeLauder: https://www.bhphotovideo.com/c/product/1773575-REG/tascam_dr_10l_pro_personal_recorder.html/?ap=y&ap=y&smp=y&smp=y&store=420&lsft=BI%3A6879&gad_source=1&gbraid=0AAAAAD7yMh3JOUWX30DAOhuIMG0wqr8Q9&gclid=EAIaIQobChMIoNnBsrbdiQMVhaRaBR2QexgMEAQYASABEgKXAfD_BwE

01:28:04   David DeLauder: These are great ^^^

01:28:12   David DeLauder: For float

01:29:15   Jeff Fox: Just a note, not sure if the Pyxis has build in ND Filters, so maybe still need Matte Box

01:29:30   kevinaboy: Same here for handheld, or gimbal :-D

01:44:57   Mark Bealo: How do you incorporate AI into your productions? What policies do you give your creatives? Any other opinions?

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01:45:26   Cody Long: Thanks yall!! I'll send over some recs!
01:48:54   Wyatt Rollins: AI to generate photos and video for green screen students
01:49:07   Wyatt Rollins: AI voice
01:53:11   Suzann: I need to go. Thank you!
02:00:56   Wyatt Rollins: creativity
02:04:24   Wyatt Rollins: Instagram tick tock YouTube hitting the algorithms advertising with our created video and channeles
02:05:04   Mark Bealo: .

RECOMMENDATIONS FROM KRIS HULL
Sent after the meeting on 11/15/2024

From: kh@kr15.com <kh@kr15.com>
Sent: Friday, November 15, 2024 12:13 PM
To: Gau, Meei-Chun <mgau@palomar.edu>
Subject: Advisers meeting

It was great to meet everyone at the meting last night. I wanted to re-iterate my comment on FIGMA and add WEBFLOW to the conversation.

When you get out of the small-business space, and into corporate work, mobile design, and especially tech companies, you start to see FIGMA and WEBFLOW used pervasively.

Figma is the de-facto design tool for UX and UI. Many designers in those fields use it nearly exclusively. So much so that Adobe tried to buy it for 20 Billion. The sale was blocked last year as anti-competitive.

Webflow is used and loved by technically minded designers. It can host entire websites similarly to Squarespace or Wordpress, but you may also export for delivery to any platform. Webflow is what I wanted Dreamweaver to be, back when I was a full-time web designer. It is an amazing platform.

The thing about both of these is, you need to judge if they are immediately useful to Palomar students. Perhaps Palomar students aren't going into UX. Maybe Wordpress is excellent for empowering young designers to land their first freelance clients and Webflow is something they will graduate to later.

For what it's worth, I refuse to touch Wordpress. If I need to make an informational site for a small business client I use Squarespace. If it is e-commerce, I use Shopify. I no longer do custom landing page and corporate web design work; If I did, I would definitely use Webflow.

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Kris Hull
Creative Director
KR15 Creative Services
760-846-5747