

DIGITAL GRAPHICS DESIGN
ADVISORY BOARD MEETING MINUTES
April 26, 2017

PRESENT:

Terri Armstrong, LCC, VP Academic Services
Fran Oberg, LCC, Executive Assistant Academic Services
Carie Camacho, LCC, Division Chair
Lisa Gardiner, LCC, Work Experience Coordinator
Dawn Egan, LHS
Corey O'Brien, Freelance Graphic Designer
Kevin Massey, Freelance Illustrator and Lassen County Chamber of Commerce
James Kleckner, LCC, Graphics Design Faculty
Kim Keith, Alliance for Workforce Development
Brandy Gonzales, LCC, Fine Arts Faculty
Ted Kranz, Supreme Graphics
Tammy Swayze, Customer Talk
Sharon McBride, Lasco Screen Printing

CALL TO ORDER:

James Kleckner called the meeting order at 5:55. Introductions were made and James gave an overview of the agenda.

NEW CHANGES:

James gave an overview of updates that have been made since the last meeting and proposed changes.

- **Strong Workforce Program Grant:** This grant provided the program with 18 new Surface Studios, valued at about \$4200 each. They are high-end, versatile, 32G of RAM and 4G Graphics Card, and are up to industry standards. There has been nothing but positive feedback. This is a game-changer and expect it to help increase FTEs.
- **ART-38 Computer Modeling and Animation:** The new 3-D Computer Modeling and Animation course has been approved by the Chancellor's Office and has been added to the Fall schedule.
- **IPR (Instructional Program Review):** Both the Digital Graphics Design and the Fine Arts IPR have been submitted to the appropriate Lassen College committees for review and approval.
- **ART-25 (formerly Computer Graphics):** As part of the process to re-name classes to make it easier for students to understand the class progression, ART-25 has been renamed Graphic Design 1.
- **ART-64 Digital Illustration:** ART-64 will be re-numbered ART-21 to conform with the established numbering system indicating this is a transferable course.

TRANSFER PROGRAM:

- James stated one goal is to update the program to make it transferable to CSUs and other schools. He distributed a Transfer Model Curriculum Worksheet that can be used to help guide the process.

- ART-12 Art Gallery Operation and Exhibition Design: The case was made that ART-12 is more appropriate to a Fine Arts certificate/degree than to Digital Graphics. This required class should be replaced with the more relevant Introduction to Digital Art.
- ART-28 Intro to Web Design: Software is being changed from Adobe Muse to Adobe Dreamweaver. A member questioned the change, since Muse seems to be more popular. The rationale is that Muse is a top seller because of its widget-based ease of operation. Dreamweaver has the opportunity to code and is used by most professionals in the industry.
- 3-D: 3-D assets will be incorporated into the curriculum updates for design and other classes. Ted stated he saw a graphic printer at an expo that printed directly from the computer to the t-shirt. Are we going to go after that technology and move away from screen print plates? The answer was no. Screen printing has a valuable place for printing designs. Tammy stated that although the new printer might be useful for printing one shirt, screen printing is faster and more profitable for larger batches that most shops print. James stated that LCC couldn't justify \$22,000 for that piece of equipment.

AS THE PROGRAM GROWS:

James stated that as the program grows, 3-D Modeling and Animation could lead to game design, motion graphics and more advanced classes.

ITEMS TO VOTE ON:

- **Drop ART-12 Gallery and Exhibition Design from DGD program requirements and move it the Fine Arts program:**
 - **Discussion:** Brandy stated that there is a need for this class in the Fine Arts program. However, if there is not a dedicated gallery space, there is no point in offering this class. James showed digital representations his students proposed to turn the LCC Board Room building into a gallery. The vision is to turn the building into a gallery for student, community, national and international artists to display their work. At the same time, the space could still be used for board meetings. The comment was made that grant money is available for galleries and it could possibly offer Work Experience opportunities. A proposal for a gallery has been added to the Art IPR. Although an empty store front off-campus might be considered, it makes more sense to have it on campus. A concern was raised that moving ART-12 from DGD to Fine Arts may change the minimum requirements for instructors teaching the class. There would be no change to the course content or assigned discipline, so minimum requirements for instructors would not change. [ART-12 is currently assigned to the Art discipline]
 - **Action:** Tammy made a motion to approve ART-12 be dropped from the Digital Graphics program and added to the Fine Arts program. Sharron seconded. All in favor, the motion carried.
- **If ART-12 doesn't receive a dedicated gallery the course should be dropped:**
 - **Action:** By consensus, this item was tabled until after a decision has been made by LCC whether or not to have a gallery.
- **Add Intro to Digital Art (course number to be determined) to the DGD program as a replacement for the ART-12 class that was removed:**
 - **Discussion:** The change makes sense. An overlap schedule would need to be given to counselors so they can help existing and new students track the changes.

- **Action:** Ted made a motion to approve the addition of Intro to Digital Arts as a replacement course for ART-12. Dawn seconded. All in favor, the motion carried.
- **ART-16 Digital Layout and Design and ART-60A/B Productions to be replaced by ART-26 Graphic Design 2 and ART-22 Illustration 2:**
 - **Discussion:** This is part of revamping and renaming classes to clarify the hierarchy for students. A question was raised—Is Productions going away? James responded no. Production will still be part of the new class requirements. The plan is to offer both classes every semester so students can finish the program with minimal frustration.
 - **Action:** Sharron made a motion to replace ART-16 and ART-60A/B with ART-26 and ART-22. Ted seconded. All in favor, the motion carried.

GENERAL DISCUSSION

- How is enrollment? James' classes are showing an increase. However, overall, enrollment is declining. The comment was made that 10 years ago there were 1200 students at the high school. Now enrollment is down to 742 at LHS. Charter schools have an impact. They are not teaching programs like Dawn's at LHS. Her program has brand new IMACs and is cutting edge. Her students are motivated to continue their education at LCC or other colleges.
- Dawn stated that what really makes a difference is outreach. Brandy and James coming to the high school really has an impact & gets the kids interested.
- What classes are in highest demand? 3-D classes. The comment was made that the demand is very high for Graphic Designers in the industry but employers have difficulty finding them. Everyone is going into gaming.
- A comment was made that 8th grade Career Fair would be a good outreach opportunity. It is held one Friday in October at Diamond View School and highlights careers students can do here in Susanville/Northeastern California.
- Some felt it is important for Brandy and James to visit the high schools more often. The need for graphic designers is not going away. We need to get students interested and keep students interested.
- Ted asked if LCC and LHS could collaborate. Both James and Dawn were open to that. Dawn suggested that, in addition to having James visit the high school, LHS students could come to LCC for a day. There are about 100 students in her program.
- Ted teaches some classes at Richmond School. Kids are on to technology. He'd like to see LCC flourish and grow.
- Fran stated that her granddaughter, a 4th grader at Janesville, is in an after school coding class.
- A comment was made that kids need to get outside their phone and games. New employees need to have people skills to speak to customers.
- A comment was made that the 3-D concepts students had for the gallery proposal made an impact. James and Brandy are collaborating with the Gallery class curriculum. Brandy said 3-D concepts have a place in real world application. Galleries require artists to take measurements and submit a write-up for how to physically display their work. A 3-D presentation is a useful addition to the physical write-up.

ADJOURNMENT

There being no further business, the meeting was adjourned at 6:42.