

In our last CTE Advisory Meeting for Media and Entrepreneur, which was held in the Spring of 2019 (Missed 2020 due to Covid) we invited a cross section of professionals working in the industry in Web Design, Graphic Design, Printing, Art Direction and Social Media Marketing.

At that time, we (Ida Ponder and myself, Kath Christensen) presented our curriculum changes and solicited feedback in regards to our current program of studies and suggestions for improvement. Our advisors were supportive of our offerings and stressed that we make a couple of changes. Those changes involved the addition of a couple of courses: Project Management and Contract Law. We were advised that work being created in industry was often done collaboratively and included a strong knowledge of how a project moves through the stages of research, creative problem solving, and production – all within a given and agreed upon timeline. Additionally, we were advised that for those of our students who would be a part of the Gig Economy, understanding how to prepare a contract would be vital to their success as entrepreneurs.

We incorporated those changes into our AA Degree for MEDIA and Design.