

Graphic Communications

## Industry Advisory Committee Meeting

October 6, 2020

5:30-7:00 pm - ConferZoom meeting

In Attendance: Richard Harrison, Adam Haas, Byron Russell, Dan Wong, Jason Cooksey, Craig Polanowski, Carolyn DeAnda, Jonathan Mathis, Sara Deasey, Alan Reynolds, Emily Redondo, DeeAnn Goshgarian, Janel Carrigan, Debbie Nichols, and a phone number (didn't get the name)

1. Welcome/Introductions (10 minutes)

**Adam Haas** – New Committee member – Imago, GRC Alumni

**Janel Carrigan** – Business Division – FCC Marketing Instructor

**Sara Deasey** – Photo Program Lead Instructor

**Emily Redondo** – Adjunct Instructor Photo/GRC – teaching GRC55 Social Media

**Amber Balikian** – Business Division - Entrepreneurship Instructor (unable to attend but excited about the new certificate program in Social Media)

**Craig Polanowski**, GRC instructor, Department Chair

**Ed Kesterson**, Adjunct Instructor, semi-retired. – Graphic Design, Illustrator, InDesign, Applied Graphics (Unable to attend this evening, but remains on staff as a substitute instructor for in-person classes)

**Alan Reynolds**, New this semester – Adjunct Instructor - Graphic Design – Creative Director at Acoustica, former Graphic Designer at St. Agnes Hospital, GRC Alumni

**Jonathan Mathis**, GRC/Photo Instructor – teaching Illustrator and Photoshop

**Ricard Harrison**, Retired Graphics Director FCC, Photographer

**Byron Russell**, Adjunct Instructor – teaching Storyboarding, 2-D Animation, Video Production, Intro Media Appreciation

**Carolyn DeAnda** – GRC/Photo Instructor, Faculty Consultant – Distance Education

**Debbie Nichols**, FCC Web Content Engineer

**Dan Wong**, Arts/Communication Instructional Technician

**Jason Cooksey**, Bitwise Industries

**Dee Ann Goshgarian**, Applied Technology Counselor

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## 2. Department/Program Updates/Staffing Changes (5 minutes)

Fully online this semester and next. Plan is to come back to campus in Fall 21, IF the COVID19 situation warrants. We need to plan for in-person classes but be prepared to remain online.

Jonathan Mathis -full time Instructor, split GRC/Photo

Alan Reynolds - new GRC Adjunct this semester

Emily Redondo – Adjunct Photo – teaching GRC55 Social Media

## 3. Perkins Grant funding update (5 minutes)

Purchased (10) Canon 6-D DSLR camera packages

Purchased (2) additional LED studio lights for green room.

## 4. Distance Education in GRC (5 minutes)

Discussion: All classes with exception of Cinematography can be offered in this manner. As part of last the curriculum review process last Spring semester, all of our courses now have the Distance Ed addendum attached, so they can be scheduled either as hybrid (passé term) or asynchronous.

## 5. Committee Feedback- Program Input (60 minutes)

Discussion – developing a framework for a Social Media Certificate

Marketing, branding, graphic design. Business division- digital media course.

Janel and Emily conversation about programs

Social Media course in Office technology

Imago spent months understanding how the algorithms work for different platforms. Tracking to see if the money is being spent in a positive manner.

Analytics ... lot of math. More than just the design work.

SEO is changing. Analytics should be included.

Jason- Learn “R” or “Python” programming languages – write your own ticket

Physics majors coming into Marketing field.

Look for the “Banned” hash tag as well as being careful to not use tags that could be offensive. You could be shadow banned.

Copyright usage. If the photo is transformative, why an image could or could not be used as a meme. Fair use issues get covered in the GRC55 course. Creative commons. Create your own, ask permission, or pay for it.

Jason shared a story about a person who paid Corbis for an image, then shared it with a class. Five years later, one of the former students used it in a commercial project and was fined 5,000. They worked it out, but he had to be pay for each month that it was online.

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Byron is very interested in copyright issues. Also pointed out that students need to be able to do something valuable for their portfolio

Adam – consider animation – after effects, illustrator

Alan – adobe social media app – Spark. Get them started.

Byron – offer choice of one of the three animation courses – 2-d, 3-d or After effects

GRC 55 uses spark, Canva and rush, Psychology of color and use of fonts

English vs Journalism courses – possibly English 1A. Carolyn points out that GRC students may be taking an English course as part of their program already. Check to make sure that we are not adding an unnecessary new course requirement. Use the course that is already required.

Some of the strategies in print advertising don't work online or in social media.

Social Media Photo is scheduled next fall.

Discussion focused on which courses should be included in the program. Legal issues are covered to in GRC 55 and in BA52. Writing issues are covered in BA5/BT5. The group came to consensus on an 18-unit inter-disciplinary proposal to be offered by the GRC program:

### **Social Media Content Design** certificate of achievement

Course Number	Title	Units
BA5/BT5	Business Communication	3
GRC 51	Storyboarding	1
GRC55	Social Media Design	2
GRC27	Video Production	3
BA52	Intro to Entrepreneurship	3
MKTG 21	Digital Marketing	3
Photo 14	Social Media -Photography	3
		18 units total

7. Scheduled next meeting

Tuesday Jan 19 @ 5:30 (Zoom)

8. Adjourn 7pm