# Digital Media Arts
## Advisory Board Meeting
## 05/08/2020

**Attending**

**Chair**  Amanda Hovest - Kim Baer Design Assoc. AIGA (AH)
Ray Cobo - Blizzard Entertainment (RC)
Samantha Cabrera - (SC)
Jonathan Lo - Virgin Orbit  (JL)
Jeff Parrot - (JP)
Slav Zatoka - Photography (SZ)
Ed Carreon - Carreon Photography (EC)
Miranda Hayek - Blossom Blue Studios (MH)
Erika Abrams - (EA)
Amy Tierney - ASMP Rep. Photography (AT)

Michael Neal - Graphic Design (MN)
Ann Mitchell - Photography (AM)
Brian Doan - Photography (BD)
Jeff Smeding - Photography (JS)

**Introductions** 11:15am

**Minutes Approved**
Motion AH, Second EA

**Announcements and Reports**
Michael Neal
-Current state of the DMA program
-Staff
-Certificates
-Curriculum
-Facilities
-State of campus closure, online learning
-Adobe CC access
-Equipment loans,
-Software licenses
-Student Activities/outreach

**Update on Last Year's Motions**
-Social Media Certificate
-AA/AS renamed to include photography

-Equipment for studio and on location
-Work Experience/Internships
-Graphics -  rename Art 44 and 45

**New Proposals**
1. Create student professional online critique group
2. Create online photography publication
3. Create scholarship/award for DMA student
4. Extend visiting artist lecture series
5. Partner with Long Beach Museum of Art for student show
6. Raise units for Art 56, Introduction to Typography from 1.5 to 3 units
7. Reclassification of digital based ART courses to DMA designation
8. New class proposal: DMA 3 Game Design
9. New/Altered certificates
        -Digital Media: Multimedia Interaction and Game Design
        -Digital Media: Comics and Animation
        -Digital Media: Graphic Design

**Discussion of Proposals**
RC, JP are for the new Game Design certificate.  RC huge industry, lot of potential for students.
SC added that interactive design needs gaming skills also
Members agreed that these skills are needed across a variety of different areas

Art to DMA name changes
EA says it is important to make it easy to understand the name.

New Certificates
SC agrees that it will open up career opportunities
SZ talked about the importance of drone photography, would like to see a certificate for that, and also talked about the importance of training in digital archiving

Social Media certificate
AT agreed this would be a great skill for students to learn.  They can go in to a new job with real skills
JL agrees, mentions that storytelling is also essential across disciplines, especially in game design
EA worries that the term Social Media may become dated in the future.
AT said that Social Media is just the same as marketing
Motion AH
Second SC

Facilities and Equipment
AM Would like to add equipment for location shooting
BD asked about sanitizing equipment
EC stated that rubbing alcohol was cheap and not caustic

MH asked about "hacks" to make your own photo equipment, possible using materials from hardware store
Would like to see simple equipment with fewer cords, compact and simple setup
SZ agreed
Motion AH
Second SZ

Software
AT recommend all students learn and use Adobe Creative Suite
RC works with Jira, Google Docs, Abstract, and anything on the cloud.
JL added there is a secure version of Jira.  Also recommended Dropbox, but not WebX
EA recommended Shotgun Shack for 3D
SC recommended Figma for design teams, and also Abstract software

Areas of growth in business
AT talked about the importance of video.  Said that 85% of photographers are asked to do video.  Also talked about the importance of the 30 second story and the 10 second story
SZ agreed with the importance of video for photographers.  Also talked about how architectural photography is considered an essential business in this age of pandemic
-added that drones are difficult to learn, but opens up opportunities

AM asked if a new degree should be called just "photography" or "photography and video"
SZ says that today's photographer is also a cinematographer and drone operator
AT agreed

Importance of DMA
MN talked about the school admin's lack of understanding of the importance of DMA
EC said there is no more analog, all is now digital
EA everything is tech based and used between disciplines
AT said that VR is also important
SC talked about the importance of website accessibility. Recommended Shopify, snd said that tech is making everything easier
MH tech will come and go, but the skill sets won't

Facilities/Equipment Funding
All members moved to approve
Motion AH
Second AT

**Adjournment**