

Advisory Committee Meeting Minutes
Rio Hondo College Graphic Design Program
Thursday February 1st, 2018

Chair: Carin Castelnovo-Tedesco

Participants:

Paul Abrelat: Account Director, *Possible Mobile*

Sarah Alley: UX Strategist Adobe - *Adobe Systems Inc.*

Joe Bautista: Assistant Professor of Art: Graphic Design *Cal State Northridge*

Carin Castelnovo-Tedesco: Principal, Creative Director *TED Design Studio*

Alex Gardos: Graphic Design Instructor *Rio Hondo College*

Ed Gomez: Graphic Design Instructor *Cal State San Bernardino*

Daniel Gross: Principal, Lead Editor/Creative Director *Grossmyth Studios*

Jules Konig: Art Director, Design Lead *Stimulant Studios*

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Motion was put forward to approve **Past Advisory Meeting Minutes (01.2017)**

Ed Gomez motioned to approve. **Paul Abrelat** seconded the motion.

0 objections, **0** abstentions.

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Motion was put forward to approve the following **New Items (1-22):**

Jules Konig motioned to approve. **Sarah Alley** seconded the motion.

0 objections, **0** abstentions.

- 1) Creation of 4 **non-credit Graphic Design Career Exploration courses** to be offered online.
- 2) Offering a **Certificate of Completion for the Graphic Design Career Exploration courses.**
- 3) Creation of a **History of Graphic Design course to be offered online.**
- 4) Replace **Intermediate Web Design on the local AS Degree with Typography.**
- 5) **Creation of a credit course** to be offered to students for **internships, apprenticeships and other consecutive work experience.**
- 6) **Rewrite & revise all courses:**
 - a. **Hours.** This is due to an hour/lecture proportion. Currently our campus offers a ratio of 27 hours lecture and 81 hours lab for an intermediate 3-unit course. We are applying for an exception of 36/72 since our student contact time and faculty-led class activities is much greater than 27 hours per semester. Our current introductory courses are offered at 54/54 which falls out of compliance for a 3-unit course. These we are also applying for an exception of 36/72. We are supplying documentation for each course showing equivalent courses offered at the 36/72-hour ratio at CCC campuses in the Southern Region.
 - b. **Content.** We are making minor changes to course **descriptions, lecture topics, assignments and methods of evaluation.** This is to reflect more accurately what we are teaching and how we are teaching it. This creates a Course Of Record (COR) that is clearer and more specific. This is especially important as we grow the program and hire adjunct faculty as this is the core document they will follow. We are also updating the text books as needed.

- c. **Pre-Requisites.** We are adding advisory course due to the short writing examples we assign and advising a Graphic Design skills studio (NVOC 285) to give students greater access to the Graphic Design room and the digital and analog tools required for the course work. This require us to change the **entry skills** to match. **GDSN 174: Packaging Design** pre-requisite changed from GDSN 172 to GDSN 164. This currently aligns to industry skill requirements.
- 7) Apply for **General Education (GE) breadth for GDSN 150: Typography**. GE requires that the course have certain critical thinking components and historical and/or social relevance. This would permit students to use Typography for their GE requirement (it is now considered an elective). We have made minor modifications and enhancements to facilitate this.
 - 8) **New Certificate of Achievement (COA): Packaging Design** (4 courses, 12 units.). It was suggested by the advisory board that we add this in addition to the Publication Design COA to increase student success targets for the print industry.
 - 9) **New Certificate of Achievement (COA): Graphic Design** (6 courses, 18 units.). This COA is for students who are interested in pursuing graphic design as a career. The certificate broads the student’s skill base beyond the 4 specialty certificates and builds towards the AS in Graphic Design.
 - 10) **New Associate of Arts Degree (AA) in Graphic Design: Graphic Design** (10 courses, 30 units.). Designed for students interested in visual arts *and* graphic design. This degree combines traditional visual art topics with practical graphic design skills. This degree enables studio arts students pursuing the AAT to earn a local AA degree in graphic design and also stacks towards the AST Degree to be released from the Chancellors office.
 - 11) Recommendation was put forth to explore professional development courses and certificates specific to **Graphic Design (Portfolio Development, Internships, Business practices and associated fields).**
 - 12) Purchase of a Macbook Pro for faculty outreach, professional and program development and software demonstrations.
 - 13) Purchase & acquisition of awards, certificates and other materials needed to incentivize student success and completion. This is often refed to as ‘Badging’ in CTE curriculum.
 - 14) Purchasing of needed digital and analog equipment and consumables as needed to serve and grow the program.
 - 15) Purchasing of marketing materials needed to promote the program (equipment, social media, banners, fliers, stickers, buttons, and other promotional materials).
 - 16) Maintenance of facilities (painting, repairs, carpet, furniture, equipment) as needed.
 - 17) Resources for Professional Development including conferences, workshops, training, seminars, equipment, software and professional association memberships like the AIGA.
 - 18) Continuing to pursue academic partnerships with High Schools and Universities.
 - 19) Continuing to pursue professional partnerships with Business and Industry.
 - 20) Create a GDSN 290 course for apprenticeships, internships and professional experience.
 - 21) Purchase of educational materials (books, magazines, media, manuals, software) for use in the class room.
 - 22) Change of Course titles:
 - a. GDSN 164: Digital Illustration (Illustrator) to Digital Illustration Design
 - b. GDSN 178: Digital Imaging (Photoshop) to Digital Imaging Design
 - c. GDSN 179: Advanced Digital Imaging to Advanced Digital Imaging Design

Rationale is that elimination of (Illustrator, Photoshop) suffix from the titles will open the course to other possible software applications and not tie it specifically to a single vendor. The replacement word 'Design' indicates this a process/project design course not limited to software instruction.

All New Items (1-22) approved unanimously: 0 objections, 0 abstentions.

**Note, new item #s 6c (edited), 8, 9, 10, 11 & 12 were voted on and approved remotely on March 1st 2018.

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I. Concern was voiced regarding the **Remaining Challenges** section of the Advisory Meeting agenda:

The following issues are meant as an overview and are not items which need any action on the part of the board.

1. **Software:** Our Adobe CC software license is a **machine license** and not a **site license**.

The board recommends that Rio Hondo College’s Graphic Design program continue to request a more flexible and manageable environment in regards to Adobe CC upgrades and installations. They recommend a licensing scheme that does not omit crucial aspects of the cloud-based features in the Adobe CC suite. Any lag time greater than 30 days for upgrades is unacceptable in design industries. The investment in creating an environment that duplicates the profession field and helps compete with other CCC campuses is well worth the cost. This would also eliminate waiting on the IT department and allow the faculty greater control over the curriculum of which this software is an integral part.

2. **Facilities:** The Graphic Design program is currently working out of 1 room. We have a very limited ability to expand with the space we have. The Arts Division itself is currently scattered all over the campus and is very decentralized. This directly affects the division’s ability to attract and retain students. The Arts Division was told that there would be a bond measure for a new building to be built in 2007. We are still nowhere close to seeing that come to fruition.

The board recommends that the construction of an Arts building be energetically pursued. They recommend using any and all political, professional and corporate pathways which would help procure the resources for this endeavor. The recommendation to increase the visibility of the Graphic Design program, the Arts Division and the campus through marketing would help bring this issue into the public’s eye and increase the chances of funding to be approved for this ambitious endeavor.

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Motion was put forward to adjourn the meeting.

Joe Bautista motioned to approve. **Carin Castelnovo-Tedesco** seconded the motion.

0 objections, **0** abstentions. The meeting was adjourned.