**OCC Career ADVANTAGE**

**Orange Coast College**
**Division of Career Education**
**2017-2018**

**CTE Program Advisory Committee Meeting**
**Digital Media Arts & Design**

**Thursday, April 12, 2018**
**Art Center, Room 311**
**Meeting Convened at: 11:45 a.m.**
**Meeting Adjourned at: 1:00 p.m.**
**Facilitator: Steve Cox, Faculty, Program Coordinator**

| COMMITTEE MEMBERS | EX-OFFICIO |
|---|---|
| Rachelle Chuang, Designer | Steve Cox, Faculty, Program Coordinator, OCC |
| Don Hall, Printer, Hoover Printing | Chris Kerins, Faculty, OCC |
| Andrew Hart, Designer, OC Bar Association | Michelle Mendenhall, CTE Staff, OCC |
| Laura Hoffman, Photographer/Artist, CSUF/Saddleback | Larissa Nazarenko, Dean, Visual & Performing Arts, OCC |
| Sage Kim, Designer | George Peters, Department Coordinator, OCC |
| Caitlin MacDonald, Designer, In-N-Out Burgers | Brittany Rivas, Student, OCC |
| | Cora Volkoff, Faculty, OCC |
| | Lillian Yao, Student Assistant, OCC |

## ADVISORY COMMITTEE MEETING SUMMARY

I. **Welcome & Introductions**
  - Sign-in and confirmation of title/role and email/contact information

II. **Review of Last Advisory Committee Recommendations**
   Last Meeting Date: January 26, 2017
   Summary of Recommendation from last meeting
  - Curriculum
    o Cora provided an overview of all the changes happening with course curriculum
      ▪ Fifteen Course Outlines of Record (COR) have been updated to reflect current trends for updated content and for new language/terminology
      ▪ All 4 unit courses have become 3 units
      ▪ We have 2 Certificates of Achievement:
        □ Graphic Design, encompassing Traditional Print Design
          ▪ Graphic Design program remains strong
          ▪ Wrote some new classes for advanced levels as well as some hybrid and online courses which are doing well
            o Up to 40 students; always a wait list
            o 25% online students are heading into program; 75% are skill builders
            o Definitely a need for more online offerings
            o Critique-heavy and requires more personal attention versus traditional classroom
        □ User Experience (UX), encompassing Animation and Web Design
          ▪ Emphasis will be on UX Design
        □ Working with Film/TV Production and Commercial Art departments to create a joint certificate in Animation
          ▪ Able to craft own certificate with this collaboration
        □ Student meeting time has decreased from 8 hours/week to 5 hours/week

    o Steve suggested again that the State of California/Academic Senate "bring back repeatability" to allow students to take the same class more than once to strengthen skill level and able to increase specific courses, such as animation

- New Equipment/Technology needs included:
  - High end video cameras with SLR with video feature
  - Green Screen Lighting kit
    - i. Didn't receive either--ARRs didn't get submitted in time
      1. 80K needed for new computer lab with updated soft and hardware and new cameras
    - ii. Did receive new computers
- Program Recruitment suggestions:
  - Utilize social media, such as Instagram, for the department
  - Held one high school pathway day with Estancia High School's DMA program
  - Pursuing more course articulations with high school programs and would like to see dual enrollment as well
- Other
  - Committee recommends hosting a Portfolio Review mixer along the lines as the AIGA mixer done at Chapman University using a check-off sheet by professional will help provide data related to PLOs—**not happened yet but still in the works**
  - Question was asked regarding students getting help with creating resumes and portfolios
    1. Information shared on students able to make an appointment with any counselor teaching Counseling 104 and 120 to review draft of resume
    2. Print portfolios still viable option for interviews, depending on genre, but move is towards digital portfolios

III. **Review and Ratification of Program Level Outcomes (PLOs)— Reviewed and Ratified**
  Graphic Design
  - Demonstrate skill in design utilizing industry standard graphics software.
  - Demonstrate techniques in digital lettering and typography.
  - Prepare digital files for printing.
  - Create a portfolio utilizing a variety of design techniques for the purpose of gaining employment and/or acceptance to an art college or university.
  UX Design
  - Demonstrate skill in design utilizing industry standard UX, web, and animation design software.
  - Design and create website and mobile application projects and prototypes, that demonstrate knowledge of design for different screens, user interface design, and best practices in typography, design and navigation.
  - Demonstrate proficiency in the basic skills of digital animation.

IV. **Current Program Status and Updates**
  - Enrollment Trends
    - Fairly stable; economy is strong so enrollment is down across the board at community colleges
    - Full-time students declined but that is in direct correlation with the number of teaching hours or LHEs
  - Facilities/Equipment
    - Software needs to be updated
    - Computers are six years old
      - Apple not updating iMac as often
  - Curriculum
    - Cora provided an overview of all the changes happening with course curriculum
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  - □ Working with Film/TV Production and Commercial Art departments to create a joint certificate in Animation
    - Able to craft own certificate with this collaboration
  - □ Building a Gaming Entertainment certificate under both DMAD and Commercial Art
  - □ Student meeting time has decreased from 8 hours/week to 5 hours/week
  - □ Looking at smaller unit stackable certificates
    - App development, interactive design classes with JAVA in CIS
    - Cater to those building own niche
  - □ Guided Pathways poster being developed to help students navigate courses and where students will end up

- Student Outcomes: Licensure/Certification Pass Rates – N/A

## V. Review of Perkins Program Core Indicators – Attached
- Steve referred to last year's minutes
- Not much change; still need to have more accurate data to submit in order to have a better reflection of how we are serving our students
- If qualified, Perkins funding becomes available ~~if not secured through AARs~~

## VI. Work-Based Learning Opportunities
- Existing internships and other work-based learning opportunities
  - Funding available through Strong Workforce program to do a pop-up shop options once curriculum in place
  - Student–run
  - Professional Studies class replaced a required internship
- Potential internship opportunities and referrals
- Internship Academy opportunities
  - The option for those doing internships
  - Challenge is needing to have an internship in place within two weeks of starting Internship Academy

## VII. Industry Update & Employment Trends
- Emerging technologies and industry practices
  - Andrew (Print magazine)
  - Traditional print media still growing
  - Hard to find quality apps for Graphic Designers
  - Difficult to find quality applicants
    - Looking for unique style; advertising still needs a style sheet
    - Need to be able to work in fast-paced environment
  - Caitlin (In-N-Out Designer)
    - Photoshop with professional editing
    - Illustrator, hand lettering and type design good skills to have to be unique
    - Knowing In Design software good background to have
  - Print Industry still going strong
    - People coming back to professional printers versus "big box" printers

- - UV Foiling up and coming technology but may not be practical for a school to invest in machine at $16,000
    - New process includes Spot Channel
    - Still using traditional printing press
  - Sublimation printing on fabric/T-shirts might be something to look at down the road; surface pattern design as another area to bring in, collaborating with Fashion
- Staffing/Hiring practices

**VIII. New Committee Recommendations**
- Curriculum
  - Stackable certificates good idea
  - Continue to complete Animation Certificate
- New Equipment/Technology needs
- Program Recruitment
  - Continue pursuing high school outreach activities
- Other

**Closing Remarks**

Steve thanked everyone for coming, their time, input and support of the program.