



Orange Coast College
 Division of Career Education
 2018-2019

**CE Program Advisory Committee Meeting
 Commercial Art/Narrative Illustration**

Wednesday, October 24, 2018
Meeting Convened at: 11:30 a.m.
Meeting Adjourned at: 1 p.m.
Facilitator: Chris Kerins, Faculty

<u>COMMITTEE MEMBERS</u>	<u>EX-OFFICIO</u>
Jesus Deloya, Project Manager, Pirona Design Group Christina Forshay, Illustrator Arthur Jeppe, Film/Visual FX Gloria Rivera, Transfer Specialist, Laguna College of Arts & Design Robby Vient, Creative Director, Mexicool	Scott Broberg, Faculty, OCC Steve Cox, Faculty, OCC Lisa Knuppel, Dean, CTE/Career Services, OCC Leland Means, Faculty, OCC Michelle Mendenhall, Staff, Career Education, OCC Larissa Nazarenko, Dean, Visual & Performing Arts, OCC Cora Volkoff, Faculty, 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: April 23, 2018

Summary of Recommendation from last meeting

- Curriculum
 - Committee recommends moving forward with proposed Entertainment Art certificate.
 1. Now being offered
 - Committee recommends proposing discussed classes for Entertainment Art certificate.
 1. Offering Character Design first time this semester
 2. Digital painting will be offered in Spring
 - Committee recommends development of Artist as Entrepreneur certificate that would include Social Media, Branding, Back Office, Merchandizing, Legal, Rapid Prototyping.
 1. Still in discussions
 - Discussion and recommendation of an Introduction to Creative Fields class.
 1. Still being considered
- New Equipment/Technology needs:
 - Committee recommends investigating iPads to be used in various classrooms as an addition to already requested Digital Hybrid studio.
 1. Still in discussions
- Program Recruitment:
 - Committee recommends acquiring large video displays for looping promotional videos and news.
- Other:
 - Recommended finding an OCC solution for Animation and Game Art students.
 - Committee strongly recommends increasing opportunities for professional networking events for present and past students.
 - Discussion of the importance of team building projects/classes.

III. Review and Ratification of Program Level Outcomes (PLOs)

- Create a series of illustrations in a variety of mediums demonstrating techniques and applications of current hands-on illustration techniques.
- Demonstrate proficiency in drawing, perspective, and various mediums.
- Create a portfolio utilizing multiple design techniques for the purpose of and/or acceptance to an art college or university for advanced learning.
 - Create a portfolio utilizing multiple design techniques for the purpose of becoming freelance commercial artists and/or acceptance to an art college or university for advanced learning.

IV. Current Program Status and Updates

- Enrollment Trends
 - Classes in art in general have increased this semester
- Facilities/Equipment
 - Requested a digital hybrid art studio will be on third floor
 - 18 workstations plus an instructor workstation
 - In center of room there will be traditional media work tables
 - This hybrid classroom allows all students access to state-of-the-art equipment
- Curriculum
 - Two new classes now with more to come
- Student Outcomes: Licensure/Certification Pass Rates (N/A)

V. Review of Perkins Program Core Indicators

- There is not a “Non-traditional” student in Commercial Art
- These groups or categories are designated by the State
 - Where you see the blue reflects either not enough students to report on (N/A) or not enough participants were reported (lack of data) (N/R)
 - Challenging across the programs to gather data
 - Our data is only as good as we have—much comes from financial aid and self-reporting
 - Taking surveys in classes is beneficial, via Survey Monkey is one option; a survey on Canvas is another
 - We need to encourage students to apply for all of the financial aid available—many are unaware of what’s available
- These advisory committee meetings are required to be held if applying for Perkins funds
 - From this particular report, a conclusion of the indicators is to have more recruitment of students from these specific groups, which could be an ask for Perkins funds

VI. Work-Based Learning Opportunities

- Overview of existing work-based learning elements of program
 - There isn’t a required internship for this division
 - Internship Academy cannot substitute for a required class because it is an elective
 - Career Service can help to develop a database of potential internship sites
 - DMAD Department looking to create an on-site student-run firm in graphic design
- Internship Academy Overview
 - Most employers required students to be enrolled in a college class in order to participate in an internship
- Are there additional potential internship or other WBL opportunities with advisors or referrals?
 - This is looking for cross-departmental WBL opportunities such as construction, HVAC-R, graphic design, film/TV, within the represented businesses

VII. Industry Update & Employment Trends

- Emerging technologies and industry practices
 - All are using digital media
 - Strong social media presence
 - Seeing more working remotely
- Staffing/Hiring practices

VIII. New Committee Recommendations

- New Curriculum/Classes Proposing:
 - Changes to Narrative Illustration certificate specifics
 - Add Digital Painting and Character Design to electives
 - Remove screen printing and print making—not really supporting program
 - Add Digital Painting as option (or) with Painting 1 – option provided now
 - Swap Illustration 1 from 2nd to 3rd semester with elective spot in the 4 semester outline
 - Skills sets are across the board from beginning to advanced
 - Idea is to move the class to a point in program that can better serve the students and their levels
 - Photoshop or Illustrator for NI
 - Advisors feel that there is a lot of crossover—depends on the field choice and how it is taught
 - Insert 'or' in the list as a required course—if both required, would have to eliminate another required course due to credit limit
 - Small certificates draft review
 - Proposal for stackable certificates
 - Best place for Visual Communication (Vis Com)
 - Requirement or elective? Consensus was to be an elective
 - History/About X context classes
 - History of Animation ~~was~~ will be started in the Film/TV department
 - They now offer History of Video Games
 - Should we offer some specific “history of” courses?
 - Code alignment would help with seeing where courses line up
 - History or overview should only be included if it's foundational to certificate program versus transferring
- Prioritization
- New Equipment/Technology
 - Z-Brush and Substance Painter software recommended for Digital Sculpting
- Program Marketing/Recruitment Recommendations
- Other recommendations for program improvement

Closing Remarks

Chris thanked everyone for coming, their time, input, feedback and ongoing support of the program. He will follow up with an email for any additional recommendations.