Graphic Design and Graphic Communication

Advisory Board minutes

Participants:

Karen Taylor, Department Chair, Graphic Design and Graphic Communications

Will Baldwin, Lab Technician

Laura Reilly, Owner, Starfish Signs & Graphics

Gordon Richins, Product Designer

William Gordon, Design Director, Camelbak

Peter A. Wachtel. Chief Creative, Toyology

Eric Schmidt, Owner, Graphics Plus, Commercial Silk Screen

Mark Podalac – Principal, Creat-O-Vision Design

Nik Ambrose, Hybrid Apparel

Janeen Perez, Quiksilver (Fashion Advisory Board members)

Larissa Bull, Billabong

Mary Lombard, OBEY

Advisory Committee members not in attendance:

Juan C. Morales - Graphic Designer, Troy Lee Design (Saddleback Graphic Design program graduate)

Scott Weisberg – Principal, Scotty W Designs; AIGA representative

Madeleine Zygarewicz – Principal, Panorama Press

Joel Lueb – Print broker, BiggerDot Printing Services

Christopher Claflin – Professor, Saddleback Graphic Design program (on sabbatical)

Bruce Carey – Art Director, J. Walter Thompson Advertising Agency

Rudy Harvey – Adobe/Apple Certified Color Pro, The Color Space

Jesse Irwin – Account Director, XYZ -LA

Justin Juknelis – Principal, Creat-O-Vision Design

Note: Because of scheduling conflicts some members were able to be on campus, and others participated virtually.

Greetings and introductions, review of past year: 12:05 – 12:35

An overview of the Graphic Design / Graphic Communication (GD/GC) program’s highlights of the past year, and goals for the coming year was presented. These include:

1) A continued focus for the Graphic Design/Graphic Communication department this past year is our impending move to temporary classrooms while our regular building undergoes a major retrofit. We are scheduled to move to the temporary classrooms in Summer 2016. This retrofit has created an opportunity to reconfigure our

instructional space for greater efficiency and flexibility. The anticipated addition of new print technologies will impact our plans for the swing space and the reconfigured permanent space when we move back in.

2) Our enrollments are down a bit, but that’s a reflection of the college as a whole. We hope that the addition of several new classes, including a History of Animation course that is a general ed course, a new mobile app class, and a new business of design course will increase our enrollments. We’re also adding a BioMedical Illustration certificate which will include courses from the biology department as well as two new advanced digital illustration courses in our department. Those courses will debut in the 2015/2016 school year.

4) Presently our push is the expansion of our print technologies with the addition of vinyl printers, cutters and textile direct-to-fabric, heat transfer, and dye-sublimation printers. We plan to incorporate these into two new areas of curriculum – Product/Industrial Design and Surface Design. Some of this equipment is already funded and some it is part of proposed grant funding. We see these as exciting and critical progress for our students and the department to meet the needs of industry.

Discussion: 12:35 –2:45

These last issues prompted the discussion of the what our participants see as the values of these new print technologies and the skill-sets the board sees as necessary – both in software and design training. Topics included:

***One sector we are introducing is wide-format ink-jet technology. In your opinion, what enhancements would you like us to make in order to meet the industry standard?***

*This type of printing is widely used in vehicle graphics and wraps. I feel that the design, production and installation are equally important parts of the process. Our business uses wide format printing daily. A strong background in Photoshop, and AI should be prerequisite. Being in the sign industry, there never seems to be enough people that know the wide format, production and installation. We have trained our graphic designers in these skills. We have a hard time finding installers. Vehicle wraps are increasing daily. I have read where some people think that it will get to a point where 20% of all cars on the road will be wrapped. (LR)*

***We’re also interested in adding wide format textile printing, dye-sublimation, and heat transfer equipment to our graphic communications program to augment our traditional screen-printing.***

***Do you feel that these are the technological directions the surface design and textile printing industry is heading?***

*Yes, Dye-sublimation is very popular now as well as UV inks. (LR)*

*Strong surface design and textile knowledge is mandatory for designers and merchandisers in action sports area. Additionally understanding and being able to create in house surface designs was a huge bonus for people looking for jobs in action sports and high performance apparel.* (NA and ML)

*A rapidly growing segment of the garment and sports industry, as well as the trade show and display industry is dye-sublimation. The versatility and flexibility of the process allows for unlimited possibilities and variations. Whether it’s for 1-off or production runs, the process remains consistent.*

*There is a need, therefore, for a growing number of graphic designers and technicians who understand the process. A student should be versed in CS6 as well as design/layout, packaging and color. A knowledge of fabric and sewing would also be recommended.* (ES)

***Product Design is an area where we feel we can integrate the manufacturing program’s existing drafting, 3D modeling and printing technology with our digital and traditional design curriculum. Do you see this as a valuable area of growth for our department and our students?***

*Product design is a very exciting area of design that offers terrific career possibilities in the design field.* (GR)

*The Industrial Design and Product Design fields have become central sources of value, innovation, vitality, and growth for 21st century companies across all areas of industry. Training in the skills of industrial design can lead to a wide variety of career opportunities. These skills are core to achieving business success in today’s market. Being an industrial designer is a rewarding and challenging career path that is only becoming more relevant in today’s globally independent and constantly changing world.* (WG)

*Product/ Industrial Design is a very exciting area of design that offers terrific career possibilities in the design field in such fields as product design, toy design, furniture design, entertainment design and transportation design. I believe that Product / Industrial Design skills are important and needed skills for design students to have. There are many opportunities in the job market that require these skills.* (PW)