CTEA
Graphics
Advisory Committee

Creative Media Professionals
Advisory Committee Meeting 4-17-19

Agenda, Attendees & Notes

Introductions: Hancock Faculty - Chris Hite, Ken Cope, Kam Jacoby, Nancy Jo Ward, Mandy Schuldt, Glenn Hiramatsu, Brian Tippitt, Theresa Gingras, Betsy Weiner and 14 Industry professionals:

1. Debi Cloud – graphic designer
   Dcloud07@comcast.net
2. Mark van de Kamp – Media producer City of Santa Maria
   mvandecamp@cityofsantamaria.org
3. Dennis Ford – Media Student
   dennisford57@gmail.com
4. James Jepsen – Local Copies
   james@localcopies.com
5. Tony de la Riva – Branding & Web
   tony@delarivabrands.com
6. Robert Oliver – Digital Media faculty New Tech High School
   robert.oliver@lmusd.org
7. Gina Cinardo – Gina C Studios Photography
   gina@ginicistudios.com
8. Michael Specchierla – SLOCOE
   mspecchierla@slocoe.org
9. Curtis Peterson – PPI Camera Corp - Media
   curtisppi@hotmail.com
10. Robert Garcia – Film faculty at RHS
    garobert8@yahoo.com
11. Sylvia Gilford – Photography & Marketing
    sylvia@homematrixmedia.com
12. Melissa Ormonde-Guzman – Graphic Designer
    melissaormonde@gmail.com
13. Genevieve Cope – Media Artist
    Designer.gen@gmail.com
14. Aaron Cribbs – Sign Painter, 8052641829
    artbornerror81@aol.com

Chris Hite led the meeting and started the conversation by telling the group that in this conversation nothing is off limits and that it would be organic in nature. He shared that faculty are engaged with challenges to the educational process and are looking for ways to improve the integration with industry as employers. One of our goals includes - how do we work to get students and employers more connected.

As a starting point, the degrees and certificates for each program were listed.
  Film/Video - AS; Certificate of Achievement in process
  Photography - AS; Certificate in Commercial Photography

Multimedia - AS; Certificate of Achievement in process
Animation - AS; Certificate of Achievement in process
Graphic Design - AS; Web Design Certificate; ADT in process; Certificates of
Achievement in process

N. Ward explained that the ADT is a new educational model that guarantees students the ability to transfer to CSU's as a junior. It is a more, straight forward pathway into the university and is in place as a way to hasten the timeframe to graduation and transfer into CSU's.

Questions to Industry Partners:

1.   Skills you are looking for entry-level employees:
- Responsibility, focused, promptness
- Collaborative, cooperative and think outside the box,
- Self-starters, need to be able to learn on their own, diverse skills may be required
- Depending on your specialty, you might need to be comfortable moving a lot. "We are not in the movie business; we are in the moving business."
- Freelancing = instability, project gypsies, extended family,
- All team projects = group holds other members accountable
- A strong portfolio is required - not necessarily degrees or certificates
- Students need to understand that they will be starting at the bottom. To work their way up takes hard work and effort, and that success is relative
- College is where you can fail, and are provided a network of support
 - A degree indicates a broad range of knowledge and commitment.
- College is the hub, faculty know the potential of students to recommend
- Employees need to be able handle pressure, meet deadlines, and communicate effectively, professionally. They need to have realistic expectations.
- time management, project management, communication, client education, client skills, ability to handle criticism,
- thick-skin, effective communication, need to be able to tell the story in 8 seconds – excellent storyboarding skills can expedite communication between the team and the client.
- Need great skills, but need to be able to grab attention to get to the call to action immediately
- proper file management skills are vital, as are file naming strategies that work with the team
- decent written communication skills are required

 2.   Media industry trends & innovations:
- Students need to be trained on the equipment and software that is used in the industry. Programs need currency in technology - industry standard equipment is necessary for students to transition to jobs. They to be to trained on for industry-specific production processes. This training would facilitate internships (commercial lighting packs, cameras, printers, current software, etc.)

- curriculum development needs a balance between fine art and commercial
- Storyboarding skills help
- Adobe Creative Suite software skills are required
- InDesign skills are necessary for print media, pre-flight, and prep for press
- interdisciplinary skills are vital and necessary in all creative media disciplines; Photographers need to know video and print; Graphic designers need to understand photography, motion graphics, and video.
- Premiere and After Effects skills are required
- hand-crafting skills are still relevant
- creatives need to learn how to customer service skills
- A solid base of understanding of which tools to use is necessary – the right tools for the job
- Sketch software skills for UI and UX are needed
- Small-business knowledge and entrepreneurship skills should be included in the curriculum

3. External training opportunities: Internships, Cooperative Work Experience program, other:
- CWE was explained as a formal process into internships, filter higher-level students into jobs
- It was suggested that a Club of accelerated students might be developed so students can work together on outside projects

Public Comments / Round Table
Drones: is it appropriate to integrate this technology into a Photo or Video program?
- too many different models (may have to learn it on their own or hire out)
- the instructor has to have an FAA commercial drone pilot license.
- Commercial photography could embrace drone photography or cinematography;

Broadcasting class: is this taught at Hancock?
- this program is taught at Cuesta, not Hancock.
- M. Van de Camp offered opportunities for Hancock students to work at the City of Santa Maria's public broadcasting facility if they are interested. – the City of Santa Maria is open to collaboration for broadcasting. They have a 3-camera studio, green screen, edit bays, internships are paid and unpaid. The Hancock Career-center could facilitate those opportunities.

Break-out into Program Tours

Meeting ended at 8:00 pm
Notes were taken by Nancy Jo Ward (please contact me regarding any errors, or omissions)

Creative Media Professionals
Advisory Committee Members in Absence
Response to Survey Questions
4-17-19

1. **What skills they you looking for in entry level employees?**
   Skills: Self Starter, Enthusiastic, Can easily talk with others, Looks for ways to help in the down time. Knowledge of loading film is a plus.

2. **What industry needs/trends/innovations do you see coming that we should to be aware of?**
   Film photography in the wedding industry has made a comeback.

3. **Are you interested in developing an internship or Cooperative Work Experience program?**
   I would love to. I'm always looking for assistants and second shooters (if the skill level is there), as well as help with social media. I'm happy to share what I know along the way.

   Tina Loveridge
   web // loveridgephotography.com
   call // 805.206.1594

1. **What skills they you looking for in entry level employees?**
   In terms of skills we need for entry level employees: basic knowledge of common software is vital, but more importantly, the ability to be organized in approaching the daily work loads.
2. **What industry needs/trends/innovations do you see coming that we should to be aware of?**
   Critical thinking is a skill set very important for our industry.
3. **Are you interested in developing an internship or Cooperative Work Experience program?**
   If you ever have students wanting to tour a print manufacturing plant I would be happy to accommodate them.

   Steve Brookshire
   steve@bblabel.com
   B & B Label, Inc.
   2357 Thompson Way
   Santa Maria, CA 93455

1. **What skills they you looking for in entry level employees?**

Entry level skills in Photoshop, Premiere and entry level skills with cameras for photography and video.

2. **What industry needs/trends/innovations do you see coming that we should to be aware of?**
   Not sure about this one.

3. **Are you interested in developing an internship or Cooperative Work Experience program?**
   Yes, but I'm located in Paso Robles, is that too far for you?

   Dina Mande
   director | producer | juice media
   office 805 226 5588 | cell 310 963 9759
   hellojuice.com

1. **What skills they you looking for in entry level employees?**
   Know how to use the Adobe Suite (Illustrator, InDesign and Photoshop) Some natural creativity.

2. **What industry needs/trends/innovations do you see coming that we should to be aware of?**
   Just more use of the internet for people. They seem to go online to get things created then come to us. Maybe 3D. We don't do it and don't know if we will. But I know it is up and coming.

   3. **Are you interested in developing an internship or Cooperative Work Experience program?**
   We would be open to talking about this. I lost my graphic artist last year and have my daughter but she doesn't feel comfortable with creative design. We have been outsourcing when is much more economical for us.

   Peggy Hoobery
   Burdine Printing
   1040 E. Grand Ave., Arroyo Grande, CA 93420
   805-489-4910 Office

1. **What skills are you looking for in entry level employees?**
   Above all, we look for someone who has a high attention to detail. This is crucial to success at our organization.
2. **What industry needs/trends/innovations do you see coming that we should to be aware of?**
   N/A

3. **Are you interested in developing an internship or Cooperative Work Experience program?**
Yes, we are open to this idea.

Ken Wellenkamp
ThreadHead, Inc.
P: 805.544.3601 | M: 805.550.7412

1. **What skills are you looking for in entry level employees?**
We run a tight shop over here and are not really in the market for hiring folks we don't already know and trust the work they have already done either for another agency or on their own.

My 2 cents on the many folks that approach us to work for us is this: Too many 20-30 year olds see a platform or brand they aspire to be and assume they deserve to be working at that level automatically vs working their way up via the many attempts and failures a new creative will and should encounter in their profession. Social media is a direct problem to this creative immaturity as many are bombarded with success stories and people pretending to live their dream in that space. For those that do work with us they have proven that they are willing to work up to this point and prove their willingness to contribute to our brand as a whole first before their own personal interests.

So, as you can see I have a strong opinion of this and hope that helps a bit. I am stoked you are reaching out to the local industry for your program!

Ben Potter / Director
805-704-6088
canaoutdoors.com / cana-creative.com / canafamily.com

1. **What skills are needed for an entry level employee in your industry or company?**

Depends on the role. It can be a complex set of criteria. We are a startup and currently employ 12 people. We are looking to scale to about 20 by the end of the year but most of those positions will be engineering or programming based. We will have a few digital artist openings but those currently involve some level of industry experience.

Feel free to visit our website, www.lightfieldlab.com. scroll down to the bottom right hand side, click Apply and read the job description for the CG Generalist role to help give you a sense of what we look for in an artist.

In terms of entry level, we need people with some experience in our current configuration but have considered candidates with Master's degrees right out of college. For artists, they

will need to be semi-fluent in an industry standard 3D computer graphics program, preferable [Maya](#) or [Max.](#) For compositing they will need to be semi-fluent in node based compositing such as [Nuke](#) plus they must have some game engine experience in Unity or Unreal (see below). In all instances, they will need show a strong design sensibility and professional style that would allow us to incorporate them into an existing professional pipeline without too much training. An understanding of editorial, image framing, lighting, color theory, camera lensing and basic scripting is necessary.

They also will need to understand how to put together a strong portfolio. This is key and many colleges under value the importance. Having a class in just this one area would be highly beneficial.

We also look for candidates with proficient soft skills such as working well in groups, good communication skills, able to handle stress, juggle multiple tasks at one time, etc.

2. **What industry needs/trends/innovations do you see coming that we should to be aware of?**
It's really all about real time game engines these days. I would make alignments with Unity and Unreal and teach classes on how to create content using those programs both from an artistic and programming standpoint. Here are two links.

https://unity.com
https://www.unrealengine.com/en-US/

Currently the industry cannot find enough proficient artists/programmers using these tools and everything is moving toward real time interactive content development.

3. **Are you interested in developing an internship or Cooperative Work Experience program?**
Sure.

4. **In what other ways would you be able to influence the Creative Media Program at AHC?**
Not sure beyond being available for advisory phone calls or in person sessions on the weekend. Happy to help anyway I can.

Jeff Barnes
Owner, Special Effects Film Company
jeff_barnes@me.com

1. **What skills are needed for an entry level employee in your industry or company?**

I've only ever had a couple of employees as I've almost always worked alone. The biggest issue for me when I did use employees was the image they gave off and how they affected the overall experience my clients had working with me. So much of my business as a wedding photographer is referral based (83% to be precise) so, I need every single client to have a wonderful experience with me. My final product isn't simply the images, it is the entire package from responsiveness to emails to how I'm dressed, how I talk to guests and how I interact with them on their wedding day. Making sure that as many clients as possible want to leave raving reviews is why my business has flourished and why I am so careful with the people I have had associated with me while I'm shooting.

2. **What industry needs/trends/innovations do you see coming that we should to be aware of?**
There is more and more a blending of both video and still images in the wedding photography business. One thing that isn't necessarily a new idea or trend is that people that are getting married (throwing a big expensive celebration) want a unique experience. After 450plus weddings, I have seen a lot but, I always remind myself that the wedding I'm at is brand new for everyone there. Their wedding day is unique to them; I try hard to tell their story through my images with this in mind.

3. **Are you interested in developing an internship or Cooperative Work Experience program?**
I am not interested in internships at this time. And I'm not really sure what a Cooperative Work Experience program is.

Jonathan Roberts
Bluephoto Wedding Photography
3242 Johnson Ave. , San Luis Obispo CA, 93401
805-748-1378
jonathan@bluephoto.biz

Department	Dean	Faculty	Advisory Committee Name	First	Last	School/Business	Position	Address	City	State	Zip Code	Phone/Fax	Email	Date Added
Fine Arts	Larissa Naz	ancy Jo W(	Graphics	Brian	Lawler	Cal Poly University	Faculty - GRC		San Luis Obispo	CA	93407	805 756-1107	blawler@calpoly.edu	2014
				Mary	LaPorte	Cal Poly University	Faculty - Art & Design		San Luis Obispo	CA	93407	805 756-1111	mlaporte@calpoly.edu	2014 retired
				Susan	Rees	Image Factory	Owner	411 Taunton Drive	Santa Maria	CA	93455	805 922-8363	susan.rees@imagefactorysm.com	2014
				Mandy	Schuldt	Hancock College	Faculty	4985 Shasta Way	Santa Maria	CA	93455	805-720-3685	mschuldt@hancockcollege.edu	2014
				Glenn	Hiramatsu	Hancock College	Faculty		Santa Maria	CA		805 680-1853	glenn.hiramatsu@hancockcollege.edu	2014
				Anne	Young	Voler	Art Director	21 Saratoga Ave	Grover Beach	CA	93433	800 488-6537 x220	anney@voler.com	2014
				James	Jepsen	Local Copies	General Manager	1500 South Broadway	Santa Maria	CA	93454	805 928-5776	james@localcopies.com	2014
				Rich	Easton	3.0 Clothing	Owner/Designer	237 W Carmen Lane	Santa Maria	CA	93454	805 698-1219	RichEast24@gmail.com	2014
				Doug	Brigham	Spectrum Color	Owner	645 Tank Farm Unit E	San Luis Obispo	CA	93401	805 471-6989	spectrumcolor@gmail.com	2014
				Roberta	Garner	Point of Action	Designer	2232 S Depot St., Suite C	Santa Maria	CA	93454	805 922-6253	bertag73@comcast.net	2014
				Brooke	Bradley	American Screen Printing	Designer	304 E. Oak St.	Santa Maria	CA	93454	805-925-0878	brooke@shirtdoctors.com	2016 M & W
				Brittney	Hensley	S. Lombardi & Associates	Sales Manager	520 South Higuera Street	San Luis Obispo	CA	93401	805-544-9220	brittany@slaslo.com	4/11- 4/27
				Steve	DeRose	SLOCOE	Work Experience Coordinator		San Luis Obispo	CA		805-459-3703	SDeRose@slocoe.org	2016 a in for Michael Specchieri
				Brian	Tippit	DSD Creative Group	Designer/Owner			CA		805-459-1243	brian@dsdcreativegroup.com	2016
				Brittney	Hensley	S. Lombardi & Associates	Sales Manager	520 South Higuera Street	San Luis Obispo	CA	93401	805-544-9220	brittany@slaslo.com	4/11- 4/27
				Vicki	Domingues	Old Town Shirt Factory	Designer/Printer		Santa Maria	CA			vicki@oldtownshirtfactory.com	2016
				Charmai ne	Martinez	Cal Poly Design Department	Chair		San Luis Obispo	CA			cmarti11@calpoly.edu	cannot attend this year

Rev 4/28/16

Design Advisory Notes Thursday April 6th, 2017

Atendees: Susan Rees - Image Factory, Glenn Hiramatsu – AHC Graphics Faculty and Freelancer, Anne Young – Voler, Doug Brigham– Spectrum Color, Vicki Dominguez– Old Town Shirt Factory, Ashley Evans – Five Star Graphics, Roberta Garner – Point of Action, James Jepson – Local Copies

Topics:
● Internships are hard for business owners because of the time it takes away from the business and also new law that says you have to pay interns. The skill-set interns need to have takes time to learn. Some members have bachelor degrees, master's degrees and years of work.

● Guest speakers, extern & internships, job shadowing, mentors were all discussed as ways to increase the relevance of in-class projects

● A mentorship or job shadow is a much more doable option. Shadowing would expose the student to the career. They might find an adjacent career this way.

● A tour of a local design studio and/or print shop would be good...get a bus and tour several of places in one day.

● Maybe get industry feedback through Skype

● In this business, 1/3 of time spent is figuring out the newest, latest, software and hardware.

● Certifications and degrees are not as important in this field as portfolios of work actual work that has been done by prospective candidates

● In-class hands-on project based activities are highly encouraged as these fields need people with crafting and manipulation of materials experience.

● Infusing entrepreneurial concepts into these classes will encourage students to think about paving their own path in this industry as many opportunities are part-time, temporary, or intermittent. Starting their own company, taking on work as an independent contractor, looking for project-based employment are the ways to be successful and trends they will encounter.

● Incorporating production-related concepts into classes such as math, English, and business were discussed. For instance, how is math used in design planning.

● Teach students to be curious and find out their own answers, the industry is changing too quickly to wait to be taught everything in school.

Skills Needed for ideal employee
● Employees need real world application and industry skills

● The soft skills are extremely important.

● You need to know what to do with a difficult client.

● The real world is that heads will roll if you don't meet deadline and how do you transfer that in the classroom?

● Employees need to have the ability to figure it out, they need to be resilient, able to do hard work, have ethics, show they are excited to be there.

● Learn how to turn off ego but keep confidence

● Time management skills a must

● Ability to take direction well

● Job interviewing skills needed

● Brainstorming skills needed

● Basic organization skills (Like where did my file go?) Naming conventions, following what particular business does.

● We do see that students coming in are good at working in a collective.

Applied Design/Media Graphics Advisory Meeting Spring 2016

Members present: Mandy Schuldt, Associate Faculty, Allan Hancock College; Entrepreneur; Glenn Hiramatsu, Associate Faculty, Allan Hancock College;; Brian Lawler, Tenured Faculty in the Graphic Communications program, Cal Poly University; Vicki Dominguez, Owner, Old Town Shirt Factory; James Jepsen, Manager/Designer, Local Copies, Etc; Anne Young, Art Director/Designer, Voler; Doug Brigham, Owner/Designer, Spectrum Color Images; Roberta Garner, Designer, Point of Action; Brooke Bradley, Owner/Designer, All American Screen Printing; Steve DeRosa, Work Experience Coordinator, SLOCOE

Meeting Summary:
The Advisory Committee members met in the O-100 conference room. Members received copies of the Degree Requirements and the Graphics Program Booklet. Mandy Schuldt shared the proof of the Exposed magazine class project. We discussed the various aspects of the Graphics program, student demographics, technology issues and toured the facilities.

Graphics Advisory Meeting Notes:
Pursue Continued Technology Support: Modern computers, current software, additional 3D printers

Recruitment & Outreach: Packets are mailed each year to HS Art/Design Faculty and Counselors that included the Applied Design Brochure, Program Booklet and the Exposed Magazine; AHC Graphic faculty participate in the Career Exploration Day; Faculty participated in the on-site Career Day at New Tech HS in Nipomo

Articulation Agreements & Transfers: Articulation agreements have been reviewed and facilitated by our local Articulation officer. Cal Poly University and San Jose State are seeing more transfers from AHC Design, Multimedia and Animation programs

Field trips: Cal Poly Shakespeare museum, local screen printing shop

Graphic Design & Education Trends: Packaging has HUGE opportunities for designers; Web Design opportunities continues to grow; 3D design field is growing

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Issues: Open Lab Access; Economically disadvantaged students do not save same opportunities to do work at home; student portfolios are only evidence of learning for students who do not graduate with a degree

Solutions: Write a grant for laptops as loaners; subscription to training resources such as Lynda.com for students to access in the labs; Develop Certificates of Achievement in the Graphics Program

Meeting Date:	10/23/2014	Location:	O-103

Date Agenda Posted:	10/23/2014	Time:	6:00pm

Recap:

Graphics Advisory Meeting 10/23/14

1. Better IT support - dedicated to Apple OS, servers and networking (Brian, James, Glenn, Roberta and Mandy)
2. Teach to core design and conceptual skills (Mary and Anne)
3. Teach craft and production skills (Doug and James)
4. Support and promote transfers - Develop more articulation agreements (Mandy) Tracking transfers (? Mary)
5. Acknowledged district and community support of technology (Mary, Mandy and James)
6. Electives should include Photo, Drawing and Figure drawing (Mary and Anne)
7. Cal Poly wants Hispanic design students (Brian, Doug and Mary)
8. Support and promote internships and jobs, resume building and interview skills (Susan and Mary)
9. Outreach to HS programs, invite to visit AHC classes, design camp (Rich, James, Mary, Roberta and Brian)
10. Recruit female HS Hispanic students, encourage to transfer (Mary)
11. Incorporate more Field trips to Cal Poly, AIGA meetings, Shakespeare museum, Friday concept art classes, mentors (Mary, Roberta and Brian)
12. Graphic Design & Education Trends: web design, packaging, app design, game design, conceptual art

Applied Design/Media Graphics Advisory Meeting
Spring 2012 Meeting

Members present: Mary LaPorte, Area Director of Graphic Design, Art & Design
Progran, Cal Poly University; Mandy Schuldt, Graphic Design Associate Faculty,
Allan Hancock College, Entrepreneur; Nancy Jo Ward, Graphic Design Faculty, Allan
Hancock College; Entrepreneur

Members unable to attend: Brian Lawler, Graphic Communications Department
Faculty, Cal Poly University; James Jepson, Art Director/Designer/Manager, Local
Copies

Meeting Summary:
Mary LaPorte visited the Graphics Department prior to the Annual CTEA Dinner and
was given a tour of the department, shown student work and received newly
revised COR's of all Graphics courses. Mandy Schuldt shared the proof of the
Exposed magazine class project and we discussed the various aspects of the
program and facilities.

General Program Comments:

- 11 students are graduating in Spring 2012. This is the most in one year in the
  history of our program
- In Fall 2012, we have 4 students transferring to Cal Poly University – 3 in the
  Art & Design program and 1 in the GRC, this is another 1st for our program
- It was acknowledged that we are lucky to have the financial support of
  Measure I TAC funds and CTEA grant funds to equip our labs with state-of-
  the-art equipment.
- Hancock students and faculty benefit from support from ITS to provide a
  dedicated Apple IT support person. Cal Poly and Cuesta have very little funds
  to purchase new equipment, and have lost their dedicated IT support person.
- Student projects from the recent Hancock student show and both said the
  work was "impressive."
- Mary acknowledged how difficult it is to teach graphics here at Hancock
  without a required sequence of classes. I shared that we might have
  enrollment issues for our classes if we implement prerequisites and have
  opted for advisories instead. We should, however, have a recommended
  sequence of courses and are preparing a flyer for the counseling department.
- We discussed the current lab space and how we are looking to improve the
  conditions by moving computer equipment into the current lecture area. She
  emphasized that hands-on process development and conceptualization is
  vital for students to succeed. The importance of space to draw, conceptualize
  and assemble projects was stressed and adequate space is for that should be
  considered.

Curriculum Comments
- Design 1 is core to our program
- Traditional portfolio development and presentation design are vital skills and we should consider adjusting the Digital Portfolio and Presentation course to require students to build both a traditional and digital portfolio and design "leave-behinds" for self promotion.
- Incorporate additional creative conceptualization activities in all graphics classes

For Students
- Take students on a field trip to other university's graphic programs. Especially days when student work is being critiqued, to spectate, to participate
- Spend time in class doing a "virtual tour" of university and art school design program web sites and look at student work.
- Take Students to Cal Poly Annual Open House and have students tour the department guided by CalPoly students
- Encourage students to attend/visit/join quarterly AIGA club events
- Take students to Cal Poly Portfolio Review Day
- Get on Art & Design Gallery mailing list and take students to attend events
- Encourage/develop a mentoring program where university graphic students mentor a CC graphic student

Outreach
- Coordinate outreach events at area High Schools, visit classes, show student work, take CC design student to talk to HS students. Create DVD of art and students talking about the program and their experiences at AHC
- Coordinate a mentoring project where Hancock students mentor a HS student
-