City College
Graphic Design

San Diego City College Graphic Design Advisory Committee Meeting Minutes

The Graphic Design Advisory Committee Meeting convened via Zoom on Friday May 20, 2022 at 1:00pm.

ADVISORY COMMITTEE MEMBERS PARTICIPATING:

David Conover, Conover
Diolinda Montiero, 5th Dot Studio
Stacey Edelstein, Raygun
Dave Huerta, Taco Truck Creative
Margaret Padilla, Google
Sean Kelly, Mothersponge
Monica Moon, Thermofisher

FACULTY PRESENT:

Candice López, Bradford Prairie & Sean Bacon

CURRICULUM CHANGES

Sean Bacon started the meeting at 12:00 pm. He let advisors know we are changing our course indicator from ARTG TO DSGN and making other revisions that we wanted to discuss with the advisory committee.

We reviewed labor market information and information was shared about the region and labor market data related to design jobs. Information about new jobs in the digital space with higher wages we discussed. We shared new data at the potential for jobs to become automated and the design field is projected to not be heavily impacted. Currently there is not a supply gap for Graphic Design, but there is one for Interaction Design. Students from City College have the highest number of graduates locally and are highly employable. We track the number of our students getting jobs and shows that we are outperforming the data for the region.

Bradford shared the reasons for changes to the naming of our program now that we have added interaction design and we will be known as the Design program. We have added another degree program that has the potential to be a bachelor's degree level program under the name Strategic design. This will bring a lot of equity to our program and will be more academic interacting with other fields. He also brought up the Graphic Design degree changes where portfolio is no longer required but optional.

Dave Huerta suggested adding how design effects culture. Bradford talked about interfacing with Black studies and other areas of study. Monica asked how far reaching is "Digital Media"... websites, video, apps, etc and Diolinda asked what percentage of Portfolio students are headed for a BA and don't necessarily need the portfolio class? Sean said 15-20% and that is why we want to give them the option to do this after transfer.

Monica suggested maybe considering swapping Advanced Type as optional, and Interaction 1 mandatory. Sean and Bradford talked about the reasons why. Sean Kelly brought up the international reputation of City and felt eliminating the portfolio class might be an issue. Sean Bacon felt the flexibility is important as some students are there for skill building. Bradford agreed that giving the option to students will also help fulfill our missing as a community college.

Dave Conover asked where is the "internship" component included and — if not — should it be — at least — articulated as something that's expected?

Bradford said the importance is to clarify the naming and course requirements for students. This will help them take the right courses for their goals. We are using consistent numbering and Monica thought putting things in order is a great idea. Sean Kelly asked if they are working with different target audiences in class. Bradford shared a new project called the branding and packaging sprint in 133 class where each student works with a different brief. Advisors felt having constraints really models the real world of design.

Bradford summarized that clarifying names, numbers and families is the goal.

Monica suggested removing the word page and replacing it with visual layout or just layout on interactive. Margaret brought up eliminating graphic design history from the interactive but Sean said he felt it was important to keep. Monica mentioned changing digital media and Bradford suggested software fundamentals. All the suggestions were about making things clear. The terms UX/UI was brought up by Monica to be more descriptive and Bradford said we've leaned into being more consistent. Sean Bacon said we might revisit this and Bradford talked about aligning with other community colleges like Santa Monica junior college. Margaret said it changes and grows so fast that it is better that a course name not be so specific.

Sean called for a formal vote on these curriculum, degree, and program changes.

Vote to approve changes to all ARTG courses changing their designator to DSGN
Yes: 7   No: 0

Vote to approve changes to Certificates of Achievement (Interaction Design, Graphic Design, and Graphic Design Fundamentals) to the DSGN designator
Yes: 7   No: 0

Vote to approve changes to the Associate Degrees (Interaction Design and Graphic Design) to the DSGN designator
Yes: 7   No: 0

Vote to approve the work and offering of a Bachelors Degree in Strategic Design
Yes: 7   No: 0

ADJOURNMENT
The meeting was adjourned at 1:02pm.