**San Diego City College Graphic Design
Advisory Committee Meeting Minutes
June 8, 2018**

The Graphic Design Advisory Committee Meeting convened at Lotus Thai Restaurant in downtown San Diego on Friday June 8, 2018.

Advisory Committee Members participating:
Bobby Buchanan, Buchanan Design
David Conover, Conover
Gio Farrin, Mirum Interactive
Greg Gibson, Grizzly Interactive
Sean Kelley, Mother Sponge
Diolinda Montiero, Montiero Design
Monica Moon, Elevate Interactive
Roger Wong, Roger Wong

Faculty Present:
Candice López & Sean Bacon

Sean Bacon brought the meeting to order at on June 8th, 2018 at noon.

Introductions, Announcements and Items of Interest

CURRICULUM

INTERACTION EMPHASIS DEGREES
Certificate of Achievement=30 units
Associate of Arts Degree=33 Units plus general education

Sean Bacon opened the meeting with introductions and talked about how the graphic design program is pivoting to two new tracks: Print and Interaction Degrees. He passed out curriculum to advisors to review the courses, outcomes, skill sets and solicit feedback. The certificate of Achievement is focused on getting a job while the Associates Degree is designed for those wishing to transfer. New courses in this new certificate/degree include Interaction 1 [focused on the web], Interaction 2 [mobile], Interaction 3 [coding/ back-end], Interaction 4 [emerging technologies such as AR/VR]. Sean mentioned that the new coursework articulates to Santa Monica College's bachelor's program for transfer.

Monica Moon asked if Interaction 2 covered visual design and confirmed that this is a front end design course.

Roger Wong asked if this included information architecture, site mapping, banner ads and building websites. Sean confirmed and added that there are strategy components in Interaction 2 although they are touched on in 1.

Diolinda Montiero asked about he software focus and Sean talked about Sketch, Invision and Webflow.

Gio Farrin talked about Unity and Java Script and how that relates to AR. He asked if some principles of simple animation will be included. Sean confirmed that animation will be taught in section 2.

Greg Gibson wondered what level of job students would be preparing for and Sean confirmed agency side, entry level UX & Interaction jobs. He said the college would be preparing students for the visual front end.

Sean Kelly talked about the beautiful books at the portfolio review and wondered how the portfolios would move with this new Interaction Design degree program. Sean said these students would move toward a digital portfolio.

Greg Gibson felt a solid digital portfolio was a must and Sean Bacon mentioned the shelf life of the current portfolio books.

Dave Conover stated he was concerned that students at the portfolio review need more training on how to market their work. He asked how we are imparting wisdom to make these students confident to go out and search for jobs. Roger Wong felt students needed to present their work more often as he had interviewed students and they did not feel confident. Monica Moon suggested we require a big project that students work on and on the day of critique tell them they could not show up but had to just talk about it. After all the students were finished talking about their work then they could put it up. Greg Gibson suggested speech classes and listening to improvisational jazz with a focus on verbal storytelling. Students need to practice how to convince others about their project. Good communication and project management skills are essential.

Sean Kelly felt it was important that we educate students on the landscape of possible employment. Sean Bacon mentioned the business practices class and Dave Conover stated that this course should be required.

Greg Gibson felt students should have at least one real world project that is hands on with real client interaction. Dave Conover stated he knew it was challenging for students to create these situations. Candice Lopez and Sean Bacon talked about the Studio Practices class with recent work done for the San Diego International Airport and Qualcomm.

Dave Conover mentioned the importance of internships as they push the learning curve. Monica Moon talked about the minimum and maximum hours needed so students don't get taken advantage of. Greg Gibson thought it was a good idea to create a client scenario in classes so students could experience that interaction and cross collaboration.

Sean asked for a count of those who felt the new interaction certificate and degrees and their content were valuable to industry and if the advisors felt it was a well-informed direction. The group unanimously approved of the new degrees and Monica, Dave and Greg complemented City College for being the forward thinking institution in San Diego related to design.

Greg Gibson asked if there was a development track and Sean Bacon talked about the fact that Mesa College has a development program. Roger Wong asked if there was the opportunity to cross-pollinate as a designer is not coding and a coder is not designing. Sean Bacon mentioned this as a good possibility.

Dave Conover asked how City felt about the new push toward human centered design. Sean talked about the fact that SDCC Graphic Design does value this but does not label it. Thinking and problem solving has always been at the core of SDCC Graphic Design and the program is into strategic thinking.

Monica Moon mentioned the need to really show behind the scenes process and information architecture in City portfolios.

Greg Gibson asked about how others find creative technologists and Gio Farrin said the challenge is to find some who can think in code but is good at design. He felt a Creative Coding course would be ideal for City. He added that the Interaction 4 course should involve future technologies as people who can code have more power. He asked if it will be UX driven. Greg Gibson added people with those skills don't make 10s but thousands of dollars. Gio felt it would be useful to get students code ready, ready for AR/MR and prep them to be ready to talk about how do we get to what's coming. Teaching UX organizational skills is essential.

Sean Bacon talked about the challenges of finding qualified faculty to teach in interaction design given the high salaries available for these skills sets in the work world. Dave Conover added not just finding but keeping them. Greg Gibson suggested we reach out to find industry partners who would subsidize the salaries of these instructors and encouraged us to look at other cities and develop tech partnerships. Diolinda Montiero suggested using the non-profit arm to write off their donations. Sean Kelley talked about offering space to let these creative's tinker or perhaps a gallery show to bring these thinkers together.

GRAPHIC DESIGN MINI CERTIFICATE
Certificate of performance= 12 units

Sean Bacon then introduced the certificate of performance designed to offer courses for people looking to get basic design skill sets and learn software. This decision and degree was also unanimously approved by all advisors in attendance.

Dave Conover asked if we are looking downstream to high schools like High Tech

High. Candice Lopez talked about the recent San Diego Unified outreach and how we worked with students at six transfer schools who had completed digital media.

Candice Lopez asked for a list of skill sets from the design advisors that we don't usually talk about for designers. They mentioned data research, solving the client's problem without opening the computer, copy writing, strategy, organizing information, UX might get swallowed up by strategy and design, personal skills, presentation and communication skills. Perhaps offering a workshop on presentation skills.

Bobby Buchanan felt it critical to get the right instructors with passion and approachability. We have to teach young designers to be confident with business, speech and communication. He asked how do we teach ambition? In professional practices courses students should list out all the things they can do.

ADJOURNMENT
The meeting was adjourned at 1:45pm.