

**San Diego City College Graphic Design
Advisory Committee Meeting Minutes
October 13, 2017**

The Graphic Design Advisory Committee Meeting convened at Lotus Thai Restaurant in downtown San Diego on Friday October 13, 2017.

Advisory Committee Members participating:

Bobby Buchanan- Buchanan Design

David Conover-Studio Conover

Paul Drohan-Mirum Interactive

Ron Miriello–Miriello Grafico

Diolinda Montiero-Diolinda Montiero Design

Ron Padua-Ron Padua Design

Faculty Present:

Candice López

Candice Lopez brought the meeting to order at on October 13, 2017 at noon.

Announcements and Items of Interest

CURRICULUM

Candice introduced the new curriculum changes and passed out handouts that included a current report and previous report of the graphic design program and program revisions. She summarized the changes as follows:

- Changed language to describe the program
- Changed courses required for the major
- Adding Interactive Certificate in future

Certificate of Achievement=30 units

Associate of Arts Degree=33 Units plus general education

Changing interactive courses to a sequence

(Interactive 1 web page design, 2 mobile experience design, 3 advanced plus coding) objective: successfully work with a developer who builds the website

Adding third level interactive course

B. MINI CERTIFICATES

Mini certificate Interactive

classes: digital media/type/intermediate digital media/interactive 1,2,3

Possible Mini certificate Online Graphic Design Core

classes: basic 100/type/digital media/design history [person working in office who needs a bit of design background] completely online

Advisors were asked for input on these curriculum changes and how they would relate to industry.

Paul Drohan spoke first saying he thought these changes were very sound and he was especially pleased to hear about the new mini certificate in Interactive. As design director at Mirum he talked about the importance of students learning the real world working process to be fully marketable. He talked about young designers he has worked with who have taken web page design and mobile experience design meeting with big success. He felt the addition of introduction to coding was a smart move with the objective of working successfully with a developer. He thought it was important to let students know that a developer would build the website but knowing coding would facilitate better outcomes. He mentioned how the Interactive 3 course could get into more detailed concepts like persona developments, component design, strategy and pull these ideas all together in strong projects. He talked about the great demand there is for students who have these skills. They are picked up by digital agencies but also scooped up by companies like Solar Turbines and Intuit. He mentioned several City College graphic design grads that are now working at these companies. The more rounded students are the more successful they will be. They should be able to create without having to rely on other resources.

Bobby Buchanan added that it is important to define what they are doing and help them to transition to a digital space given the demands of industry. Diolinda Montiero asked if we would expose them to libraries or teach them how to script. In terms of a coding class, one angle of approach would be to emphasize on building the course around existing skill sets gained from previous coursework. For example, using files created in Photoshop as a basis for building your website. Photoshop currently allows you to export CSS and SVG elements straight into your code. How cool would it be for the students who took web design to be able to take their projects into a coding class and build an actual website from their previous semester projects. She stated that this could sufficiently set you apart from the existing coding classes available through SDCCD so you don't duplicate efforts.

Ron Padua liked the illustration class saying it was vital students know how to draw and communicate their ideas and he felt these skills were essential. He thought the new curriculum changes addressed the job market and added that City College should continue to lead the way in predicting the future of design education and adapt. Ron Miriello felt that craft is vital and technology is required so we must be careful to balance both. He pointed to the firestorm of growth happening in the graphic design world with regard to interactive and felt the curriculum changes did a terrific job of balancing basic, intermediate and advanced skills that were essential while looking forward. The entire group applauded the new curriculum changes and mini certificate ideas as the right approach. Dave Conover felt the changes were valuable to emerging designers for financial reasons given the job market. He cautioned it was important to reinforce they will gain knowledge and understand proficiency to collaborate effectively with interactive designers.

The associates of art degree and certificate of achievement were approved unanimously by the advisory board.

ANALOG LAB

Candice brought up the creation of the new analog lab and hiring of a designated lab technician to manage it. She talked about the equipment such as a risograph, laser engraver, 3d printer, silkscreen and other equipment. Advisors Ron Miriello and Bobby Buchanan were excited to hear this news and asked what projects we would be creating with this new equipment. Candice talked about the recent work done for the San Diego International Airport and how student work would be on exhibit there for 6 months in a prominent location. Students developed concession ads, vehicle graphics and monument signage for this project. The monument team is producing actual models using the analog lab to fabricate work that will be on display then serve as part of their portfolio. The packaging class will also use this lab often to develop packaging prototypes. Bobby Buchanan stated we could consider putting on mini workshops in the lab as it would be great for community and high school outreach. This could in turn increase enrollment and interest in our program.

DESIGN FORWARD

The next item on the agenda was the upcoming Design Forward conference happening at the end of October at Liberty Station. Design Forward believes that human-centered design has the power and potential to drive economy, industry, civic infrastructure, and quality of life. Hosted by the Design Forward Alliance, the DF17 is a series of events for business, civic, and technology leaders. The events aim to demystify human-centered design and bring together a unified community for innovation. Attendees will explore how "Good Design is Good Business" through interactive workshops and presentations. It will provide the tools to apply human-centered design to businesses and organizations. Bobby Buchanan is co-chairing and talked about how this design conference will bring together entrepreneurs, technologists, product managers, designers, business and civic leaders. Bobby spoke about the conference and felt it would be a great experience for faculty and potentially students to attend. He mentioned that he could get discounted conference admission for our faculty at a rate of \$150 as compared to the much higher fee. Student volunteer positions were already filled for this year. The conference will bring both business and design together and Ron Miriello felt this was of great importance. He took us back to an earlier discussion regarding the creation of a new exhibition at San Diego City College to draw off the energy of the Soviet Poster Exhibition.

EXHIBITION

Ron Miriello felt we should develop a show that merged both the left and right sides of the brain. He felt we should tap into big companies like Qualcomm and ask them to do a presentation of their design link and also ask them for sponsorship. Candice talked about working with Qualcomm in the Spring semester developing environmental graphics for 6 floors of their research building. Dave Conover felt that bringing design and business together is a goal for many social design organizations but to this point it seems to have been unsuccessful.

Diolinda pointed out that the idea of bringing business and design together is a

solid but we should avoid the left, right brain analogy. She stated there is no scientific evidence to support the theory of left and right brain and told us to be careful using that metaphor as it is a credibility killer. She cited an article and TED Ed video and forwarded the links to be included in our notes.

<https://www.inc.com/jessica-stillman/left-brained-v-right-brained-people-is-a-total-myt.html>

<https://ed.ted.com/lessons/the-left-brain-vs-right-brain-myth-elizabeth-waters>

Candice brought up the idea of a cultural exhibition with Day of Dead altars about design thinkers. Diolinda felt this was a really fun idea for an exhibition and pointed to John Heartfield whose ideas and use of design were very relevant today as he used design to combat the rise of Nazism in Germany. She pointed out that City got a ton of people to come to a Soviet Poster Show and felt we could do the same with a show like that. Paul Drohan liked the idea and suggested bringing technology in, such as profile Steve Jobs or other visionary thinkers. Ron stated that maybe there was a way to blend the two ideas such as the creator of Augmented Reality then getting local experts to put together a show that informs and inspires. The group felt the Soviet Poster Show raised the profile of City College and the graphic design program in San Diego and we should focus energy on putting together another exhibition by 2018. Ron Padua brought up our connection to alumni Chris Do and the excellent design and business series he created called The Futur. Candice said that the series was very popular with design students and faculty and Ron suggested that he could reach out to see if Chris might film some episodes at San Diego City College. The group felt this would also elevate the profile of San Diego City College.

ADJOURNMENT

The meeting adjourned at 1:30 pm.