

Digital Content Creation Committee Meeting

Date and Time

October 28th, 2024

12 PM - 1:15 PM

Advisory Committee Meeting Members

JP Montalvo, Production Lead TVSB.

Karin Stellwagen, Photojournalist and documentary photographer/filmmaker.

Sado Radobaudi, Product manager and Business solution architect at WorldViz in Santa Barbara, CA.

Audrey Benedictus. Character designer and animator Alumni of our Animation and Gaming program and of California State University Fullerton. She has worked as an intern, freelance and fulltime animator in Santa Barbara and in Los Angeles.

Amber Wallace, President & CEO, Dowitcher Designs. Marketing and creative technology.

Michelle Enright, Senior Director of Packaging Experience at Sonos, Inc. in Santa Barbara.

Kimberly Hahn, Senior Designer at Myopia Design LLC in Santa Barbara.

Jody Eulitz, Production/Post-Production sound engineer.

Bruce Burkhardt, Photographer.

Filippa Davega, Producer and Filmmaker, Senior Manager of Media at AppFolio

Discussion

The committee discussed the development of a new degree program focused on digital content creation, emphasizing the integration of various skills such as photography, graphic

design, film production, and sound engineering. They highlighted the need for a multidisciplinary approach to prepare students for evolving job markets. The program aims to offer immediate job skills and encourage high school students to engage in both high school and college courses. Concerns were raised about the lack of data on emerging job roles and the importance of foundational skills like sketching. The committee also discussed the role of AI in the industry and the need for a survey to gather industry feedback on the program's relevance and future updates.

Action Items

- Fill out the industry survey and provide feedback on the proposed certificate program.
- Send the industry survey to more local industry professionals to gather additional feedback.
- Explore ways to polish the existing classes to make them more useful for students across different disciplines.
- Investigate job data under the marketing category, as many of the relevant jobs may fall under that domain.
- Consider the balance between technical skills and content creation skills when designing the program, as the demand may be higher for technical skills in certain industries.
- Explore the possibility of providing students with access to a web server where they can host and manage their work.
- Continue efforts to ensure students have access to necessary software and hardware, such as providing loaner laptops and subsidized Adobe licenses.