

Bakersfield College

CTE Advisory Committee Meeting, Digital Arts

Date/Time: Wednesday, September 25, 2024, 4:30 PM - 5:30 PM

Location: Zoom / Recording Link:

https://kccd-edu.zoom.us/rec/share/EWaWXd4053SqNEWN0lwdyspaTE4s-FMAQMLIIAFk2byY4pUV1_EnJ3jVDjhPKwkt.vzTJBQOKQI3duAez

Meeting began 4:31 PM

1. Welcome/Introductions, 10 Participants

- Analicia Croonquist – BC Athletics, Program Manager
- Manuel Carrizalez – Reach for Greatness, CEO
- Sandra Poole – Fashion Designer, Nike
- Geo Generalao – Media Arts Alumni, BC Athletics Media Developer
- Jeff Huston – Media Arts Professor
- Tina Howland – Graphic Design Professor
- Adel Shafik – Graphic Design Professor
- Sammuel Del Villar – Graphic Design & Computer Lab Tutor Alumni
- Kristopher Stallworth – Photography Professor
- Ivan Solares – CTE Job Development Specialist

Program Overview

- Graphic Design
 - Two new classes added: Portfolio & Social Media Design.
 - The single Certificate of Achievement is replaced by two certificates, Level I and Level II.
Added to the new certificates are: 2D Design, Portfolio, Social Media.
- Photography
 - Changes to certificate program:
 - Adding art B48WE as an and/or.
 - Adding Art B26 Video Production 1 as and and/or.
- Media Arts
 - Changes to certificate program:
 - Adding art B48WE as an and/or.
 - Removing Vector Art from program.

Program Overview Voting Items

- Approval of Media Arts POR
 - Ya: 10
 - Na: 0
- Approval of Photography POR
 - Ya: 10

- Na: 0

State of Graphic Design, Photography, & Media Arts Industries

- What do students need to get hired?
 - Geo Generalao, alumni comments about entering the workforce:
 - "I was ready to work!"
 - Would have like to learn live broadcasting.
 - A lot of need in other departments for Graphic Design/Photography/Media
 - Analicia Croonquist
 - Incoming interns/entry-level employees need more interdisciplinary skills.
 - There is a need for students to develop more confidence and initiative.
 - Sandra Poole
 - The industries need entry-level employees in the digital arts who are better able to pitch ideas. Suggested more practice with presentation skills.
 - Sees an decrease in communication skills.
 - Expressed a need for increased soft skills and team collaboration.
 - Samuel Del Villar
 - Gaining confidence was helped by the experience of tutoring students in the computer lab.

Student Programs & Support, Discussions

- Two new Macs are now located in FACE11. Macs are also available in the library.
- Intern program is supported and growing.
- The Computer Lab in FA9 is continuing this year and is hiring two student tutors who will also participate in the Inter class.

Purchasing Approvals

- 2nd Color Printer for Department for students to print work for critiques, and program materials. One of our printers is broken.
- New drawing pens and tablets for the Digital Illustration and other digital arts classes, to replace outdated ones don't work well and have missing parts.
- Three big screen iPads for events, including the CTE Symposium, to replace hauling large computers to those events. Each screen displays animating/rotating work for each program. Potential students at events react positively to watching the slideshows and animations of our student work.
- Cameras

Purchasing Approvals

- Ya: 10
- Na: 0

Wrap Up

Meeting ended: 5:37