

# Digital Art and Design Technology

## Advisory Committee Meeting Minutes

April 26, 2024

### Attendees

#### *Faculty*

Arnold Martin  
Eric Holman

#### *Industry/Guests*

Mark Howard  
Eric Reynolds  
Tadao Hurazo  
Casandra Lee  
Rocio Diaz  
Jen Lau  
Linley Regalago

### I. Welcome/Introductions

Mark Howard

NY Syracuse Illustration, Freelance East Coast, California landing WB  
Animation

storyboarding for production, Design, Layout

Storyboard, Series Direction.

WB, Phil Roman, Sony, CN, Disney,

20+ years in the field, CAA Local 839

Re: Gen AI and its effects on the field

Eric Reynolds

Digital Art and Design  
Technology - CTEAdvisory  
Meeting 4/26/2024

Started on a RadioShack TRS80

Math and CS -> Cobalt at a bank for 7 years -> then saw Lion King and decided what he wanted to do was animation. Silicon graphics and SoftImage night classes led to a reel that brought him to California to work at Tippett Studio. Eventually moved to Weta FX in New Zealand to work on Avatar, King Kong, the Hobbit, etc. Now a supervising animator for Weta FX.

Tadao Hurazo

**Helped in the creation of the statewide AME curriculum guidelines working with the department of education.**

Graphic design – Mexico, new paper business, nyc, miami, texas, design design design. Disney, Playboy. Learned to stay current, photo, web, code, Sports Comm Photo/Vdieo – Wedd Quinc. CBEST GED Teaching Credential – Inglewood Honors. Now built and building a pathway for Animation that starts in middle school and on through high school. Working with us (El Camino, D.Art) on dual-enrollment and career pathways.

In CTE HS pathways – need counselors to be educated in the program and what it is doing and align it with student interests.

CBEST GED Teaching Credential – Crenshaw High

Cancun covid remote teaching

Inglewood Aba connection to dev curriculum in Graphic/Animation/Gaming

Brien Holman

ECC alum OTIS Digital Media

\* programs always being developed

Network - Senior Show – Shaking hands and got a job at Logan

Otis was more Production, design came later

Where media is being placed in different platform is not where it used to be

Tell a different parts of story at different platforms - enriching experience

Close the loop.

Jen Lau

ECC 08-10, No Cert, No AA

ACCD Web Design UX/UI  
Web Experience

Linley Regalago

ECC 06 Tutor and Mentor at ECC  
ACCD GD Trans Media  
Hospital – Beauty Brand

Rocio Diaz  
Counselor for Language Composition Journalism  
hear to listen and learn  
notes on industry network

Casandra Lee (visiting/observing)  
Investment coach  
Start students young / in language they know  
money through relevant touchpoints in students lives  
Dad – Acting – VO – PowerRangers VR Troopers Horacio Heart

## II. Program Map Discussion

- **Revised Foundation Certificate and Stacked Certificates**
  - Presented Program Map (attached) for new D.Art Certificates starting with the AME foundation certificate (18 units).
  - **Feedback:** Received positive feedback and agreement from committee members that the proposed certificate is a positive and needed direction for a program intended to place students in Animation, VFX, and Games.
    - Covers foundational bases in the current field.
  - **Unanimous Consent / No Dissent about new foundation certificate.**
- **What's Missing?**
  - Feedback: Received feedback to include classes in stacked certificates for procedural modeling and effects
    - (e.g. Houdini), real-time rendering

- (e.g. Unreal), and Motion Capture.
- ToonBoom (harmony pro and storyboard pro) was recommended. This is the intended plan to have that software introduced in DART 101 and DART 103. Tadeo confirms he is using the same in his middle-school/high-school pathways. (We are also working with the same representative from ToonBoom education, Kellee Pritchard).
- **Recruitment Needs**
  - Discussed needs for recruitment of adjunct faculty.
  - Paths to Industry / who are you hiring now?
    - Several Advisors attended CC to transfer (for graphic design).
    - Others took a more traditional 4-year tack (Tadeo and Mark).
    - Eric R. built skills through night classes to develop a demo reel and stayed in the industry as an animator for multiple decades.
      - Eric R. also mentions that Weta often hires directly from Animation Mentor (paid private website offering classes to develop portfolio and demo reels.
      - Brien mentions that degrees are looked at in hiring but the key is the portfolio and demo reel “can you make this thing move the way we need it to move.”
      - Brien mentions the biggest advantage of his time at Otis was the grad show: 2-4 years of school to culminate in one night when students get to talk to industry pros about their work. Connection made at this event was key for him to move into the industry.
    - Educate / Involve Counselors to better guide/communicate with Students.
- **Program Recommendations Summary**
  - Move ahead with the new Foundation Certificate and stacked discipline specific certificates.
  - The addition of new courses (based on previous CTE advisory recommendations) is now moving in a positive direction.

- Add courses or update content in courses for 3D modeling and animation certificate to explicitly include real-time rendering and procedural modeling and FX (eg. Unreal and Houdini).
- Focus on portfolio and reel development for animation/VFX/games certificates.
- Create opportunities to develop both realistic (for VFX field) and traditional (cartoon style) 3D animation.
- Include and incorporate industry standard tools like ToonBoom, Maya, Houdini, Unity, Unreal. Exposure to a variety of tools is key.

### III. Round Table Discussion – Industry Needs

Eric R.:

Focused on one thing: animation, not allowed to do anything else

Brien: Big level creative

Help students build a reel that showcases the skills they have

Style is important to VFX studios. VFX studios want realism.

Split in skill sets: photoreal animation vs. Traditional animation

**Demo reel / portfolio is key**

Brien:

“can you make this thing move the way we need it to move?”

Looking for enthusiasm. Let’s have fun doing the work that we do.

Hammered by clients to change things, not for better, but just to change things

Brien:

“You could add an entire track that deals with the psychology of dealing with clients”

Tadeo:

“a foundation class that establishes the foundations of visual psychology would apply to film, photography, graphics...”

Linly:

“playing off that, design anthropology” would be an element of this. “Show the context of art or design, in history, in relevance.”

Brein:

“Understand the why of what we do so we can make art that is better.” The immediacy

Tadeo:

Turning his classroom into a studio with 4 teams working on short films with SBWeb, MTV animation, Nickelodeon, etc. internship and apprenticeships. HS students working directly with art directors. It is possible to do this within the school with teams of students rather than at a company. Apprenticeship in the classrooms.

Brien:

**Context is missing from everyone who is entering into this industry.** “Tell me what to do. Need more understanding of the context. What is the why behind what you are doing? Know how to spin a narrative, how to understand the arc, how your small part is part of the whole.

Linley:

Concept also must include research and what it means to really understand something as part of a concept development process.

Mark:

Know the industry, an easy way is to find the union blogs. What are the union issues of the day? 3-year prospectus of the industry? Pre-post is here, production is “over there.” Korea, Japan, Wales, etc. Now the competition is global. Firebird is a force to be reckoned with. The Animation Guild CAA, National Cartoonist Society, are surveying gen AI and its effect on the industry. Animation is in transition. Commercials, box office, all things are changed.

Brien:

Streaming and content creation. Six second clips... But it has come full circle, there are now ads in streaming.

## IV. Tour of Facilities

Faculty led CTE committee on a tour of current facilities:

ARTS 218/216: New D.Art classroom and digital print lab in new Arts Complex building. Outfitted with current M2 Mac Minis, 16" Cintiq drawing tablets, 27" asus ProArt monitors.

Advisors were positive about the direction of technology and inclusion of current hardware in lab and classroom spaces.

LIBRARY10: New GPM/D.Art joint classroom outfitted with current AlienWare Auroa R15s, 32GB ram, RTX4080 w/ 16GB VRAM, 32" monitors, 16" Cintiqs, 4x wall displays and large projection screen, for in class demonstration and sharing. Built for 3D modeling, real-time rendering, and animation.

Advisors were again positive about the direction of technology and inclusion of high spec hardware in lab/classroom space. The lab is state of the art and able to handle everything in the new program outline.