

# Applied Digital Media and Printing Advisory Committee 2024-2025 Minutes

*A detailed agenda, links to cloud-stored supportive documents, and a short survey were sent to all members of our advisory committee. The following is a summary of our findings.*

**Date and time:** Asynchronous

## **Participants:**

1. Patrick Scullin
2. Kwokwai Sunny Siu
3. Nick Mugridge
4. Rick Torres
5. Gary Sellers
6. Alan Dennis
7. Shawn McKelvey
8. Lou Caron
9. Dave McCormac
10. Phuong Vu
11. Kristina LoVerso
12. Jan Steiner
13. Robert Delgadillo
14. Travis Hanson
15. Andrew Oaks
16. Jess Pappalardo
17. Brian Pappalardo
18. Alda Escobar
19. Nick Vargo

## **Notes:**

- A majority of our participants felt that our current ADM courses are effective in accordance to our department's overall goals and missions.
- Similarly, a majority of our participants also felt that our available ADM degrees and certificates are effective in equipping students with critical career-building skills.
- Our proposed new courses (ADM66 – Visual Storytelling and ADM83 – Packaging Design) have been well received by our advisory committee members.
- Our proposed modifications/updates to our programs and certificates have been received positively by our advisory committee members:
  - Modifications/Updates:
    - Graphic Design and Printing degree + certificate
    - Graphic Design and Digital Media degree + certificate

- Basic Graphic Communication certificate
  - Basic Graphic Design certificate
  - Electronic Publishing and Design certificate
  - Motion Graphics and 3D Animation certificate
- New proposals:
  - Packaging Design and Printing (certificate)
  - Graphic Art and Visual Storytelling (certificate)
- Our consideration of using the SkillsUSA Career Essential assessment for our ADM students has also been received positively.
- Suggestions/comments from participants:
  - A suggestion of utilizing Procreate (iOS only at this point) was made.
  - Another suggestion was also made in regard to the Affinity software, Procreate or Clip Studio paint, not as a substitution, but as a supplement, to the Adobe software that our department already uses.
  - Suggestions for the following courses in the future were made:
    - 3D Product Design Mockup
    - AR (augmented reality)
    - UX (user experience) and design prototyping
    - Vehicle wrap design and installation
    - Social media content design
    - Print shop management/operation
  - Participants felt that the addition of packaging design as a new course+certificate was the right direction for our department to follow, due to great industry growth and needs.
    - It was also suggested we, as a department, will need to continue to anticipate the future trends of packaging design and printing manufacturing.
  - We, as a department, need to create a comprehensive but evolving Ai (artificial intelligence) guide for students to acknowledge and observe both in ADM classes and in their professional future.
    - Emphasis on the balance between practicality and ethicality.
  - A suggestion for a new DTF (direct-to-film) printer for students to learn DTF printing with hands-on experiences.
  - ADM classes' hands-on learning experience is a valuable component that equips students with real, practical, transferable, and marketable skills.