



**Graphic Design & Illustration  
Advisory Committee Agenda  
February 10, 2024  
10:30 AM  
Zoom Meeting**

**Industry Representatives/Company Name**

**Mt. SAC Faculty, Deans, and Staff**

*Note: Target should be 8-10 industry reps. Use Work Experience Site Supervisors if possible*

*Note: Notify Division Deans, Career Specialist, and Counselor as soon as date is established.*

<b>Hamsa Khzam</b> Creative Director @ Amazon	<b>Rich Pelligrino</b> Freelance Illustrator and Educator	<b>Eric Dong</b> Adjunct Professor & Freelancer	<b>Cesar Ayala</b> GD&I Student
<b>David Tucker</b> Creative Director @ Mattel	<b>Harrison Wheeler</b> Design Director @ LinkedIn	<b>Kelvin Nguyen</b> Adjunct Professor	<b>Monico Orozco</b> Art Director @ Studio13
<b>Tony Rodriguez</b> Freelance Illustrator and Educator	<b>Paul Woods</b> President of AIGA LA and CEO @ Edenspiekermann	<b>Czette "Sophia" Nazareno</b> GD&I Student	<b>Cuyler Smith</b> Professor of Illustration
<b>Kyra Key</b> Art Director @ Glossier Inc.		<b>Anthony Alejandro</b> GD&I Student	<b>Krislam Chin</b> Professor of Graphic Design



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Item	Discussion	Outcome/Action Needed
<i>Consider setting time limits to stay on track during the meeting</i>		
<b>Welcome and Introductions (Dept Chair)</b>	Welcome and Introductions	
<b>Division Dean/Associate Dean</b>	Purpose of Advisory	
<b>Approval of Minutes – Mandatory</b>	Last year’s minutes approved via email.	
<b>New Courses</b>	<ul style="list-style-type: none"> <li>● ARTC 161 Typography II <i>Class for CSUF transfer</i></li> <li>● ARTC 90 2D Design for Graphic Designers</li> </ul>	Type II <b>Approved</b>  2D for GD <b>Approved</b>
<b>Graphic Design Update</b>	<ul style="list-style-type: none"> <li>● Hired New Adjuncts (previously, in process) Dennis Cheung, Eric Dong, and Jorge Pacheco</li> <li>● Steve Burgoon to retire</li> <li>● Current program overview</li> </ul>	
<b>Illustration Update</b>	<ul style="list-style-type: none"> <li>● Officially reintegrated the Illustration department back under the Creative and Editorial Arts (CEA) umbrella, merging it seamlessly with the Graphic Design program</li> <li>● 3 Certificates (breakdown on last page)</li> </ul>	



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<b>Advisory Input</b> What new software/hardware should we be mindful of? (Figma, FigJam, etc.)	<ul style="list-style-type: none"> <li>● Extensively discussed Figma, highlighting its significance not just for executing graphic design projects but also in the initial stages of the creative process. It's emphasized that proficiency in Figma, alongside Adobe Suite, is notably advantageous on resumes.</li> <li>● Emphasis was placed on the importance of being knowledgeable about AI and leveraging available tools to enhance efficiency in the job market. Utilizing AI as a creative inspiration tool and integrating it into the creative process was also recommended.</li> <li>● Procreate's status as an industry-standard illustration program was acknowledged, noting its specific requirement for iPad use, which aligns with our program's resources.</li> <li>● While not a teaching requirement, some agreements that students should be familiar with Affinity due to its industry usage.</li> <li>● Members of the board observed a gap in emerging designers' engagement with the storytelling, ideation, and moodboarding phase of the creative process. It was suggested that more emphasis on this phase would showcase their critical thinking.</li> </ul>	
<b>Advisory Input</b> Industry readiness; Are there new platforms? Assets students should prepare in addition to their portfolio? New practices?	<ul style="list-style-type: none"> <li>● The importance of tailoring portfolios to specific job descriptions was discussed, highlighting the need to meet the precise requirements of job roles due to automated filtering processes.</li> <li>● Opinions on cover letters were divided, suggesting a nuanced approach to their inclusion in applications.</li> <li>● The board advised ensuring web portfolios are user-friendly, emphasizing the importance of straightforward navigation to showcase work, except when demonstrating web/UI/UX skills.</li> </ul>	



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	<ul style="list-style-type: none"> <li>• A recommendation was made for schools to invest in SquareSpace accounts, ensuring students have access to fully functional websites upon completing the program.</li> <li>• Lastly, a significant focus was placed on the importance of typography skills, stressing that emerging designers and illustrators should possess a strong understanding of typography.</li> </ul>			
<b>Program Success Data</b>		<b>2021-2022</b>	<b>2022-2023</b>	
	<b>Certificates</b> ARGOS Report SHR0009	<b>14</b>	<b>21</b>	
	<b>Degrees</b> ARGOS Report SHR0009	<b>17</b>	<b>13</b>	
	<b>Licensures</b> <a href="https://www.mtsac.mtsac.edu/financialaid/licensureExaminations.html">https://www.mtsac.mtsac.edu/financialaid/licensureExaminations.html</a>	Not Applicable	Not Applicable	
<b>Summary of Current and Projected Employment Outlook</b>	Median hourly wage for LA County - \$37, Orange County - \$36, Inland Empire - \$28. 2-4% Projected growth over the next ten years.			



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<b>2 year Requisite Review-Mandatory</b> <i>(1/2 of courses must be reviewed each year)</i> Due date: May 15	<b>Course Title</b>	<b>Current Pre-requisite (PR), Co-requisite (CR), Advisory (A)</b>	<b>Appropriate Requisite Y/N</b>	
	ARTC 272: Motion Graphics	Current Prerequisites:  ARTC 100 - Fundamentals of Graphic Design  <u><b>OR</b></u>  ANIM 100 - Digital Print and Ink  <u><b>OR</b></u>  PHOT 9 - Digital Imaging for Photographers		<b>Appropriate Requisite</b>  <b>Yes, Approved.</b>
	ARTC 290: Portfolio	<b>Current Prerequisites:</b>	Change to prerequisite	<b>Appropriate Requisite</b>



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		Completion of a minimum of 15 semester units in one of the following programs: Graphic Design, Illustration, Animation and Gaming, or Photography.	ARTC 286A	<b>Yes, Approved.</b>
	ARTC 286: Portfolio Prep	<b>Current Prerequisites:</b> ARTC 120 Print Design and Advertising <b>AND</b> ARTC 140 Vector Design and Illustration <b>AND</b> ARTC 160 Typography		<b>Appropriate Requisite</b>  <b>Yes, Approved.</b>



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Item <i>Consider setting time limits to stay on track during the meeting</i>	Discussion			Outcome/Action Needed
	ARTC-299: Work Experience	<b>Current Advisory:</b> ARTD 20 - Design: Two Dimensional  <u>AND</u> PHOT 58 - Photography & Video Social Media Marketing  <u>AND</u> ARTC 100 - Fundamentals of Gfx Dsn  <u>AND</u> ARTC 120 - Print Design and Advertising and  <u>AND</u> ARTC 140 - Vector Design and Illustration  <u>AND</u> ARTC 160 - Typography	<b>Change to Prerequisites :</b>  ARTC 120 Print Design and Advertising  <u>AND</u> ARTC 140 Vector Design and Illustration  <u>AND</u> ARTC 160 Typography  <b>Note:</b> Lowering the barrier for entry. Proposing to remove ARTD	<b>Appropriate Requisite</b>  <b>Yes, Approved.</b>



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<i>Consider setting time limits to stay on track during the meeting</i>			20, PHOT 58, and ARTC 100.	
<b>Curriculum Review -Mandatory</b> Due Date: 5 year review & Modifications May 15	<b>Course Title</b>	<b>5 Year Review Y/N</b>	<b>Modification Y/N</b>	<b>Advisory Comments/ Recommendations</b>
	ARTC 100 - Fundamentals of Graphic Design	Y	Y	No changes.
<b>Curriculum Review – Industry-driven Modifications</b>	<b>Course Title</b>	<b>Modification Requested</b>	<b>Reason for Modification</b>	<b>Advisory Comments/ Recommendations</b>
	ARTC286 ABC - Portfolio Prep	Change ARTC286 to ARTC286A and add B and C.	We propose the creation of a series of stacked classes, each designed to further advance students' portfolio	<b>Yes, Approved.</b>



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			development. This structured sequence will consist of separate, progressive classes - ARTC286A, ARTC286B, and ARTC286C. Each class in the series is a prerequisite for the next, enabling students to systematically enhance their portfolio with each successive course.	
	ARTC220 - Creative	Should we delete the class because of AI and ARTC165 - Illustration?		<b>Yes, Approved.</b>



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	Design and Compositing			
<b>Documentation of Program Needs-Mandatory</b>	<ul style="list-style-type: none"> <li>● Lab Assistants and Tutors (14 students x 6.67 hours x 15 weeks x \$19.50 = <b>\$27,314.00</b>)</li> <li>● Motion Array (AV stock subscription) (\$37.50/month for 4 license = <b>\$1,000</b>)</li> <li>● Namecheap reseller hosting plan (<b>\$238.56/year</b>)</li> <li>● Digital Press (<b>Imagepress v700</b>) - <b>\$20,000</b></li> <li>● AIGA LA Educator Membership (<b>\$600</b> for 3 Memberships)</li> </ul>			<b>Yes, Approved.</b>
<b>Tour of Facilities</b>	None, conducted online.			
<b>Future Meetings</b>	February 2025			



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<b>Illustration Certificate Breakdown (Total 3)</b>		
<p><b>Illustration Level 1 certificate</b> <i>Students interested in a career in freelance illustration.</i></p> <ul style="list-style-type: none"> <li>• ARTC 100: Fundamentals of Graphic Design</li> <li>• ARTD 15: Beginning Drawing or ANIM 104: Drawing Fundamentals</li> <li>• ARTD 17B: Figure Drawing</li> <li>• ARTD 20: 2D Design</li> <li>• ARTC 163: Dynamic Sketching</li> <li>• ARTC 165: Illustration</li> <li>• ARTC 186A: Portfolio Preparation</li> <li>• ARTC 290: Portfolio</li> </ul>	<p><b>Illustration Level 2 certificate</b> <i>Freelance illustration emphasis.</i></p> <p>Completion of the Illustration Level 1 Coursework (18 units) plus:</p> <ul style="list-style-type: none"> <li>• ANIM 101A: Gesture Figure</li> <li>• ARTC 167/ANIM 167: Visual Development</li> <li>• ARTD 21: Color and Composition I'm unsure on this one and curious if another graphic design course would work better</li> <li>• ARTC 169: Illustration 2 (Contemporary Illustration)</li> <li>• Recommended Elective: ANIM115 Storyboarding</li> </ul>	<p><b>Illustration Level 2 certificate</b> <i>Entertainment emphasis.</i></p> <p>Completion of the Illustration Level 1 Coursework (18 units) plus:</p> <ul style="list-style-type: none"> <li>• ANIM 116: Character Design</li> <li>• ARTC 167/ANIM 167: Visual Development</li> <li>• ARTD 16: Perspective</li> <li>• ARTC 169: Illustration 2 (Contemporary Illustration)</li> <li>• ARTC 186A: Portfolio Preparation</li> <li>• ARTC 290: Portfolio</li> <li>• Recommended Elective: ANIM115 Storyboarding</li> </ul>