



Graphic Design & Digital Media Advisory Board Meeting Minutes [Draft]

November 30, 2020 | 6:00 pm | Zoom

Agenda Item

LPC Mission Statement

Las Positas College provides an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting life-long learning.

LPC Planning Priorities

- ❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
- ❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
- ❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.

Advisory Board Members

Voting:

Eric Berendt, Las Positas College
Tom Bosch, PureRED
Meg Epperly, LLNL
Michael Jay, LPC & Laney College
Kimberly Krueger, Overstreet Associates
Peter Kuo, Las Positas College
Sarah Mattern, S.Mattern Design & Devel.
Chris Meyer, Tri-Valley ROP, Dublin HS
Anne Nguyen, Overstreet Associates
Robin Roth, Hertz & LPC Design Shop
Sonny Thomas, PureRED

Non-Voting:

Amy Mattern, Las Positas College
Elizabeth McWhorter, Las Positas College

1. Welcome and Introductions

Meg Epperly (LPC alumna), Peter Kuo, Kim Krueger, Liz McWhorter, Anne Nguyen, Amy Mattern, Sarah Mattern, Chris Meyer, Sonny Thomas

Meg changed roles, might term off this AB (may move to a different AB)...

2. Review Agenda

Peter motioned; Sonny seconded. Unanimous approval. Motion carried.

3. Review and Approval of Fall '19 Minutes

Chris motioned; Peter seconded. Unanimous approval. Motion carried.

4. Industry Updates

Emerging Trends / Opportunities

Work-Based Learning

- Let's pick that up again (per Peter)

Kim/Anne, Overstreet

- Hired a couple ppl in Feb.
 - Will have virtual interns!
 - Downsized on brick & mortar space

Sonny, PureRED

- Hiring too, wants to discuss internships with LPC

Meg, LLNL

- Flipped the internship modality quickly!
- Computing MatterMost (like Slack) to build community
- Had posted on LPC I&J Board (but not heard back from anyone)

Peter/LPC request

- Vicki/Liz/Peter meet RE: WBL / getting some GDDM internships going

Sonny, PureRED

- Bounce to all-digital. Some clients stopped printing 100%.
- In-store signage has grown for them ("Stand 6' Apart")

Kim, Overstreet

- Hasn't lost as much print business as they thought they would
 - o They have a lot of quick-serve restaurant clients; window wraps/signs with QR codes

Meg, LLNL

- Are we training our GDDM students to think in these ways?
 - o Peter: In between (balance: design & code).
 - Web 1 (CSS), Web 2 (like JavaScript & libraries, all front-end)
 - Word Press class (CMS) – Content/data Management / show functionality
- Webspace (per Meg)
 - o Drupal 8 w. compiled CSS / mix-ins / strings for colors. Many computer sciency things happening

Sarah, S. Mattern Design & Devel.

- Uses WordPress. Easier to hand off a site to someone who doesn't know the back end.

Meg, LLNL

- Accessibility is very important. Didn't know that as a student.
- Will send a list of helpful links [Sonny will too -- special color palettes].

Adobe streaming/unboxing-type new feature (Share work in progress)

- Peter was wondering what people think about it
 - o Some aspect that's good – having his students do a tutorial video
- Chris/ROP teacher (and gamer) says what's the point – already streams via Twitch.
- It's just an individual choice (per Anne/Overstreet)

Adobe (per Peter/LPC)

- Dumping their features into apps for iPad/iPhone. Something to teach about?
 - o The interface is different.
 - o Kim/Overstreet said Illustrator for iPad isn't at 100%.
 - o Anne/Overstreet: It's in early phase. Jumps from smartphone to laptop (cloud-based).
 - o Sonny/PureRED: Said "It feels a little fringy right now."
 - o Sarah/SMDD: Best to do basics on a desktop; transferable to mobile device in future.

Employment – Are there many jobs?? (per Amy/LPC)

- Sonny/PureRED: They're using a lot of freelancers (Creative Circle).
- Anne & Kim/Overstreet: Not hiring full-time.
- Meg/LLNL:
 - o Candidates coming in for lab jobs aren't usually top tech/design people.
 - o Things have changed though...because many have been losing their jobs, switching.

LMI report (per Peter/LPC)

- Haven't seen one in a while. Could V.S. please share one?!

Sonny, PureRED

- In the social space, need to have lots of skills / be able to work quickly (incl. doing a quick Photoshop piece vs. pro photog) – shoot video, edit / clean it up, write content

Peter, LPC

- Social media manager, Social Media for Designers class? (latter per Kim/Overstreet)
 - o e.g., How to Design a Nice Carousel
 - o Maybe a cross-program cert (GDDM-MSCM, etc.)
- Anne/Overstreet: Has COVID shifted expectations of a designer?
 - o Sarah/SMDD – Yes, that’s what happens in a recession! [Sonny concurs.]
 - Depends on the size / budget of the company, per Sonny.
 - Kim/Overstreet – Yes, people have to learn to become more resourceful.
- Next time they have Portfolio class, something to talk about (per Peter/LPC)

5. Faculty Reports

COVID-19 situation

- Moved everything online
 - o GDDM classes pretty easy to convert, so enrollments are pretty good
 - But some value may be lost b/c of all the online programs that offer the content
- Missing the 1:1 interaction in class though!

Enrollments

- They’re good!
- Since the name switch (VCOM → GDDM), the # of declared majors has jumped
 - o About at max capacity now!
- How do we sustain enrollment #s but broaden the curriculum?
 - o Peter’s asked R.S. to track when GDDM students start & finish

6. Events / Outreach Specialist Report (Liz)

- GDDM Program Spotlight recap (11/19 virtual event)
- Other Past FA 20 Events: Batch Makers Market; Art Walk Light
- LPC Student Art/Design Exhibit @ Cuda Ridge (Nov-Jan)
 - Planned press in local newspaper, maybe reception w/ artists & Music Alumni ensemble (winter)
- A&D Club’s Guest-Speaker, Michael Manomivibul: https://www.youtube.com/watch?v=zqDOTy6j_44

7. Action Items/ Recommendations

Liz/Peter/Vicki meeting

- Talk about work experience, LMI report, GDDM-MSCM joint cert (social media mrktg.), etc.

Internships/WBL

- Peter will e-meet with Sonny (PureRED); Anne & Kimberly (Overstreet)

Accessibility resources

- Meg and Sonny will share these with Peter

8. Adjournment: Adjourned at 7:28 pm by Peter Kuo.

9. Next Regular Meeting: TBD (maybe Fall ’21)