



LPC Mission Statement

Las Positas College is an inclusive learning-centered institution providing educational opportunities and support for completion of students' transfer, degree, basic skills, career-technical, and retraining goals.

LPC Planning Priorities

- Establish regular and ongoing processes to implement best practices to meet ACCJC standards.
- Provide institutional support for curriculum development & maintenance.
- Expand tutoring services to meet demand and support student success in Basic Skills, CTE, and Transfer courses.
- Coordinate resources to address professional development needs of faculty, classified professionals, & administrators in support of our educational master plan goals.

GDDM Advisory Board

Members:

Bosch, Tom / PureRED
Epperly, Meg / LLNL
Jay, Michael / LPC, Laney College
Kuo, Peter / Las Positas College
Meyer, Chris / Tri-Valley ROP, Dublin HS
Roth, Robin / LPC Design Shop, Hertz, etc.
Thomas, Sonny / PureRED

Non-Voting:

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

GRAPHIC DESIGN & DIGITAL MEDIA ADVISORY BOARD [DRAFT] MINUTES

December 19, 2019 | 6:00pm | Rm. 714

1. **Welcome & Introductions** Faculty/Outreach Specialist

6:10 pm meeting called to order by Peter Kuo & Liz McWhorter

Members Present: Jacob Cuellar (student)—Las Positas College, Peter Kuo—Las Positas College, Liz McWhorter—Las Positas College, Chris Meyer—TriValley ROP / Dublin HS, & Sonny Thomas—PureRED

2. **Prior Meeting Minutes Approval (5/1/18)** Faculty/Outreach Specialist Peter Kuo motions; Chris Meyer seconds. Unanimous approval.

3. **LPC Reports** Faculty/Outreach Specialist

Peter Kuo, faculty, provided the following report:

- Welcome to our new A&H CTE staff member / Graphic Design & Digital Media AB Meeting Coordinator, Liz McWhorter!
- New program name, etc.
- Chris Meyer hired as adjunct faculty!
 - Talk to Dean to find a classroom for him (Basic 3D Modeling)
- History of Graphic Design
 - Looking to hire someone ASAP; need to talk to Dean about it
- Adobe lic. agreement—official articulation / note that a student's a GDDM maj. (students limited in what they can do with current lic.)

Enrollments

- Have been good; getting stuff waitlisted consistently
- Hoping that cross-listing won't keep happening (not many FTEs)

Portfolio offered after several years!

- Evening class, so industry partners can speak.
- Field trip too

GDDM Summer Camp @ LPC (used Adobe Spark)

- Peter & Chris ran a summer camp that was very successful in '19
- Students engaged, produced good projects, parents happy with it
- Summer '20: Hosting camp for middle schoolers & high schoolers

Liz McWhorter, Outreach Specialist, provided the following report:

- New GDDM fact sheet (w/ testimonials, labor mkt. info) soon!
- Visits to Tri-Valley school clubs/classes starting in early '20
- Looking into creating/administering a GDDM student survey
- New LPC May-ker Fest community ed event - 05/30/20
- AB recs: Potential tablers: Mondo, 24/7, Creative Circle, InDesign, Alumni businesses?

4. Industry Update

Advisory

Sonny (PureRED):

- Many students coming to PureRED with understanding of marketing
- Adobe Animate & HTML5 are becoming required more
- CRM power to switch out designs based on audience etc.
- Designers need to be focusing more on 'smart' designs
- The velocity is really fast now – need specialists to resource
- Continued importance of *print*, marketers target dir. mail (whitespace)
 - o 40% print, 60% online
- Content generation is a huge growing segment of this industry
 - o As a creative, you're asked to generate copy (headline/tagline)

Student Equipment Suggestions:

- New printer
 - o Seeking replacement via IT or Resource Allocation Committee
- Pantone swatch library
 - o Ordered 2 sets. Tricky part is the way the color registers on the computer monitor vs. in the Pantone library.
- Viewing booth: Discussed interest
- Sketchbook: Requesting for Rm. 714 computers
- iPads for learning Photoshop? (Peter's Q)
 - o Industry partners: No, not at this time.

5. Other Items

All

Internships

- PureRED
 - o Sonny reported on this; very robust! Want to revisit!
- iWorks Media
 - o Peter's student interned there. Liz: Connect RE: interns, AB.
- LPC Job & Internship Fair - GDDM
 - o Liz mentioned this. The industry partners/Peter are interested.

Student Perspective (Jacob)

- He got a 4-yr degree in Marketing (UNR); working on GDDM AA now
- People get bored of things so quickly, so content is important, yes!!
- *Peter: Intro to Digital Media is a new class offered this semester (touches on marketing). He's heard from marketing dept. about this...putting class into one of their certs*
- Importance of animation (vs. static image)
 - o Responsive logos / needs to be collapsible (per Sonny)
 - o GIFs / web animation interest

Peter's thoughts

- Need to design for multiple touchpoints
 - o Collaborative work is best, as designers & marketers don't tackle issue in same way. Figuring out best way to tell story.
 - o Organization size/structure matters too (per Sonny)
- Some students in GDDM+MSCM. Cert in Advertising? (Liz, check w/ VS)
- Photoshop, Illustrator, InDesign are still the standard
- Animation Design requested by students...maybe JavaScript or Anime

6. Next Regular Meeting - TBD (Fall '20)

All

7. Adjournment - 7:30 pm

Faculty/Outreach Specialist