



# Graphic Design and Digital Media Advisory Board Meeting Minutes

## LPC Mission Statement

Las Positas College is 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 lifelong 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.
- ❖ Coordinate resources and provide professional development for effective online instruction and remote delivery of student support services and college processes to advance equitable student outcomes.

## Advisory Board Members

Shraddha Chudasama\*  
Tanya Quijalvo  
Stephnee Leathers  
Sarah Mattern  
Chris Meyer\*  
Anne Nguyen\*  
Robin Roth  
Sonny Thomas\*  
Nicole Torgerson  
Michael Jay\*  
Peter Kuo\*  
Lilibeth Mata Juarez\*  
Sharon Kim\*  
Amy Mattern  
Vicki Shipman

April 17, 2025 | 7:30PM | Zoom

## Agenda Item

### 1. Call to Order

### 2. Welcome and Introductions

- Peter Kuo: GDDM Faculty Coordinator
- Stephnee: In House Creative Leader
- Sonny: ITG Chief Creative Officer
- Michael Jay: Dept Faculty
- Tanya: Livermore National Lab UI/UX Designer
- Shraddha: UX Startup designer at Roku. LPC Alum
- Anne: Branding and Marketing for Media production company
- Sharon: GDDM student and student assistant for A&H Division
- Lilibeth: Outreach Specialist, minute taker
- Chris: Tri-Valley ROP instructor

### 3. Review of Agenda

### 4. Review of Minutes

### 5. Industry Updates

- **Emerging Trends/Technologies**
  - Canva: it is replacing many graphic design needs. Some agencies are requiring Canva experience
    - With Canva they are mainly just playing around with tools already available to them
  - Sonny brought up that although AI is also becoming a trend there have been studies that if consumers see brands that have advertising that is completely AI they immediately do not trust the brand
  - Board believes it should be taught and introduced because it would be inevitable to avoid
  - Stephnee: Canva is widespread across businesses and they have to create templates and upload into Canva for specific teams to utilize
  - Responsibly using AI is critical
    - Prompting skills
    - Ethics

- **Internship Opportunities**

### 6. Faculty Report

- **Program Update**

- Created an animation class
- Created a 2D Animation class (Fall 2025)
  - Toon Boom: LPC will receive a 6-month license to maximize the service.
- Created a 3D modeling class (Spring 2026)
  - Mark Schultz (current Art instructor) will be teaching course will probably use blender software
- Discontinued Pre-press class because no one was registering for course or have received certificate for printing
- **Enrollments**
  - Awarded with more FTE's because enrollment is better and courses are being offered in high flex
- **Completions**
- **Program Development/Opportunities**
  - Intro to Digital Tools Class: a survey course where you do a little bit of Photoshop, a little of InDesign, Illustrator and build a website. Peter encourages students to explore Canva to familiarize students to the platform

## 7. Recommendations from Advisory Board

- **Character Design/Creature Design**
- **Gaming developing a course for CCAP**
- **Motion Graphics class**
  - i. Software (recommendations): Adobe Rush, Photoshop (incorporations), After Effects, Adobe Animate
    - 1. **Voice over, video slideshow, scrolling, how can we introduce videos**
      - a. Movie intros/outros
      - b. Animations
      - c. Websites
      - d. Typography flowing into videos
      - e. Everything that can handle video
- **Professionals in GDDM Panel and AI views**
  - i. Talk about the industry demand for AI even if there is no full knowledge/understanding of the AI platforms

## 8. Other Business

## 9. Next Regular Meeting: Spring 2026

## 10. Adjournment