



Graphic Design & Illustration Program
Advisory Committee Agenda
February 29, 2016
11:30 AM – 1:30 PM
Design Technology Center – Room 2465

Industry Representatives

Mt. SAC Faculty and Staff

	Alan Dennis		Corinne Hartmann		John Edward Torres		Joseph Ammirato		Dirk Hagner		Ron Brown
	Jake Anderson		Jana Rawling		Larry Lima		Marco Manansala		Sue Long		Mark Lowentrout
	Matthew Watson		Monico Orozco		Nicola Vruwink		Paul Scott		Brian Bouskill		Steven Burgoon
	Tina Howland										

Item	Discussion	Outcome/Action Needed
Welcome and Introductions (Dept Chair)	Purpose of Advisory <ul style="list-style-type: none"> ▪ Assist departments and college in evaluating effectiveness of program and prep of graduates ▪ Recommend changes to curriculum, facilities, and equipment ▪ Assist the program in identifying work experience opportunities General Update-State of the College	
Approval of Minutes - Mandatory	Last Year's Minutes approved via email	
Advisory-Driven Program Improvements to date	Curriculum Modifications: <ol style="list-style-type: none"> 1. ARTD 20 - The committee approved to keep ARTD 20 (2D Design) as a <i>prerequisite</i> for ARTC 140 (Graphic Design 3) and ARTC 220 (Graphic Design 4). 	



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	2. ARTD 20 - The committee approved change ARTD 20 from a <i>prerequisite</i> to an <i>advisory</i> for ARTC 160 (Typography) 3. ARTC 160: The committee approved moving ARTC 160 (Typography) from the Level II Certificate to the Level I Certificate. 4. ARTC 200: The committee approved moving ARTC 200 (Web Design) from the Level I Certificate to the Level II Certificate.			
Program Completion Rates http://datamart.cccco.edu/Outcomes/Program_Awards.aspx Graduate Licensure Rates		2011-2012	2012-2013	
	Certificates			
	Degrees			
	Licensures			



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Advisory Input	Hiring Preferences and Practices: What are the characteristics/skills sought in new hires? <ul style="list-style-type: none"> • Problem solving/Self-sufficient • Be resourceful/Figure it out on your own • Be familiar with <i>Agile Workflow</i> (new way of managing IT development teams and projects) • Debugging and troubleshooting • Lifelong learners • Less mediacentric and more idea-centric i.e. stronger concepts, able to defend work What skills are lacking in current applicants or work experience participants? <ul style="list-style-type: none"> • Typography • E publications • Mobile app design • Process statements/books • Designer vocabulary 	Committee Recommendation: Teach students how to be self sufficient and problems solve. Make students more responsible for their learning especially the technology. Focus more on the theory and concepts. Make sure students learn how to defend their work.
	External Factors impacting the industry <ul style="list-style-type: none"> • Digital media on the rise/ print media on the decline (but still something designers should to know) 	Committee Recommendation: Teach typography earlier. Consistently teach typography throughout other courses. Include E-Publication and



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	<ul style="list-style-type: none"> • More mobile app design/ development • Transmedia design is the rule, not the exception. • Media consumption: Mobile devices on the rise, Desktop on the decline. <ul style="list-style-type: none"> • DigitalTutors.com/ Pluralsight.com (online video technical training) – We have an opportunity to try this service out for very discounted price of \$30/student/year. <ul style="list-style-type: none"> ○ Todays students come to Mt SAC with a technical savvy that didn't exist 10 years ago via smart phones, social media, etc. ○ Asking them to subscribe to an online tutorial service will reinforce many of the technical things we are showing them in class, leaving more class time to teach design concepts. ○ May be instead or in addition to textbook. 			<p>Mobile App projects in coursework. Teach students to use proper vocabulary especially when defending work. For portfolio projects, make sure students include process statements, show conceptual work and show progressive work.</p> <p>Committee Recommendation:</p> <p>Online tutorials will benefit students more than books to support the teaching of technology skills. Accessing Pluralsight will be a significant advantage to students, especially at the available cost.</p>
2 year Requisite Review-Mandatory <i>(1/2 courses must be reviewed each year)</i>	Course Title	Current Pre-requisite (PR), Co-requisite (CR), Advisory (A)	Appropriate Requisite Y/N	Advisory Comments/Recommendations:
	ARTC 120	ARTC 100 (PR)	Y	



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Due date: October 31		ARTC 20 (CR)		
	ARTC 140	ARTC 100 (PR) ARTD 20 (PR)	Y	
	ARTC 160	ARTC 100 (PR) ARTD 20 (PR)	N	Recommend ARTD 20 as a Co-requisite
	ARTC 200	ARTC 100 (PR) ARTD 20 (PR)	Y	
	ARTC 220	ARTC 100 (PR) ARTD 20 (PR)	Y	
Curriculum Review -Mandatory 4 year review October 31 Modifications May 31	Course Title	4 Year Review Y/N	Modification Y/N	Advisory comments Recommendations
Documentation of Program Needs-Mandatory	Current Program Needs <ul style="list-style-type: none"> ○ Replace PC Computers (5 years old) in lab. Quantity 10. 			Advisory agrees computers are outdated and not able to handle contemporary applications.



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Tour of Facilities		
Future Meetings		