

Mt. San Antonio College Graphic Design & Illustration (GDI) Program Advisory Meeting Minutes – March 27, 2015

Attendees:

Steven Burgoon – Mt. SAC Faculty, Graphic Design & Illustration
Stanley Chen – Senior Designer, R/GA
Corinne Hartman – Mt. SAC Adjunct Faculty, Graphic Design & Illustration
Brenda Hawley – Treasurer, Mt. SAC Graphic Design & Illustration Club
Tina Howland – President, Design Idea
Marco Manasala – Creative Director, Unknownlab
Nels Ramos – Senior Designer, The Walking Company
Jana Rawling – Creative Director, Freelance
Josh Reed – Illustrator, Freelance
Mario Rivas – Senior Package Designer, Disney Store
Don Sciore – Interim Associate Dean – Arts Division
John Torres – Software Engineer / Designer – Adaptive Media
Matthew Watson – President, Mt. SAC Graphic Design & Illustration Club

Topic of Discussion: State of the Graphic Design & Illustration Industry

- Entry-level positions require a broad range of skills
- Print is vintage, trendy, popular again
- Web and mobile design skills are necessary
- Ideation and creativity is a critical skill
- Understanding the fundamentals of design is critical
- Designers must be able to explain the thinking process behind design solutions
- Designers should be able to self edit, self critique
- Designers collaborate and share knowledge, even across disciplines
- Successful designers work quickly and are well organized
- Successful designers are continual learners and adapt to changing technology and environments
- Designers need to be able to create and work from creative briefs
- To successfully compete for open positions, designers must be able to sell him/herself

Program Update: Graphic Design & Illustration Club

The committee was informed that a GDI Club was recently established. The committee agreed that the club would be a significant benefit to the program. The committee had the following suggestions and recommendations for making the club successful.

- Have the club function in some ways like a small studio to provide students with real world experience
- The club should network via various industry organizations such as AIGA, AAF, and local business and community organizations
- The club could fundraise by creating and selling design related items such as t-shirts, tote bags, etc.
- The club should sponsor special guests to make special presentations
- The club could fundraise by providing design and illustrations services to other Mt. SAC organizations
- The club should help design and illustrations students with self-promotions
- The club should sponsor exhibitions, showcases, portfolio reviews, and competitions

Program Recommendations: Transfer and Articulation

- The committee recommended establishing a stronger relationship with Cal Poly Pomona and Cal State Fullerton to better support GDI students wishing to transfer to a four-year college.

Curriculum Additions, Deletions and Modifications

- ARTC 100: The committee approved the development of an ARTC 100 – Graphic Design I online or hybrid class.
- PHOT 5: The committee approved the addition of PHOT 5 – Digital Camera and Composition to the GDI Level I Certificate.
- ARTD 20: The committee approved moving ARTD 20 – Two Dimensional Design to the Level I Certificate.
- ARTC 220: The committee approved moving ARTC 220 – Graphic Design IV to the Level II Certificate.

- ARTD 20: The committee approved making ARTD 20 a prerequisite to ARTC 100.
- ARTC 280: The committee approved removing ARTC 280 – Commercial Art Studio from the program.
- New Course: The committee approved adding a Branding and Corporate Identity course to the Graphic Design Level II Certificate.
- ARTC 160: The committee approved moving ARTC 160 – Typography from the Level II Certificate to the Level I Certificate.
- ARTC 200: The committee approved moving ARTC 200 – Web Design from the Level I Certificate to the Level II Certificate.
- ARTC 169: The committee approved changing the current course name ARTC 169 – Conceptual Illustration to Contemporary Illustration.
- New Course: The committee approved adding a second-level Web Design course to the Graphic Design Level II Certificate (ARTC 200 will be a prerequisite).

Curriculum Discussions (no action taken)

- The committee considered making ARTD 15A – Basic Drawing a prerequisite to ARTC 100. However, the committee was divided on the issue. The committee recommended that faculty assess the effects of making ARTD 20 a prerequisite first.
- Along with the name change of ARTC 169, the committee recommended the course description be reworked to better communicate its contents to the students.
- The committee recommended that classes be portfolio-centric, i.e. in each class students produce one or two portfolio-worthy pieces.
- Several committee members recommended exploring the possibility of developing portfolio-worthy assignments that “evolve” across progressive classes.

Meeting adjourned at 2:00 PM.