

COLLEGE OF
MARIN

Graphic Design Advisory Meeting Minutes
Wednesday, April 7, 2021 from 8 to 9 am PST

In attendance:

- Michael Henninger, *Professor of Art, California State University East Bay*
- Julian Hoover, *Owner, Bright House Media*
- Sharon Walsh, *Textiles Studio Design Coordinator, Pottery Barn*
- Thomas Whalen, *Partner and co-founder, WHM Creative*
- Katheryn Horton, *Director Strong Workforce*
- Alex Jones, *Career, Internship & Services Program Coordinator*
- Heather Rahman, *Workforce Program Specialist*
- Alina Varona, *Dean Workforce Development & Career Education*
- Derek Wilson, *Graphic Design & Multimedia Faculty*

I. Welcome and Introductions

Derek welcomed the group, and gave a quick overview, he explained why College of Marin decided to begin the stand-alone Graphic Design program which is primarily online. All participants introduced themselves.

II. Open Discussion

1. *Preparing skilled workers for the Design industry, what are the key skills are required? (For internships, entry-level positions, and advanced positions)*
2. *Are there emerging skills that should be considered for design and technology trends or needs? Other skills?*
3. *What wages can be expected for internships, entry-level positions, and other positions?*

The committee members offered the following:

- Entry level workers struggle with speed of actual projects.
- Students may need faster project deadlines in the classes in preparation of internships.
- Entry level workers seem weak in print, their knowledge is stronger in digital design.
- Pairing up designers and writers is a great collaborating style of working and building communication skills for team experience—this would be very helpful.
- Students should learn to work in teams successfully and work in collaboration.
- It's important to understand *development* in addition to *design*.
- Understanding animation and 'time-based' media in order to visualize for storyboards, and motion-based content is highly beneficial for employment at creative service agencies.
- Designers should be able to use the "box" model and be able to develop within scope.

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What might a project look like with a time restraint?

[Responses]

TH: An infographic on the B2B side that engages the audience. The first round may be 10 hours to lay it out and get the look and feel, then additional hours to complete the infographic. A project may be allotted: 30 hours of design; 20 hours for copywriting; with 20 hours reserved—in case a project needs to start over.

JH: Building a website landing page or home page would have about 8 – 10 hours for the scope of the project and the billable hours.

TH: Story branding is something the industry is involved with for creating a character and storyline for marketing and advertising the brand.

SW: Program designers typically use or have knowledge that include Photoshop, Illustrator, and XD, to export assets for web projects in WordPress, for mobile apps, and other 'Mobile First' projects.

JH & SW: Experience and knowledge of cloud-based project management tools, Asana, Jira, and Google services or Microsoft SharePoint

SW: Textile designers are using Photoshop. Illustrator not as much for the designs.

TH & JH: Design students could collaborate with writing students to create in the project assignments and learn the team development process. Design students could create a landing page design and pass it off to Web Development students to build upon and develop.

TH: Skills the advanced students will benefit to know include print technology, Adobe Creative, 3D processes and 4D processes with basic animation skills, analog and digital image making for 3D printing, and laser cutting.

JH: Some are using software like Adobe Dimensions to create package design mock-ups.

TH: Mobile First is a great tool since so much is viewed on mobile devices. The design begins at the small screen.

JH: The agencies are marketing 'Mobile First' but often still design for desktop with or before mobile. Sometimes it's difficult on certain projects to begin with a desktop model first and then scale down.

all: The committee agreed it's a good idea for students to remain flexible for these types of projects.

DW: *There are very few internships which are unpaid. For internships what do you look for?*

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TH: Look at the student's portfolio for examples of work and expertise. The internships are pay \$20.00/hour. Many companies like ours, use Glassdoor to find candidates. Companies in the bay area have a hard time finding interns while competing with large tech companies in the South Bay.

What level of education is required for internships?

JH & SW: Varied.

TH: Unsure. Interns often are picked by their interesting personalities *and* by their portfolios. It is important that the internship applicants can clearly explain what their contributions were for the examples within their portfolio—*"what was your role and involvement?"*

DW: Real world-based projects are assigned, that are both design and production centered to prepare students.

JH: Derek's assignment briefs were very helpful when learning at COM. Often the design briefs in his classes were better than those received for projects from agencies' project managers/art directors.

III. A. Overview of Curriculum

Derek presented a short overview of how the Graphic Design program has developed, and what has been currently approved by the Curriculum Committee and the Board of Trustees at the college, the recent approval of the Certificate of Achievement and the AA COM Degree in Graphic Design by the California Community College Chancellor's Office (CCCCO). Beginning Fall 2021, Graphic Design courses will count as electives at the University of California. The AA Transfer Degree in Graphic Design is still pending approval by CCCCCO.

Explained about the Graphic Design classes and the objectives outlined in the 2019 Graphic Design Program Presentation/Report.

III. B. Open Discussion & Recommendations

- 1. Are the skills relevant?*
- 2. What skills that are missing?*
- 3. Other recommendations:*

The committee stated new avenues to look at would include:

- Collaborative projects with other disciplines
- UI/UX design
- Adobe XD development
- Video animation
- 3D design/printing
- Interaction and Game Design.

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IV. COM Faculty Action Items

1. The COM Graphic Design faculty will provide each member a copy of the Graphic Design Advisory Meeting minutes and follow-up with any immediate questions.
2. A list of changes to course projects and/or curriculum will be sent along with a 3-5 question survey in September or October 2021.
3. Request of potential project descriptions, design briefs, and other examples, that would be effective to train and prepare students for internships or entry-level employment at creative service agencies.

Meeting adjourned at 9:10 am.