

COLLEGE OF
MARIN

Multimedia Studies Advisory Meeting
Wednesday, April 14, 2021
4 to 5 pm PST

Minutes

Welcome and Introductions (5 minutes, Heather Rahman)

At 4 p.m., Heather Rahman welcomed all who attended and asked each committee member to introduce themselves via chat box in interest of time. She gave an overview of the Multimedia Studies (MMST) programs and structure at College of Marin (COM) and opened up the meeting to the instructors to speak about changes within MMST and rationale.

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Attended:

Byron Ramey, Counselor, College of Marin
Ben Delaney, CEO & Chief Analyst, ImmersivEdge Advisors
Jesse Madsen, Project Manager, Marin County Office of Education
Anna Pilloton, COM Director of School and Community Partnerships
Todd Walker, Founder, Entropic Studio, Digital Marketing Agency
Eric Mansur, Founder, Spark Punch LLC, Digital Marketing Agency
Ellie & Jacob Dailey, HGP Global & Intro30.com, Videography, Websites & Social Media. Intro30.com recruitment platform with 30-second video resumes
Alina Varona, Dean of Workforce and Career Education, COM
James Gonzalez, MMST Faculty, Multimedia Studies Program, COM
Jen Jayme, Jayme Development Services, Marketing, Comms, Web Development & Fundraising

	<p>Sherry Parr, Social Services Program Manager for the County of Marin Paul Mahder, Director Paul Mahder Gallery Sofie LeDean— previous COM MMST student, student representative Heather Rahman, Workforce Specialist, College of Marin B. Lee Federle, MMST Faculty, College of Marin Jeff Abouaf, MMST Faculty, College of Marin</p>
<p>Where we are at in Multimedia Studies programs and where we'd like to go (15 - 20 minutes, James Gonzales, B. Lee Federle, Jeff Abouaf)</p>	<p>Web Design and Development: Authoring programs started around 1998, so the name was outdated. James Gonzalez decided to rebrand the offering with Web Design with same courses. He decided to add Web Development Certificate and Associate's degree to answer to students' demand wanting skills for coding and web platform skills. Therefore, he enfolded into our programs HTML programming and platform use such as WordPress. The new programs are currently going through the College of Marin approval process. The general courses are project based. We stay agnostic as possible on technology and focus on the fundamental skills and techniques, though students do learn different software. We're updating every couple of years to stay relevant with technology and to meet the demand of those in careers looking to upskill.</p> <p>Video Production: B. Lee Federle plans to have students first learn pre-production and production to editing, effects and then 360-Video with immersive capabilities all using Adobe software suite. She is proposing a new Certificate in MMST, XR Digital Video Production. Online instruction has been a major recent change. We've updated our equipment to create 6K videos and 360 videos. Our with production courses concentrate on how to tell a story, so no single software is necessarily the focus.</p> <p>3D and Game Development: The 3D and digital game development classes were designed broadly to anticipate and remain flexible. However, the greatest derivative has been graphics delivery. Graphic delivery is leaning toward real time rendering, and this is shift in production. It causes change in hardware and platform changes. We're sending content over to Unity game engine or Real game engine in response to this swing. Also, the introduction of artificial intelligence produces major changes. For 3D creation, the software diversity is greater. Therefore, Jeff Abouaf is teaching concepts more than a single software in that regard. VR training was halted due to COVID-19. Interest has been slow with this technology, though we have confidence in the platform. The students we're attracting are those interested in gaming, though we can definitely support students interested in architecture engineering, product design and the like.</p>

<p>Open discussion for the following questions: (25 minutes)</p>	<p>The committee offered the following:</p> <ul style="list-style-type: none"> ● There is a huge gap with area small businesses needing web support. ● It is beneficial for students to know HTML, CSS, JavaScript, WordPress, CompTIA, Asana, and Premiere Pro, at least at some level. ● There is so much work that there are huge opportunities for students to get real world experience for their portfolios. ● COM should consider offering boot camps. ● Students should know how to conceptualize, map out and wireframe a project. Basic competencies for students include basic HTML, conceptualization of projects, how to wireframe and map out a project. ● VR lowest application is actually gaming, and where it is most useful is primarily for training across all sorts of enterprises such as healthcare, military, pilot training, welders, and first aid training. It's especially useful for training people for dangerous and difficult tasks. Augmented reality will be much larger and more important than virtual reality. ● Because of all the technology employees tend to get stuck on the technical aspects and forget the basics. Understanding viewers, their experience and the short attention span someone has when viewing a webpage is important. ● When developing and designing websites, people in the industry must understand what a CTA (call-to-action) means and understand the customer's online journey. Students should have these skills from the beginning of their careers. ● Students should learn time management skills and how to be responsible for their portion of projects. They should have basic level knowledge of how everything works. ● Internships opportunities and career support are available for students who ask professionals, but it seems many students do not reach out. ● At the K-12 level, we see pathways in multimedia including video production, graphic design, game design and VR. The students are working on the skills that they need to prepare them for the next level, College and then for real world career. Cost is sometimes the factor for high schools to provide the software, but exposure at a young age to the applications that will be applied in the real world is beneficial.

	<ul style="list-style-type: none">• Adoption rate in technology is often slow, but the skills to tell a narrative online through video or through a website is very valuable to businesses. Basic information must be readily available on the websites for customers to engage.
Conclusions and discuss a possible Fall meeting to reconvene (5 minutes, Alina Varona and Heather Rahman)	<p>Heather will follow through with everyone with notes and slides. We ask for anyone with lingering thoughts/suggestions and would like to contribute more information in relation to our questions related to employment, skills and technology, please send email to hrahman@marin.edu. We thank all for attending and sharing!</p> <p>The meeting adjourned at 5:01 p.m.</p>