



## Media Arts Advisory Meeting Notes

**Date:**

May 1, 2024

**Meeting Place:**

Hybrid:  
Zoom and F-210

**Called to order:** 6:00 -7:30 p.m.      **Co- Chair(s):** Shane Anderson, Nancy Jo Ward, Tim Webb, Chris Diaz, Chris Hite, Sian Geraghty      **Note Taker:** Nancy Jo Ward

**14 Members Present:** Shane Anderson, Tim Webb, Nancy Jo Ward, Sian Geraghty, Mark Velasquez, Kam Jacoby, Glenn Hiramatsu, Daniel Sambrano, Jeff Barnes, Brian Lawler, James Jepsen, Vanessa Grossman, Eric Hoff, Rick Rantz

**2 Guests Present:** Amy Hedrick, Julio Rojo

### Agenda No. 1

**Discussion:** Introductions and Brief Overview of Animation & Game Art, Film & Video, Graphic Design, Multimedia and Photography programs

#### **Updates on Programs:**

**Graphic Design:** Articulation agreements for five courses were recently approved at CalPoly. Brian Lawler reported that Cal Poly has a request for course modification to GRPH/MMAC 129 to support articulation with GRC 210.

#### Program and Course proposals/revisions

GRPH/MMAC 129 Digital Tools for Visual Media will be revised to align with CalPoly GRC 201-

***Approved 14 by members***

GRPH 116 Web Portfolio & Social Media will be revised to GRPH 116 Portfolio Development -

***Approved 14 by members***

GRPH 118 User Interface Design will be revised to add a DE modality - ***Approved 14 by members***

GRPH 130 3D Modeling for Production will be revised to MMAC 130 Introduction to 3D Modeling -

***Approved 14 by members***

#### **Multimedia:** New stackable certificate proposals

#### Program and Course proposals/revisions

Multimedia - Certificate of Achievement (37 units including all courses in the program except GE) -

***Approved by 14 members***

Multimedia Foundation - Certificate of Achievement (18+ units) - ***Approved by 14 members***

#### **Animation & Game Art:** New stackable certificates, course revisions, and proposals

#### Program and Course proposals/revisions

Animation Foundation - Certificate of Achievement (18 units) - ***Approved by 14 members***

Game Art & Design Foundation - Certificate of Achievement (18+ units) - ***Approved by 14 members***

Animation & Game Art - Certificate of Achievement (36 units - all courses in program except GE) -

***Approved by 14 members***

MMAC 131 3D Character Design course (3 units) new course proposal - ***Approved by 14 members***

MMAC 114 Game & App Design course will be revised to MMAC 114 Game Design - ***Approved by 14 members***

#### **Photography:** New stackable certificates, course revisions, and proposals

#### Program and Course proposals/revisions

Digital Photography – Certificate of Achievement (16-18 units) - ***Approved by 14 members***

Studio Practice Certificate (16-18 units) - ***Approved by 14 members***

Analog Darkroom Certificate (16-18 units) - ***Approved by 14 members***

Architectural Photography Certificate (16-18 units) - ***Approved by 14 members***



PHTO 150 Commercial Photography (increase to 3 units or create a new course (Intro to Artificial Lighting) that aligns for articulation - **Approved by 14 members**

PHTO 171 Architectural Photography (new 2-3 unit course for exterior and interior architectural photography, that includes drone technology) - **Approved by 14 members**

PHTO 179D Digital Imaging with Drones (new 2 unit course for digital photography and imaging with drone technology) - **Approved by 14 members**

Film & Video: No new proposals

Proposals for the 24-25 academic year that are being considered include a new Film Studies AS; a new Film course to fulfill the local Ethnic Studies graduation requirements; and possibly a new Film & Video ADT

**Action:** All Members approved modified course requests; new certificates and new course proposals.

**Deadline:** Fall 2024      **Responsibility:** Media Arts faculty to develop courses that support transfer, articulation, and incorporate work-based learning opportunities. Faculty develop courses to incorporate work-based learning opportunities, technology skills, and career knowledge Faculty will work with AP&P to get programs and modified coursework developed in CurriQunet for fall 2024 approvals.

## Agenda No. 2

**Discussion:** Challenges and Opportunities in the New Fine Arts Building; Program Improvements

**Action:** **General recommendations:** Faculty need to maintain the currency of technology in each program so that students learn on industry-standard equipment and are prepared to enter the workforce. Faculty need administrative rights to district computers (faculty computers and labs.) Members reminded faculty to focus on preparing students for transitioning out of college, to continue prepping students for jobs and freelancing, building portfolios, and developing soft skills to support employment.

### Specific Program recommendations:

- **Graphic Design:** Enlist ITS support for faculty and student access to printers on the network. Annual support for Adobe software on loaner laptops; informational outreach materials that support program-specific details: courses, job titles, required job skills, and salary ranges. *Members commented that there is a huge resurgence in printing and are aware of the continued need for graphic students to learn design for printing*
- **Multimedia, Animation & Game Art:** Work with facilities for a better arrangement of student workstations in the lab. Need more powerful laptops for students to check out to complete coursework that can support industry-specific apps: Unreal Engine for 3D Game design, Autodesk's Maya, Adobe After Effects, Adobe Animate, and ZBrush. Consider partnering with the Computer Science program to support the development of programming skills (Python, C++) used for generating special effects in the entertainment industry.
- **Photography:** Complete installation of new computers in the lab; data ports installed in the lab; classroom configured to better support classroom technology. Need new drone imaging equipment to support proposed courses that need industry standard drone technology; Need new lighting equipment to support studio lighting courses; Need equipment and facilities support to complete the work necessary for a functional darkroom to support student experiences with analog and alternative processes; requesting color laser printer for students to have quick and less expensive access to prints. Need repair budget for digital and film cameras. *Members commented that there is a huge resurgence in analog film-based work*



- **Film & Video:** Complete installation of two additional computers in the lab. Consider a complete lab upgrade next year. Continue installation of lighting equipment in the production classroom; working to procure and install a larger screen and Christie lens to accommodate a better experience in the Film Screening room. Need funding to support screenwriting software. Continue to pursue funding to support guest filmmakers and screenings, student participation in film festivals, film retrospectives, and community film events.

**Deadline:** Ongoing      **Responsibility:** Faculty articulate needs through Program Review and Planning documents, and actively participate in technology requests, installations, and alternative funding opportunities.

### Agenda No. 3

**Discussion:**      • Are employers interested in internships, externships, and field trips?

**Action:**      Some members are open to faculty-mentored internships and in-person or virtual field trips.

**Deadline:** Ongoing      **Responsibility:** Faculty to consider developing mentored internships, and opportunities for field trips

### Agenda No. 4

**Discussion:**      **Technology recommendations:** Continued district support for Media Arts program technology – hardware and software

**Action:**      Committee members recommended continued opportunities for hands-on experiences with Apple computers in labs, MacBook Pro loaner laptops, industry-standard color laser printers, large format inkjet printers, high-resolution Wacom Cintiq interactive displays, 3D printers, flatbed scanners, 3D scanners, professional digital cameras, film cameras, lighting equipment, drone cameras and technology, sound production equipment, and the software most commonly used in Media Arts industries – including the Adobe Creative Suite, Final Cut Pro, and Logic Pro. Members also articulated that equipment should be color-calibrated for accuracy specific to the needs of each program.

**Deadline:** Ongoing      **Responsibility:** Allan Hancock College District