

Media Arts Advisory Committee

Minutes

Thursday, May 1, 2025

6:00 – 7:30 p.m.

Building F, Room 210

Welcome and Introductions:

T. Webb, C. Hite, S. Anderson, S. Geraghty, N. Ward, C. Diaz, M. Valesquez, J. Rojo, J. Ball, D. Carmadella, G. Hiramatsu, J. Barnes, B. Tippett, M. Specchierla, A. Maltz
Students: B. Lopez, A. Amaro-Valdovines, C. Sourinthone, B. Pacheco

I. Update on 2024-25 Academic year

- a. A brief review of Media Arts Programs
 - i. New or updated degrees, certificates, courses
 - ii. Technology & Equipment additions/upgrades
 - iii. Events & Innovations
- b. Update on enrollment, success & retention

II. Program Improvements

- a. Input on course/degree/certificate recommendations

III. Possible Partnerships

- a. Opportunities for employer engagement: CWE, Externships, Internships, field trips (physical or virtual)

IV. Technology recommendations; and tour of the new facilities and break-out sessions

Reports

S. Anderson – reported out the Photography AS and Certificates of Achievement. The program added 2 new PT faculty J. Ball, and M. Anderson who helped write a new drone technology course, that will be added to the certificate. He is looking to modify the commercial certificate and add 2 more certificates – one that is for art-based photographers, and another that is directed toward lab tech jobs. These will include drone photography, architecture photography, and real estate photography. The Photo program has 2 main darkroom courses up and running this semester. He combined 2 courses into 1 section. J. Rojo and M. Valasquez have been engaging student workers to support the darkroom. He is happy to report that the Photo History course – offered online is full.

Anderson shared that he needs more digital cameras to support students. He is struggling with finding a source to purchase drone photography equipment because of the tariffs. The Photography courses are now offered at the Lompoc campus but need equipment and software supported. M. Valesquez added that they are looking to add an intro studio lighting course. Anderson shared that they are working on articulations with Cal Poly. He is working with our CTE Dean, Tom Lamica, and

the Facilities Director, Steve Marshall to find the funding to get the darkroom functional – to make the space with a light-safe entry. Committee members agreed that loaner laptops, Adobe licenses for students working outside of class, and a functional darkroom are needed to support this program.

Film faculty, C. Hite and T. Webb reported that they are looking into revising the Film AS degree by reducing core requirements and adding more options in selected units. They are considering a new Film Studies Certificate as a pipeline to UCSB. C. Hite stated are looking to get approval for a new ethnic studies course “FILM 122 Race and Representation in American Cinema” and proposed two 199 experimental courses “Middle Eastern Cinema course” and “Alfred Hitchcock course”. The film faculty is utilizing the new film screening room. J. Barnes and C. Sourinthone supported the 199 courses. Film faculty asked questions about drone licensing and interdisciplinary opportunities – Film, Ag, Viticulture, etc.

S. Geraghty shared 5 new stackable certificates approved in Animation and Multimedia programs. She shared that a new class in 3D Character Creation is being offered this fall and will be offering the Animation course again this summer animation course. It was offered for the 1st time last summer and was successful. She is no longer linking the Animation 1 & 2 courses and will be proposing a Multimedia (CSU option) AS degree and an Animation and Game Art (CSU Option) degree for students looking to transfer. She also spoke of the need to update the current Media Arts: Animation & Game Art A.S. degree to better support transfer students as well as to include the new MMAC 131 course. She spoke about the need to share with the Counseling faculty transfer pathway options to different CSU animation and multimedia programs.

Geraghty said students appreciate the new large Wacom tablets recently installed in the Multimedia classroom. She will request funding for Storyboard Pro 24 software annual licenses and is looking to add a 3D printer with a laser cutter option to the program. She appreciated the Advisory Committee’s continued recommendation for loaner laptops, drawing tablets, and Adobe software.

N. Ward shared that enrollment in the Graphics programs has been higher than ever and that there are more graduates and transfer students throughout the Media Arts programs. Ward stated that she believes the success is from district support for continuing access to Adobe licenses for students at home, the MacBook Pro, and the Wacom digital drawing tablet loaner program. Continued funding supports success and retention rates across all of Media Arts. J. Barnes asked about the projection color calibration that was an issue across the Fine Arts classrooms. A. Maltz agreed that color calibration is critical for Media Arts projection. He recommended a funding request for a professional calibration session. Students C. Sourinthone and B. Pacheco shared their appreciation for state-of-the-art technology and support for continued funding for printing technology and agreed that all devices should be color-calibrated.

C. Diaz Music shares that the Sound Technology program has good enrollment. Currently, they offer a Certificate of Achievement and are looking into an Associate’s Degree. He will survey his students about wanting to transfer. He spoke about creating an outline to share with the Counseling faculty to inform them about the foundations of his courses. Diaz said that students are working with equipment in the classroom, but he has stopped checking out laptops. He also shared that he is reviewing the sequencing of courses in the program. C. Sourinthone suggested having music theory before sound recording courses. B. Lopez suggested that courses need better descriptions and a

better pathway to transfer. Diaz discussed directing students to use AI as a tool. He uses it in his art practice.

AI Summit: Committee members brought up the topic of AI in Media Arts. J. Barnes shared that he attended and thought it was informative and well-coordinated. He said that AI is in our industry and not going away – he mentioned the use by storyboarding and concept artists. N. Ward suggested that faculty have an AI Policy in their syllabi. A. Maltz asked about creating an AI steering committee and working on the next steps regarding AI and Media Arts. Prompt engineering is important for students to learn. Also suggested conversations in the classroom on how to present AI as a solution a competitor of the human being but the next evolution of a creative workflow. Faculty and students have valid fears, are uncertain, and are in a phase of exploration.

A. Maltz suggested starting somewhere and considering developing an AI Standards committee, at Hancock. Barnes said it is big ugly and complicated – as it affects educational, ethical, and conceptual areas of the arts. “Good artist copy, great artists steal.”

Internships: J. Barnes asked about intern opportunities with Daniels Woodland, Inc. – a firm in Paso Robles that makes sets, and tech for the entertainment industry. Ward acknowledged this would be a good connection. N. Ward mentioned that Federal Work Study students could be partnered with departments across campus for local internships and that Media Arts programs can include Work Experience Education (WEE) 149 courses as selected units in their programs.