Committee Members Present: Charla Reid, Daniela Birch, Brad Hutcheson, Betty Hageman, Aisha Bowers, Brian Earl, Brad Coulter.

Faculty and Other Staff Present: Christine Shafner, Jim Reddin, Al Yates, Chuck Schultz, Norma Goldstein.

Minutes from the last Advisory meeting were reviewed and accepted as accurate. Introductions were made around the table and then Charla began the meeting.

Agenda item #1, Our new 2-year AAAS tracks.

Al, Jim and Christine introduced the current drafts of our new degrees. In keeping up with industry demands, these degrees must be guided by the advisory committee’s own industry viewpoints. Abundant and healthy discussion followed.

To summarize the Graphic Design and Image Production conversation:

Students can only learn so much in two years of study, however they need to have ample confidence in working with InDesign and design theory. In addition, some understanding of other software better prepares a worker for typical on-the-job-tasks. Examples given were web work (ie to be able to keep a website up to date) and Flash knowledge (helps when there is no budget for print). Fundamentals are very critical in design for print, including a pdf workflow. A student has to be creative, not just able to use software. Drawing, theory, design fundamentals, grid theory, typography, pen and paper with handwork.

Charla moved to accept the graphic design degree as is; Brian and Daniela seconded.
To summarize the Animation and Video for Multimedia conversation:

It was noted that there is a large amount of Flash/2-d animation work in this area at the moment, even through the downturn in the economy (14 animation/gaming companies in the Seattle area). Flash knowledge (and coding competency) will be an automatic ticket in to a job... however knowledge of Flash itself has to be coupled with understanding the physics of animation and movement of forms/articulation, lighting, composition, and the ability to take direction from the art director and style guides. Some interactive agencies are 90% flash work. Occasionally Maya and other 3-D software is called for. There were questions such as "does it serve students to have so much foundation work but just a little Flash ?" Flash is the standard in speed to market, and we could offer a whole degree just in Flash skills.

Some agencies have very few hybrid workers. Most are concentrating on either the development or design. If someone were to focus on the coding component they should have several classes in user interface design, XML, and heavy emphasis in CSS. For every two artists, there are maybe four programmers in industry. Actionscript knowledge is vital.

Once everyone agreed that we needed to offer more Flash material, there was a call to examine which classes could be removed to add more Flash.

Suggestions: take out After Effects, and put it in just the video track as an animator needs only basic After Effects knowledge for team work, but doesn't have to work in it. (other suggestions were to take out photography; typography; marketing; but were rebuffed by other members after some thought)

The revised degree will be emailed out to committee members for a vote online.

To summarize the Marketing conversation:

This is not adequate preparation for a project manager, as most managers really need industry experience as a creative professional in preparation to moving up to managerial work. However this degree is well-suited for an assistant to the marketing Director, and that there is a large amount of
work and opportunity for someone trained in this field. Standard duties in the industry might include: writing press releases, writing blog items, Flicker, Twitter, and other social media, assisting with events, Public Relations, managing lists of emails, handling photography etc. There was a call to examine and add course preparation in Business Writing, Writing for New Media, Web Analytics, marketing metrics, market research, eCommerce. This marketing degree can be a useful minor for the other degrees. It could also be thought of as an interdisciplinary degree (advertising vs. marketing). Can we have a 'social media' course which could be part of advertising salesmanship class.

Betty would like to forward this marketing degree on to some of her contacts in the field.

Charla moved to have the changed degree emailed out for an online vote with a timeline to be determined at a later date.

The meeting wrapped up at 1:20 pm.

The next meeting will be scheduled for sometime during the fall quarter.

notes from C.Shafner