MINUTES of VCT Advisory Committee Meeting
December 6, 2010
Board Room, 1000 Bldg.
11:45 a.m. – 1:30 p.m.

Attendees:
Mark Notermann
Matt Fordham*
Al Yates, VCT faculty
Chris Hansch*
Betty Hageman
Jim Reddin, VCT faculty
Christine Shafner, VCT faculty
Lynn Krinsky*
David Cunningham, Dean, Workforce
Norma Goldstein, Dean, Humanities Division
Mary Bonar, VCT Program Manager
(* indicates new member)

Meeting started at 11:45 by Christine Shafner who turned the proceedings over to the temporary chair, Mark Notermann. Thank you to the industry professionals – your comments help shape the curriculum for our students.

Minutes for December 6 disbursed, and as a reminder to existing members, Mark went through minutes with explanations for new members.

Industry standards
Dave asked about industry practices or standards and how are they determined. Al explained that curriculum is focused on industry practices so that students are prepared to work. Adobe dictates so much that other software is often discarded, boutique software can help students stand above the field. What is practical for students? Matt talked about his work where their web sites are based on text editors and coding – not software, and what is supported by the browsers. Matt’s interactive firm uses mostly Adobe tools. For Print, Adobe is also the core of the work. Minutes were approved and seconded.

Student event
There was quick discussion about the Advisory Committee/student event in April 2010 (which was counted as an Advisory Meeting) with professionals from industry. This day was set aside for students to interact with professionals working in several specialties, many of whom were advisory members, (offering tips and suggestions for students, portfolio review, gave students feedback on their work with enthusiasm and energy). Al would like to offer this event again in spring 2011.

Introductions
Introductions went around the table. Norma wanted each member to speak to their background. Christine is teaching in multimedia, illustration, and page-layout. Lynn spoke to best practices in regards to needing employees who are logical thinkers, not automatically applying certain
software standards. Chris spoke to the increase in packaging and digital printing. Matt spoke to user-experience web development. Mark spoke as a designer with a broad background as a lifelong learner. Al teaches in graphic design, 3D illustration and game design. Jim teaches in digital imaging and has worked in the community college system since 1975. Betty has been working with public agencies and environmental consultants working in print and web, and also teaches creative thinking. (She is looking to hire a web designer/developer.) Dave is our workforce Dean.

**Digital Art Certificate**
Christine gave the background for the proposed Digital Art certificate that would modify the existing AFA degree. The motive is to attract fine arts students to look to software tools to express creativity. Lynn knows that there are fine artists who need the skills in software so that they can transfer their work to a digital format. Questions from students learning the media, want to know how to make money in industry with their interests. Mark asked if the Business classes of the VCT degree are required for the AFA – they are not. Chihuly is moving all his work to digital. Two ways to go – how do you use digital technology to create your work or how to use tools to market your work. Short term certificates could also be used or created. Marketing for artists – to be able to self publish. Overview could be broad. Artists need to know how to manipulate images in Photoshop. Someone interested in digital art would probably already have their focus on 2D vs 3D so we should try to give ample choices in building their class list, except for Photoshop which should be required for all.

**Job market**
Job market – bleak, people afraid to make decisions to change. Be persistent in job searches, go in doing/learning multiple skills – be flexible. Most industry pros moving marketing outside of the Seattle area – Should students be thinking that way? Go where the work is – no boundaries. Billing has changed. Is the marketplace global? Smaller, start-ups, outlying areas from outside Seattle can compete at a reduced local cost to themselves. Final deliverable – if design (creative service) is collaborative – you need to be able to work directly with people and sit down with them if allowable – to have trust in communication. You need to be versed in other forms of communication – writing, skype, etc.

**External Program Review**
Norma and Dave explained the External Review coming up in the new year. The VCT program is reviewed by an outside evaluator who analyzes and can shape the future development of the program. Need to assess the relationship of what the college is teaching and the industry for students. Institution support, department, resources are all looked at. Surveys will be coming forward. Evaluator will meet with faculty and advisory committee. Accreditation also requires this.

**General Announcements**
Mark talked about the IXDA and AIGA summit at Microsoft. Focus on how to communicate, sketch out ideas, and manage what is going on in interactive media, ad design media. Students and Pros worked together – the message was, schools cannot teach it all – professional orgs can bring together both sides and support lifelong learning. Could Shoreline host such an event? Mark said it was a possibility.

Interaction vs interactive design – user interaction.
Spindrift won, for the second year in a row, the National first-place prize. (Community College Humanities Association).

**Next Meeting**
Schedule of the next meeting will be forthcoming and coordinated with the External Review. Future: Maybe schedule another meeting for the APPs question. Have a possible DACUM to discuss interactive/interaction design and whether we can expand the VCT program at this point. VCT club wants to offer future workshops and seminars. Want to have a daylong event for panel discussion, for portfolio review and design competition.

Meeting ended 1:28 p.m.

Respectfully submitted,
Mary Bonar, VCT Program Manager