

2007

GRAPHIC COMMUNICATIONS

Advisory Board Meeting

Oklahoma City Community College

April 27, 2007

Members in Attendance:

Oklahoma City Community College Members:

Randy Anderson, Professor of Graphic Communications
Dianne Broyles, Department Chair, Communications and the Arts
Cathy Bowman, Macintosh Lab Assistant
Lawanda Lavarney, Photography Lab Assistant

Cooperative Educational Members:

Ms. BeeDee Stevens, Metro Tech, South Campus
Ms. Cleo Vastardis, Metro Tech Center, ACE Campus
Mr. Augie Valasco, Mid America Technology Center
Ms. Trisha Marlow, Moore-Norman Vo-Tech
Ms. Mickie Hill, Francis Tuttle Vo-Tech

Industry Members:

Mr. Barry Bosnyak
S&S Promotions

Ms. Cherie Bugg
Okla. Employment Security Commission

Ms. Tracy Ferguson
Graphic Designer

Mr. Chris Gravley
Quick Print Copy & Printing Centers

Ms. April Jackson
Oklahoma City Community College

Mr. Brian Mays
NewsOK.com

Ms. Joanne Rodgers
Delex Systems Inc.

Minutes

Introduction of Members and Guests

Randy Anderson and Dianne Broyles met with attendees at 3:40 p.m. and opened the meeting. Attendees introduced themselves and briefly explained their job positions. Dianne explained the purpose of the advisory board to the members.

Explanation of Job-Entry Program/Cooperative Agreement

Randy explained the responsibilities of the college regarding job-entry programs. He explained that as an AAS program, our focus was job entry. He discussed problems students have experienced with transfer to UCO and that UCO had recently dropped their "New Media" program which will impact our multimedia students should they try to transfer. Randy then spoke of the cooperative agreement that we have with the Vo-Techs which allows their students to receive college credit for some of their course work when transferring to OCC. It was felt that we were doing well with this program.

Review of Last Meeting

Randy told members where the minutes were located in their folders and gave an abbreviated account of topics discussed and follow-up on last year's recommendations by the board. Randy explained that as a result of recommendations from last year's meeting, we are offering a basic design



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class in Fall 2007. It is being offered as a special topic. He plans to contact UCO to work on the transfer issues, but feels that a number of our classes will transfer, but perhaps not at the same level. As foundation classes such as basic drawing and design and color are not in our program, when our students graduate, they must take these classes following transfer. Dianne felt some general education courses would also have to be taken. Randy plans to encourage students that do plan to transfer to possibly align themselves with the visual arts program taking GCOM classes as electives.

Transfer Discussion

Brian mentioned that there had been a turnover of deans at UCO and that Larry Hefner is now the head of the design department. Larry is going to try and **not** make the transfer students take ART classes, but plans to offer *drawing for designers* or *color for designers*. A discussion followed about UCO students not getting software training until their third year, which is why Photoshop is a 3000 level course at UCO. Randy will try to contact Larry about making some changes with a possibility of an assessment on a case by case basis. Larry Hefner has asked Brian for suggestions in order for his program and ours to meet halfway. Randy explained that students at UCO typically have to take classes in Typography, Design Basics and Design History before receiving any software training. After two years, they receive a portfolio review before being allowed to continue. Augie asked if we had considered recommending transfer to Chickasha and Randy replied that it had been looked in to, but that program was not a strong graphic arts program.

Design Course

Randy asked members of the board what they would be important elements in a Basic Design Course. He will offer a basic design course in the spring as a special topic to introduce the students to prepare for output, work with color, typography and design elements. Augie felt that it was a good idea and would help prepare the students for more advanced classes. Brian asked if a portfolio review from outside our campus would benefit our students. Randy thought if it were offered later in the students training, when they had a body of portfolio quality work that it could certainly be of help. Trisha mentioned that she had been speaking to Cleo about working together to set up a portfolio review. Brian said that as president of the local AIGA, he would like to get his group involved. Cathy asked what they would need to set up and Brian replied that print students would need an eight foot table to set up. Other students might need a laptop and wireless access. Randy, Trisha and Cleo were all interested, and Trisha said she would have a location. Randy mentioned that he could have as many as 20 students. Brian said that many of the AIGA members also participated as it gave them a chance to tune up their own portfolios.

Print Media Emphasis

Randy reviewed the course requirements for Print Media GCOM core classes. He again mentioned that he plans to push GCOM students that wish to transfer to take art classes. Randy asked for input and observations about what was happening, in the industry, in regard to the electronic publishing programs InDesign and QuarkXPress. He explained that at this time we still offer Quark I in our program. Cleo felt that industry needs were changing, and providing the student with Adobe CS training would be adequate. Chris said that in his area, processing 350 jobs per day, they only see one Quark file per month.

It was unanimously decided that we should eliminate all QuarkXPress classes from the curriculum.

Randy then asked about FreeHand. Since Adobe bought Macromedia, this software has not been updated. Mickie said she is only teaching 45 hours of FreeHand. BeeDee only offers FreeHand when asked to.

Randy asked if we had a “wish list” what we might want to include. Trisha believes the intro to design class should include typography. April also feels more typography early on would be of help. Cleo felt that as well as design, it should cover a basic intro to mac, and typography. She thought Design and Color would also make a good addition. Trisha said that design involving mock-ups could be of help. Cherie agreed that the program is lacking in design. Trisha explained she makes her students draw the alphabet as part of her course. She feels that it really helps them improve their comps as well as gaining a better understanding of typography. She also requires her students to quote jobs as part of their course requirements. Joanne is considering using a book called *Graphic Design Solutions* 3rd edition. Brian would like to see the students talk about their work, and to cite reasons and principles their designs. Augie asked if the design class would cover technical aspects such as the understanding of chokes, bleeds, etc. Randy asked if a Production class should be offered. Mickie asked if we teach Acrobat. Augie felt that Acrobat could be part of a Production class. April said that she does go over a small amount of Acrobat as a part of her class. Barry replied that his company did not usually output PDF’s and would rather work with native files. Chris said his shop would recommend using Pit Stop to certify PDFs. BeeDee asked if we should be teaching a preflight software such as Flight Check. Trisha recommends a Production class somewhere near the end of the program.

Multimedia Emphasis

Randy expressed concerns about the Multimedia Emphasis. He questioned if the emphasis should be changed to just a Web Design emphasis. Brian felt that Web was actually what any multimedia position was in this area. Board members discussed the idea and it was the general consensus that it should be changed to a Web Design emphasis. Randy asked if they thought we should continue to offer the Digital Video course in the emphasis. Brian responded by saying we should keep it because it was used in conjunction with Flash! web productions. He also mentioned that at NewsOK they were having trouble finding designers with video editing skills. Brian felt that students coming from this program had great technical training and were at an advantage when starting the program at UCO.

Randy then asked for input about other courses to strengthen the web training. Tracy, Cherie and Trichia felt that design training would be a great start for this emphasis. Brian recommends students prepare a print and a web version of their portfolio. Several members who work with web productions said we need to add another course which deals with web site development/server side technology. They felt it could be helpful, but might be better as electives.

Photography Emphasis

Randy asked members if we should continue to offer InDesign as a required class in the Photography emphasis. Augie felt that it would be a helpful class for them as more studios are offering to produce photo books etc. as a part of their service. Joanne asked about the possibility of a Marketing class.

The group felt that Intro to Mac was a class that should be removed. The design class would be a good fit for this emphasis as they could pick up the computer skills as well as composition skills before getting too deep in the program.

Randy explained that our trend lately has been cutting back the number of Black and White Photography classes, and offering more classes in Digital Photography. He stressed that film would eventually be going away. Augie and Randy both felt that the output of digital was vastly improved, and the quality was good enough to do away with the darkroom. Randy said that in this area, output was probably close to 98% digital and that the times are changing and we must prepare our students for job-entry employment. Barry felt that Black and White Photography had helped him to understand the tools in Photoshop, and that it was helpful in learning composition.

Randy asked if there were any other classes that might benefit the Photography emphasis. It was felt that a Portrait class, Photo-Journalism class and Advertising class could be helpful. Randy mentioned that the current Applied class was too print heavy to really benefit the photography students. Trichia agreed that they are getting a lot of technical/print training, but not everything that they would need for a job. April and Brian also thought these classes would make our Photography students more marketable. Randy asked if the Alternative Photographic Processes class would be a good addition to the program as a required class. It was determined that it was more of an art type class that would not really make a GCOM student more employable.

Other Comments

As closing comments, Randy asked if there was anything else we could do to improve student portfolios. It was felt that Logo books and digital portfolios/web portfolios could be of help.

Meeting Adjournment

Randy thanked members for their valuable time and input. He asked members to anonymously fill out the questionnaires which evaluates the program and student portfolios. The meeting was adjourned at 5:30 p.m.