Art: Graphic Design Certificate
Advisory Council Meeting

ZOOM Meeting
Wednesday, April 6, 2022 3 :00PM-4:30PM

Participants : Joel Mielke (Carson Park Design), Lynn Harvey (Carson Park Design), Natalia Margulis (Faculty, Digital Art), George Potamianos (Dean, Arts)

1. Is our certificate "doing" what it needs to be doing in terms of the classes that are part of it as well as the expected student "outcomes" (i.e. what students can "do" after they obtain this certificate)? This includes how our certificate meets the needs of the local graphic design industry. Do these courses and the certificate outcomes reasonably prepare a student to find work in Graphic Design (entry level)?

Natalia indicated that enrollments in the Art Graphic Design course has been robust throughout the pandemic, despite the overall downturn. She also noted that CR Graphics has reached out and asked her to recommend students to fill the college's graphic design department staffing needs.

The industry partners have also indicated that COVID doesn't seem to have affected this industry negatively as well.

Students are looking for at-home options to engage in freelance design work.

Natalia briefed the industry partners about how we came up with the courses that became part of this certificate, including looking at other community colleges, balancing against what we offered here already with what we expect in the industry.

Industry partners said that it "strikes [me] that this is a really solid program." They affirm that what we are doing is in line with industry needs and expectations. They said that Art 35 (Digital Photography), Art 42 (Beginning Graphic Design), and Art 77 (Professional Practice and Entrepreneurship) are really solid selections.
They had several questions regarding Art 41 (Introduction to Digital Art) because they stated that Fine Artistry is fundamentally different from the

"craft" of Graphic Design and that Fine Art skills don't necessarily translate into good graphic designers.
Art 10 (Color and Design) was another course that they had questions about in this regard. Natalia and the industry partners had a robust discussion about the content of these courses and concluded that they were ultimately useful choices to include in the certificate.

Industry partners indicated that the "core competencies" of the industry have been changing recently and have been fine tuning those.

One possibility if we find it necessary to revise the current structure of the certificate in the future is to establish a "Core" in the certificate of Art 10, Art 35, Art 42, Art 77 and possibly Art 41 and a potential list of "restrictive electives" that would include at least Art 17 and possibly a couple of other courses to be determined.

2. Is there anything that we ought to be doing that we aren't currently? This includes potential courses that might be included in the certificate as well as potential ideas for certificates that we do not yet have. Are there additional courses/skills that you believe students should obtain in addition (or instead) of the ones we have included in the certificate already? Are there additional or alternative "outcomes" that you believe we ought to be providing for students with this certificate?

Industry partners indicated that interviewing skills, portfolio presentation and working with critiques are all important skills. It will be important to include these things in Art 77.

They also see a big future need for video—which is covered in the Art 41 class. And that "no one is a specialist anymore" in this field. People need to have facility with a lot of aspects of design and production.

The industry partners believe that the program outcomes are good and well-suited to the needs of the industry. They cover what is necessary from design to process to completion.

It is incredibly significant that students understand how to navigate between their own artistic ideas and the needs and desires of the clients; to learn how

to ask clarifying questions and revise their work based on client feedback, so as to provide the client with a high-quality deliverable. In that sense, the following PLO verbiage, '…integrate feedback, and carry projects through the production process to completion', was found particularly germane.

3. What are the local job prospects and is there a way to connect current students with business looking for help in this field? Are there enough opportunities locally and/or regionally (i.e. Northern CA) in this field so our students who obtain this certificate can find gainful employment?

It is difficult to get a job in graphic design with one company, so people have been freelancing from home. And occasionally people will get a particular job with a local company and must figure out how to do graphic design as a part of their job duties after they get hired.

They are emphatically suggesting the use of the career center to place interns in local jobs. At this time, this kind of thing for the graphic design certificate has largely been handled informally on a kind of word-of-mouth basis.

We should try to work more closely with the career center to secure internship placements, budget permitting.

4. Examination of CR data re: number of students pursuing the certificate

5. Discussion of potential additional members of the advisory committee

Alicia Cox (Cox-Rasmussen agency), Brent Rasmussen (retired), Shannon Sullivan will also be invited next time to participate

6. New business (for next meeting)