CLARK COLLEGE
EST. 1933

DIGITAL MEDIA ARTS ADVISORY COMMITTEE - MEETING MINUTES
Thursday, March 16th, 2023 (Zoom)

Members Present: Eric Lynch, Jackie Wilushewski, Jack Perez, Eric Armstrong

Members Absent: Brian Ferdinand

Clark College: Kristl Plinz, Professor/DMA Department Head; Bruce Elgort, Professor/CTEC, Tom Olsen Professor/DMA, Wende Fisher, Academic Advisor, Aaron Campbell, Assoc. Director of Advising.

Introductions were made by attendees

MINUTES OF THE PREVIOUS MEETING

The minutes of June 9th, 2022

NEXT MEETING DATE

The committee will next meet on June 8th, 2023 at 5:30pm.

OFFICE OF INSTRUCTION AND OTHER ANNOUNCEMENTS

There is a new Dean of WPTE/STEM, Theo Koupelis

DMA AA4 Facilities and Remodel

Highlights of the updates were shared. The program has moved upstairs, remodeling the AA4-206 lab (formerly CADD lab) with new carpet, class layout, Mac mini systems & Wacom Cintiqs. Remodeling AA4-208 with new carpet, tables, wipeboards and older iMacs to be repurposed into a studio space for student/team/client meetings and a space for students to do Zoom classes. AA4- 204 is getting a new projection system. There is a new facilities director, Chris Samuels, and project manager, Tom Sandhwar. Kristl and Tom met with them to share past challenges and DMA facility needs, and believes there will be a proactive partnership with Facilities. Tom shared his ideas of how to set up the facilities to align with supporting students while being mindful of budgetary and resource constraints.

DMA Equipment and Donations

The program received the following items:

- Wacom Cintiq 16 Pen Displays & Cases ($19K)
- Rokinon Cine DS 6 Lens Kit & Case ($3K): Tom shared how he demonstrated this for his students.
- Six SanDisk 128GB Extreme PRO SD Cards ($1K)

- (25) Mac-Minis & Studio Displays (~$100K): These systems will replace the outdated iMac systems
- Amazon donated three high-end CPU's ($21K value)
- Muse Storytelling donated lighting equipment
- Older Cintiq's donated to the program that were given to students in the program.

Advisory Round Table Discussion

The committee held a discussion centered around the following three prompts:
- *How has the industry changed in the past 5 years*
- *What is the biggest challenges of the moment*
- *How do we adapt our DMA program and update curriculum to align with future industry needs*

ChatGPT and how this will impact the program. How can students utilize artificial intelligence (AI) to prepare students for the future. Using AI generated images for marketing purposes could be an area of further discussion. Other AI mentioned included Hello Scribe and Jasper. AI assistance for copywriting, social media and marketing is being used by the industry. Using AI to assist in creating code when someone lacks the skill and background can assist in learning how to best program something. However, there is concern with the use of technology to replace rather than enhance or educate. Our DMA program needs to ensure our students know how to use AI responsibility and how AI will impact productivity, and aid in our design process, strategic planning and critical thinking.

Artists are upset when copyrighted information is included in what the AI has processed; however, the case can be made that unless they are being directly referenced in the generative copy this would very difficult to parse out how much of the artists work the AI is based off of. This would require a detailed deconstruction of the AI coding to identify how this was generated. Mid journey generation may require a percentage of payment required based on usage.

The committee discussed how AI is assisting in video generation and how it might evolve into a drag and drop experience. This will be integrated with Adobe software and industry tools in the future. The DMA program will benefit from keeping the curriculum current to incorporate AI as the emerging technology becomes more embedded in the industry. Waiting until these things are fully formed will make it harder for the program to catch up if adjustments are not in place as it forms. How AI is going to change may yet be unknown, but it is known that it will change it and if we know what we are doing it won't replace people it will enhance their work. Knowing how to integrate the new technology and what are the legal issues as a result of their use is an important aspect of the industry. Technology shifts are representative of the industry as a norm and Kristl shared her experiences with past technical changes (printing press to digital, internet and web 1.0 to social and digital media) and how important timing is. If our students understand AI's impact specific to our industry, then employers trying to grapple with AI will seek our student's knowledge and experience to help their businesses pivot with AI capabilities.

Green screen use has been a dominant component for the past 20 years. Recently there has been the volume of incorporation of digital sets, most noticeably in The Mandalorian, being one large LED wraparound set rather than the traditional green screen. Many students are not aware of this evolution and the opportunities it offers. Being able to work in this type of environment includes not only how it works, but what needs to be done to best utilize it. The ability to produce professional videos no longer requires professional education, it is built into the infrastructure of the technology itself and young people brought up an environment that has them using it as a common interaction. The question is what students can learn from schooling that they can't learn at home.

The ability to learn how to properly present a story isn't something that comes from technology, this comes from training. This will put them ahead of others. The ability to create documentaries are easy, but the ones that pop are the ones that are great storytelling. The foundation and philosophy of the industry is something that can only come through education, mentoring from someone in the industry or familial connections. One might be able to learn individual techniques, but if one understands the why to use which item, this makes for a better outcome and is often

missing in the outside world. The current DMA program focuses on the student learning what their individual voice is and what professional practices represent who the student is and what their action plan is moving forward.

AR/VR focus for motion graphics such as Unreal Engine. It is free to use and is the melting pot of interactive and motion design rather than AfterEffects. AR/VR can be done for digital sets, video games, 3D, Hollywood visual effects and more. All the motion designers are pushing themselves to learn it because of how much it is being used.

Incorporating emerging technologies and professional practices in every course is necessary to provide a foundation to teach students how to self-direct their learning to increase their skill level once they graduate. Teaching students critical thinking is paramount to set them apart from others. Essentially teaching the students how to learn how to learn, knowing how to find an answer with confidence.

The expectation of the industry is the employee knows how to do work outside of their role, such as a director working in development and design for example. The impact of AI may be that there is no longer a need for niche employment and a broader skillset would be expected. High specialization has been slowly replaced in the past decade with a wider expectation of skills and this may well accelerate as technology continues to evolve.

Wrap Up

Congratulations to Tom on Board of Trustees voting to grant tenure.

Prepared by Sara Seyller