



Digital Media Arts -MINUTES
Thursday, December 7, 2023, at 6:00 PM
Zoom

Members Present: Dene Grigar, Brian Ferdinand, JJ Vazquez, Jackie Wilushewski

Members Absent: Eric Armstrong, Jack Perez,

Clark College: Erin Lynch, Wende Fisher, Theo Koupelis, Justin Stokes, Thomas Olsen, Elizabeth Flores, Alex Kison

NEXT MEETING DATE

The committee has scheduled a meeting on March 14th at 6:00 PM via Zoom.

MINUTES OF THE PREVIOUS MEETING

The previous minutes from March 16th, 2023, have been approved.

COLLEGE UPDATES

Introductions were made.

Tom announced that Kristl Plinz will be retiring.

Tom shared that applicants for a part-time DMA professor are under review. Courses taught may include video/audio production, motion graphics/animation and computer graphics using Adobe Premiere, AfterEffects, Photoshop and/or Illustrator. The job was shared here:

<https://www.schooljobs.com/careers/clarkcollege/facultypositions/jobs/4302604/part-time-digital-media-arts-professor-continuous-pool>

DEPARTMENT UPDATES

Tom has shared that rooms 204, 206, and 208 classrooms were updated for students. This includes the installation of new Mac minis and studio displays in 206.

Tom shared equipment updates through a Perkins grant: UV filters for camera lenses, prime lenses, WACOM stands, a Gimbal support system, and a software license for Maxon One.. The program had also previously purchased WACOM tablets, and this academic quarter was the first introduction to the equipment. Tom reported great feedback regarding the addition. AA4 room 208 is now a DMA studio and meeting space. Tom announced there is a new lab space dedicated within the AA4 building:

116. Tom announced that Eric Armstrong's three different super computers donated (via Amazon) were gifted to three exemplary students (Summer 2023).

INDUSTRY UPDATES

JJ motioned to elect Brian as the committee chair. The committee seconded and voted in agreement. Brian motioned to elect JJ as the vice chair. The committee seconded and noted in agreement. Tom asked members to email new member prospects to: tolsen@clark.edu

Tom welcomed a roundtable discussion and inquired if the industry members had feedback regarding the current DMA program map. A timeline of a curriculum revision was presented, and plans to look at formal ideas in March, and development of new coursework over the Summer 2024-Fall 2024.

Brian suggested that the program should not eliminate any art classes, including foundational art classes. Dene mentioned that jobs in social media and marketing fields such as web design, animation, AI, and writing are highly paid, in-demand, and often available immediately after graduation. Dene suggested that web development, as well as programming languages like Python and JS, are currently popular trends. Erin suggested that the program could benefit from additional social media management. He also stated that he will be reworking course 214. Erin pointed out that students who have completed course 214 lack sufficient knowledge and skills in visual design. They do not receive adequate visual education and are not exposed to enough web design or graphic design projects. While they do get a lot of illustrator projects, it's not enough to develop their visual design abilities. Erin recommended a greater concentration in Figma because of the significant changes happening in Adobe. Erin suggested taking a user experience design class that includes Figma with Bruce Elgort (CTEC270), or at least learning the basic concepts. It could be particularly useful during the Fall fifth term area. Dene agreed and mentioned that teaching Figma would be advantageous. Dene suggested taking visual design courses to learn design principles and software skills. Dene suggested teaching tools by concepts. Students are familiar with interfaces and faculty will find it easier to teach. Tom noted that some students have substituted some CTEC classes for other coursework, so they could arrive at course 214 with the noted unfamiliarity with some of our CTEC courses.

Dene recommends foundational courses that students must take to become well-rounded on the analytical material and suggests providing substitutions.

Erin recommends incorporating CTEC and HTML in the early terms so students can see if they want to do more coding, video, or design earlier on.

JJ suggested mandating core courses and extending the program to 2.5 years.

Erin recommended looking at a foundational structure and allowing students to run through tracks (mandatory classes). Erin is also focused on limited education ability and whether they can land a good job with a two-year degree.

Dene recommends project management software such as Slack, base camp, and huddle.

Tom shared a link for current student works:

<https://clarkcollege.hosted.panopto.com/Panopto/Pages/Sessions/List.aspx#folderID=%221258b846-8b57-4611-b84c-b0d0017f4163%22>

Prepared by Elizabeth Flores