



**DMA -MINUTES**  
**December 4, 2024, at 6:00 PM**  
**Zoom**

**Members Present:** Brian Ferdinand (Committee Chair) Technical Director/Partner, SHOP; Tiffany Lounsbury; Jack Perez; Jackie Wilushewski, Power BI User Experience Designer, MARQUAM; Eric Armstrong, Owner, Nocturnal Design; JJ Vazquez (Vice-Chair) Owner/Teacher, JJ Vazquez Producer & Director

**Guests:** Dene Grigar; Erik Fauske

**Members Absent:**

**Labor Representative:**

**Clark College:** Tom Olsen, Department Chair, Clark College; Theo Koupelis, Dean of WPTE & STEM, Clark College; Brenden Thwing, Instructor, Clark College; Wende Fisher, Advising Services, Clark College; Erin Lynch, Instructor, Clark College; Sean Redwood, Instructor, Clark College; Elizabeth Flores, Advisory Coordinator, Clark College

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The meeting began at 6:00 PM

**NEXT MEETING DATE**

The committee will meet on May 28<sup>th</sup>, 2025, at 6:00 PM.

**MINUTES OF THE PREVIOUS MEETING**

The minutes from the previous meeting on December 7<sup>th</sup>, 2023, and May 23<sup>rd</sup>, 2024, were approved.

**ETHICS TRAINING**

Elizabeth conducted the Advisory Committee Ethics Training.

**ORIENTATION TRAINING**

Elizabeth conducted the Advisory Orientation Training.

**SPECIAL PRESENTATION**

Erik discussed the Multimedia Program at Portland Community College and the various certificates and degrees available. Erik announced that the College aims to create an associate degree in

Animation & Motion Graphics, enhancing educational opportunities for aspiring animators in Oregon.

Erik shared that Portland Community College has developed a partnership with LAIKA Studios, supported by its alumni. This partnership includes funding for scholarships, equipment, and feedback on the curriculum, particularly concerning the new degree program. It also offers internships for students, which have been advantageous for their experience. Additionally, the College is currently building a stop-motion lab.

Tom asked about Portland Community College's process for proposing a new degree and highlighting the high demand for the program.

Erik noted the factors in their proposal and how the program provided plenty of industry feedback and analysis that supported the approval process. Around forty to fifty participants helped with the data.

Eric asked what the end goal of this specific program would be for students.

Erik noted that students will still acquire the multimedia degree which is helpful for transfer options and saw this as a more focused area. The degree has limited entries, and the program is still evaluating the applications carefully. Erik observed that both employers and production companies are actively looking for animators and motion graphic designers.

## **INDUSTRY UPDATES**

Tom invited industry members to engage in an open discussion about their professional updates and trends in their fields.

Brian noted that AI is prominent across all industries, especially in the creative industries.

Erin noted that Pentagram in New York had conducted a case study in partnership with a flagship agency showcasing the collaboration with AI. The study showed illustration work and various prompts to develop, around fifty to one hundred, and some refinements were made.

Brian noted that AI assistance while creating prompts and content creation can be helpful.

Erin discussed a recent large-scale project for a client and Erin was able to utilize AI stock photography and generated half of the images from AI that helped the client's specific needs and decreased the time.

Eric asked about AI assets and using animation for quick models like Pentagram to save time for the exploration phase and mood boards.

JJ noted the prevalence of Otter AI and suggested that students become familiar with Otter AI as many companies are expecting new hires to use or be familiar with it.

Dene noted her students are using Claude AI for meetings, coding, and helping clean the codes and it has been very productive for students.

Eric emphasized the importance of student's ability to become familiar with AI and understand how it works.

Jackie recommended that students learn how to use prompts correctly and the expectation to understand. Jackie recommended free courses on LinkedIn for further training.

Erin recommended courses in Adobe that demonstrate how to create realistic stock images and how

to reintroduce diversity into images. AI has been beneficial in generating diversity in photographs and has helped significantly.

Brian shared that he is working on a digital marketing certificate and is using AI to get better prompts and results.

Jack stated it is important to use AI as a tool instead of a substitute. Storyboarding is something Jack still does by hand and encourages his students to do by hand as it is a crucial part of the creative process. The experience that comes with using volume and LED is an expansive technique and step forward that still feels organic to the process of filmmaking. The process is still the same and with the AI introductions to screenwriting the story gets more impersonal and loses personality.

Jackie noted AI readiness is also an important aspect to consider.

Sean agrees with Jack that the human experience is essential for storyboarding. He acknowledges that while AI can save studios money, it often lacks substance. Sean emphasized that students should use AI as a tool, but it is the human element they bring that is truly important.

Sean is concerned about students using AI as step one of the foundational works.

Tom shared that he will be meeting with the faculty on Friday, December 6<sup>th</sup>, 2024, and he will center more conversation around AI at the spring meeting

## **BYLAWS**

The committee reviewed the quorum section of the bylaws but did not see a need for change.

## **ACTION ITEMS**

The committee will review the bylaws and 2024-25 work plan.

The meeting adjourned at 7:08 PM