



DMA-MINUTES
May 28, 2025, at 6:00 PM
Zoom

Members Present: Brian Ferdinand (Committee Chair), Technical Director/Partner, SHOP; Tiffany Lounsbury, Development and Outreach Coordinator, The Historic Trust; Chris Garwood, Asher Rain Photography, Owner; J.J. Vazquez (Vice-Chair) Film Professor at Portland State, and Producer at Trackland Productions; Eric Armstrong, Owner, Nocturnal Motion Design; Jackie Wilushewski,

Guests:

Members Absent:

Labor Representative:

Clark College: Theo Koupelis, Dean of WPTE & STEM; Tom Olsen, DMA Department Chair, Clark College; Elizabeth Flores, Advisory Coordinator, Clark College; Kenneth Murr, DMA Instructor, Clark College; Erin Lynch, DMA Instructor, Clark College; Tasaday Turner, Associate Director of Advising and Student Success, Clark College

The meeting began at 6:00 PM, and a quorum was met.

NEXT MEETING DATE

The committee will meet next on October 8, 2025, at 6 pm.

MINUTES OF THE PREVIOUS MEETING

The minutes from the previous meeting on December 4, 2024, were approved.

DMA Highlights

Tom shared that the program's numbers have increased since last spring. There were 174 last spring and 197 this spring.

Innovation Grant

Tom shared that the program received the Innovation Grant.

DMA 215

The fine arts department reached out to the program to digitize tapes for the campus, including 250 shows. The program began the project of digitizing them.

Tom shared that Chris and Tiffany are part of DMA 215, which launched an Instagram page. Our current 215 group has launched a YouTube channel, and Tom shared the link with the committee. Tom noted this builds on the Innovation Grant, but the program created an innovative logo. The class met with the music and theatre department to come up with logos to stitch to the analog footage. Tom shared footage of the work that has been done.

Tom discussed the College 101 collaborative project that students can do.

Special Projects DMA 290/291

Tom discussed the DMA 290/291 special projects, which are an opportunity for students to conduct work study, internship, or part-time job. Tom acknowledges Katie's support with the students, and some students are currently taking advantage of this through the Innovation Grant.

ACPL

Tom discussed the ACPL and the support of KJ and Anna Crane. Folks who have experience with Photoshop and Illustrator, this will be an opportunity for future students.

CTE Dual Credit

Tom discussed the number of articulation agreements with Vancouver, Ridgefield, Evergreen, and Woodland school districts that will participate in the Canvas projects. The program hopes to expand outreach into local high schools so high school students can gain Career and Technical Education dual credit. Additionally, high school faculty can observe the programs' Canvas shells to better prepare students for the dual credit.

Kristl Plinz Spirit Award

Tom discussed the Kristl Plinz Spirit Award, and students can receive the inaugural Spirit Award. KJ, Erin, and Tom have talked and brainstormed about students' work or portfolios, which contribute significantly to the school and class environment.

Summer Courses (DMA 101, 102, and 201)

Tom announced that the program is now offering summer courses for DMA 101, 102, and 201, and this hasn't been available since COVID.

DMA Curriculum Redesign Proposal (FALL 2026)

Tom displayed the DMA curriculum program map comparison. Tom shared that a lot of discussions have been made with CTEC, credentials, Theo, and faculty to prepare students.

Tom noted that credentials recommended that the program name specific areas as concentrations. Tom shared that the first quarter remains the same. Third-term students would move into a second After Effects class. The program will stick to one art class, and students are finding a lot of crossovers with Photoshop and Illustrator.

Tom discussed DMA AI Tools & Prompt Writing for Creators.

Erin discussed the creation of the course and the motive to get students familiar enough with a variety of AI prompts and to break down the barriers to feel comfortable with technology, ethics, and concerns.

Brian discussed the realization and need for discipline and how to use AI as a tool.

Erin shared that students are wondering how they can work with AI generator assets in Adobe applications and how much it must be changed in a public domain image or augmented enough that

it becomes technically theirs again. Additionally, Erin discussed the benefit of offering this before the Adobe classes is the knowledge of generating assets.

Tom discussed that the second art class will be replaced with a social media course. Tom shared that the program has had students substitute CTEC or art courses for social media courses. The program is reviewing local bachelor's degree programs.

Tom discussed that for the video and animation concentration, students will work on a podcast course, record audio, do sound design, and provide students with video coursework. The video and animation concentration and Rive integration will occur during the sixth term.

KJ noted the importance of After Effects and FIGMA.

Eric shared that Rive, where interactive animation intersects with UI/UX, traditional animation, and AI, is large within the industry.

Tom discussed his discussions with Bruce from CTEC to eliminate CTEC 117 and CTEC 121.

Erin suggested CTEC 121, or DMA Rive, was an option and a good pivot point to either go into code or interactive animation.

KJ shared that students are eager to work with RIVE because it requires little coding.

Tom discussed potentially adding a third video course, introducing DaVinci, and allowing students to have a whole quarter on video work and to meet industry standards.

Chris recommended learning the foundational programs first.

Tiffany seconds that.

JJ recommended the foundational programs first, AI tools, and prompt writing will clarify student knowledge.

Chris is in favor of the two concentrations for diverse track options.

Theo asked if the program expects issues with the software for the two concentrations.

Chris is in favor of the two setups as they allow the students to reach the fourth quarter when classes start to differ.

Eric is in favor.

JJ is in favor.

ITCAC Letter

Tom discussed the processes of the ITCAC Information Technology Change Advisory Committee and its prioritization of the proposed changes to the IT production environment on campus.

Tom discussed that a lot of software will get flagged for not adhering to accessibility standards.

Theo discussed the history behind the institutional changes with the accessibility standards and policy and expressed concerns with the policy as it goes above and beyond, but we must adhere to the policy.

Tom discussed a potential exception if the ITAC committee has concerns, as the program needs to update and compete with the industry, since some students have transferred to the PCC program.

Erin asked if the program has reviewed DaVinci to see if it's accessible. Erin noticed some great improvements with accessibility.

Tasaday noted that some reasonable accommodation can be provided.

Tom shared that the program received funding to acquire hardware devices and DaVinci Resolve Magic software through Perkins. However, it was flagged for accessibility concerns. The program pushed back in October and has not received a response yet.

JJ noted that numerous articles detail how Davinci Resolve is the industry standard for color.

Erin noted there is hardware accommodations that can be made to computers in the lab to bridge DaVinci resolves to make the software more accessible.

Brian is in support of a letter for further support.

VOTE

Brian moved to support the new curriculum, JJ seconded, and all in favor approved.

Brian moved to approve the letter of support, Eric seconded, and all in favor approved.

CAPSTONE

Tom shared the upcoming capstone on June 9th and 11th from 10 am to 12 pm, where students will be presenting their capstone projects. Reach out to Tom for more information.

INDUSTRY FEEDBACK

Eric discussed the Rive software that has gained a lot of traction. A few other software programs are following that direction within the interactive animation arena.

Eric discussed that it is new and jumping from After Effects into Rive. However, they are transferable skill sets. Web design in Illustrator and Photoshop would benefit their portfolio. Rive is its own proprietary thing with few limitations.

Jackie noticed a rise in creating chat boxes or AI-generated support for various systems to support as ticketing systems or check for documents. Different industries are reaching out to create their AI for personal and internal customer usage and support.

Brian noted he is using AI internally for a lot of different uses.

Erin noted he includes AI prompts for the client to augment their messaging and marketing since a lot of companies do not know where to start with AI.

JJ shared information about a program at the University of Texas that focuses on using AI and machine learning for media and content creation. The program explores how AI can assist in tasks like prompting and pre-production planning, and we are currently learning how to apply these tools during the pre-production phase.

Tom asked for coursework for AI at PSU.

JJ noted the business school is implementing AI, but in the film school, there are conversations and potentially introducing an intro course regarding ethics and how to use it sustainably.

The meeting adjourned at 7:20 PM