



**DMA -MINUTES**  
**October 8, 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; Choul Huda, Set Decorator/PMP; Scott Mazariegos, Sr UX/UI Designer, Thermo Fisher Scientific; Dene Grigar, Professor and Vancouver Campus Lead of Digital Technology and Culture Program, Washington State University Vancouver; Eric Armstrong, Owner, Nocturnal Motion Design

**Guests:**

**Members Absent:** JJ Vazquez (Vice-Chair), Owner/Teacher, JJ Vazquez, Producer & Director; Michael Stringfield, Creative Producer, Nike; Chris Garwood, Owner, Asher Rain Photography

**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; Alex Kison, Career Services, Clark College; Brenden Thwing, DMA Professor, Clark College; Felle Gaylord, Computer Technology Department Professor, Clark College; Sean Redwood, DMA Professor, Clark College; KJ Murr, DMA Professor, Clark College; Eryn Rieple, DMA Professor, Clark College

---

The meeting began at 6:02 PM, and a quorum was met

**NEXT MEETING DATE**

The committee will meet next during the winter 2026 quarter. The date will be provided in the next couple of weeks.

**MINUTES OF THE PREVIOUS MEETING**

The minutes from the previous meeting on May 28, 2025, were approved.

**DMA Curriculum Program Map Comparison**

**Overview**

Tom presented the *Digital Media Arts (DMA)* curriculum program map comparison, revisiting the discussion from the spring 2025 meeting. He reviewed the current program specializations and subplans and discussed challenges related to the *Interactive Media and Web* concentration track. Over

the summer, the program team restructured the program map to improve clarity and flexibility for students.

### **Program Revisions**

- **Core Curriculum:**

All DMA students will complete the same foundational coursework before selecting “choose-your-own-adventure” options within the CTEC course offerings.

- **Fall Quarter 1:**

No changes were made to the existing course sequence.

- **New Courses Added:**

- **DMA 103 – Audio Storytelling and Podcasting:**

Introduces basic audio recording, sound design, Adobe Audition, and podcasting techniques.

- **DMA 200 – AI for Creative Media:**

Designed by Brian and Eryn during the summer, introduces AI applications for creative professionals.

- **Social Media Course Option (Quarter 3):**

Students may select one of two existing courses:

- *BUS 270 – Introduction to Digital Marketing, or*
- *CTEC 166 – Web Content and Social Media*

- **CTEC Sequence Course #1 (Quarter 5)**

- **DMA 205-Motion Graphics & Animation III (Quarter 6)**

- **CTEC Sequence Course #2 (Quarter 6)**

- **DMA 203-Video & Sound Production III (Quarter 6)**

- **Human Relations Elective:**

Students may now choose from several courses, including *SOC*, *CMST*, *BUS 101*, and the newly added *CMST 102 – Introduction to Mass Media*. This addition provides students with an analytical approach to media studies relevant to DMA.

- **Art Courses:**

Three art courses previously offered have been reduced to one: *ART 101 – Introduction to Art*. *ART 208* and *ART 118* were removed due to overlap with Photoshop, Illustrator, and Premiere coursework, as well as to make room for new classes.

- **CTEC Coursework:**

The number of required CTEC courses was reduced.

- All students will now take *CTEC 117*.
- Students will then select from five additional CTEC courses, creating a customizable learning path.
- This revision merges the two previous concentrations into one cohesive program while maintaining flexibility.

- **Additional Courses:**

- A third *Animation* course developed by KJ Murr.
- A third *Video Production* course developed by Tom Olsen.
- **Capstone Courses:**

Both final capstone courses (DMA 214 – Professional Practices and Portfolio and DMA 215 – Advanced Portfolio Development) will increase from 4 to 5 credits to allow more intensive engagement and student preparation.
- **Course Removals:**
  - *CTEC 271* may be discontinued due to prerequisite sequencing (*CTEC 122* → *270* → *271*)
  - Tom noted that students who wish to take *271* may still do so as an elective if scheduling allows.

### Committee Discussion

- Dene expressed support for incorporating Figma and shared positive outcomes from DMA graduates now studying in the WSUV DTC program.

She inquired whether the reduction in art courses would negatively impact the program.

  - Tom confirmed that the School of Fine Arts is aware, and the program is intended to streamline DMA coursework while maintaining creative foundations.
- Dene noted that non-technical courses remain valuable for student development.
  - Tom agreed but emphasized that course adjustments were necessary to fit in the new, higher-priority classes while addressing student feedback about repetitive content.
- Fellene highlighted the importance of *CTEC 271* and noted her concerns about removing *CTEC 121*, emphasizing that understanding HTML and WordPress remains essential.

Fellene shared that *CTEC 165* was not listed, but it focuses on practical business applications of web technologies.

  - Tom responded that students may still take *CTEC 271* or *CTEC 165* as electives and reassured the committee that the program continues to emphasize applied web and digital media skills. He discussed the addition of *CTEC 166* as another valuable option.
- Tiffany Lounsbury asked for a reminder of *CTEC 165* content, and Fellene summarized the course description and learning outcomes.

### Approval

Brian motioned to approve the revisions to the *Digital Media Arts (DMA)* program map.

Eric seconded the motion.

**All members unanimously approved** the proposed DMA curriculum revisions.

The meeting adjourned at 6:40 PM