GRAPHIC DESIGN ADVISORY BOARD
MEETING NOTES

Wednesday, April 12, 2023|5:00 PM | Zoom

LPC Mission Statement

Las Positas College is an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

LPC Planning Priorities

❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.

Graphic Design Advisory

Voting:
Meg Epperly, LLNL
Michael Jay, LPC & Laney College
Kimberly Krueger, Overstreet Assoc.
Peter Kuo, Las Positas College
Sarah Mattern, S.Mattern Design & Devel.
Chris Meyer, Tri-Valley ROP, Dublin HS
Anne Nguyen, Endeavor Media, LA
Robin Roth, Hertz & LPC Design Shop
Sonny Thomas, PureRED
Nicole Torgensen, UX Design Leader

Non-Voting:
Amy Mattern, Las Positas College
Helena Cruz, Las Positas College

Meeting Agenda

1. **Welcome and Introductions**
   Peter Kuo, Helena Cruz, Meg Epperly, Nicole Torgensen, Chris Meyer, Sarah Mattern, Laura Vargas, Anne Nguyen

2. **Approval of Prior Meeting Minutes**
   Minutes approved!

3. **Industry Update**
   The team discusses industry trends and new video design software. They mention that figma is now a requirement for many designers and that it is embedded in many job descriptions. Anne mentioned that Adobe After Effects and Canva are plusses in job descriptions.

   Peter is new to Canva and unfamiliar with its features, while Laura and Chris are familiar with it and think it is a good tool for graphic design. The team discusses AI-powered content creation tools, including Firefly (from Adobe), DALL·E (From Open AI), and Midjourney. They mention that students are using these tools to create longer-form documents and are hungry for content.

   The group touched on AI. Peter mentioned that it is a tool that is going to stay and how, in the future, do we incorporate it into the curriculum. Some students would like to use ChatGPT for page layout only. Legal and ethical issues involve royalties and copyrights with AI-generated images and content. Meg from LLNL mentioned that the Lab uses AI to train many models for science on a supercomputer, which helped them get ignition – so not all AI is bad.

4. **Faculty Report**

   Peter gives a summary of enrollment data and classes offered by their school. Spring 22 was a terrible semester since they were coming back from COVID. People are coming back, and enrollment for Spring 23 is now close to 20 students. Still doing a lot of Hyflex. Students are feeling more engaged.

   We used figma for the last branding class. We didn't use it in a traditional figma workflow but still found it useful to integrate into reviews and general workflow. (We did allow students to zoom in, but it was unofficial)

   Last fall, the branding class used FIGMA and designed a lookbook. Helena will mail this out to all board members. Peter also mentions that they are considering using Zoom for their branding class in the future. The portfolio

class will be available next spring. Summer '23 camp offerings include character design and creature design. Peter mentioned he would need a full separate class for 3D since there is not enough time in a summer camp.

3D Design Class – Dave has a class. Craig is helping to write it up. Craig has an art 3D design class that, you know traditionally is wireframe but not getting a lot of enrollment and wants to bring this into some computer classes and see where the enrollment stands.

Internships – working with PureRed on internships, but nothing has materialized yet – will follow up with them again to see if they have the capacity. Peter would like a pathway for students who are transferring to 4-year universities. Sharon Kim and Laura Vargas attended the meeting and shared their thoughts. Sharon tried to find an internship on her own, but it turned out to be a bad experience, and the school should make an extra effort to help students through that process (Peter will follow up with Sonny over the summer to see when would be a good time to approach their HR again).

Also, Peter suggested that Sharon and Laura can contact our board members (or anyone the board would recommend) for our students to follow up on job shadow/office tour/interview so they can get some insight from our members' experience. The members seem open to the idea, but Peter will follow up with an email to double check and that it's okay to give these students their contact information for the students to follow up with.

Questions to the Board (Answers will be noted in minutes once received.)

1. We are doing curriculum updates, and I'm reviewing everything… does the board feel like we need a prepress class, or should we let it sunset? If we are letting it deactivate, then do we need a "digital Print Design" certificate at all – nobody has tried for that certificate at all as far as I can remember) If we sunset the prepress course, we should also remove the Print Design Certificate of Achievement… Yay or nay?
   - **Anne Nguyen** - Also voting to sunset this course and agree to perhaps incorporate print-related lessons within the InDesign course. Yes, let's remove.
   - **Nicole Torgersen** - can't comment on 1 and 2 since I no longer do print work
   - **Sonny Thomas -** I vote Yay. A dedicated course is too much, do you offer any other courses where you are able to cover the basics? Screen rez vs print, RGB vs CMYK…) I think you would have to, Yay.
   - **Sarah Mattern -** I agree on 1 and 2, though it would be great to include print basics in a class that covers Indesign and/or Illustrator.

2. New course proposal – Chabot has a course on web design fundamentals which seems to cover different things than our web I (which is more focused on HTML/CSS). [Their COR is attached](). Should we have our own version of this class?
   - **Anne Nguyen** - Also voting that this is a much-needed introduction course — would be a great prerequisite to HTML/CSS
   - **Nicole Torgensen -** I think it's too much to cover UI/UX principles in one class, I'd vote for a separate class, which it looks like Las Positas already has. However… it would be a good idea to cover a chapter on accessibility with the HTML/CSS class as folks need to understand how to build accessible code and there are great basics to cover like alt tags and such.
   - **Sonny Thomas** - I think this would be a great intro class for web. Should we make one?
     An entry level course seems to make sense. Will it cover any basic UI/UX as well? High-level philosophy before moving into "how," a la HTML/CSS. How has enrollment been at Chabot in this course?
   - **Sarah Mattern -** For #3, is it too much to cover web design principles in the intro HTML/CSS class? If it's too much to cover, then I agree a web design fundamentals class is great, maybe with an overview of CMS/builder tools available and how they work, since most designers will start their web work with those.

3. Ask board members if it's okay to share their email with students and if it's okay for students to reach out to them to set up an informal meeting to learn more. If the board would recommend other individuals, that would be great. It'll be opt-out, so we will pass on their information unless they say no.

Our major follow-up tasks are…
- internship
- student design assistant
- 3D Class/program
- Connect students to board members
    - **Anne Nguyen** - Yes, please feel free to provide students with my email address. Students may also reach me through my website's contact form.
    - **Nicole Torgersen -** Yes please feel free to share my email address
    - **Sonny Thomas -** Yes!
    - **Sarah Mattern -** Yes!

5. **Recommendations from the Advisory Board**

Peter suggested that students should initiate contacting the advisory board members to network and share knowledge and experience. Peter will help students to prepare portfolios for those that haven't taken the class yet. Students Sharon and Laura were directed to reach out to the advisory board. LPC has Handshake for helping students get internships and jobs from local employers.

6. **Next Regular Meeting (Date)** April 17, 2024, from 5 pm to 6:15 pm.

7. **Adjournment:** 6:15 pm