



GRAPHIC DESIGN ADVISORY BOARD MEETING MINUTES

December 6, 2021 | 4:00 PM | Zoom

Meeting Minutes

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 Board

MEMBERS

Eric Berendt, Las Positas College
Tom Bosch, PureRED
Meg Epperly, LLNL
Michael Jay, LPC & Laney College
Kimberly Krueger, Overstreet Associates
Peter Kuo, Las Positas College
Sarah Mattern, S.Mattern Design & Devel.
Chris Meyer, Tri-Valley ROP, Dublin HS
Anne Nguyen, Overstreet Associates
Robin Roth, Hertz & LPC Design Shop
Sonny Thomas, PureRED
Amy Mattern, Las Positas College
Helena Cruz, Las Positas College

1. Welcome and Introductions

- Present: Peter Kuo, Helena Cruz, Amy Mattern, Chris Meyer, Anne Nguyen, Kim Krueger, Christina Bueno (student).

2. Approval of Prior Meeting Minutes – November 30, 2020

- Peter Kuo motioned to approve; Anne Nguyen seconded
- Motion passed, minutes approved

3. Industry Update (Emerging Trends, Technology, Job Market)

- Kim Krueger shared that people want to see more AR, and the job market is very interesting currently because normally people would be applying for jobs like crazy, but lately that is not the case.
- Anne Nguyen shared another emerging trend is the application of 3D. Due to COVID people aren't really sharing physical spaces with others so photography is drifting away and people are creating more 3D virtual spaces; Adobe 3D apps.
- Peter Kuo shared a student's concern that AI will take away graphic design jobs. Kim Kruegar shared that she did not feel that AI would be an issue because designers in all areas would still be needed; there is something about the human experience of designing things that will always be important and prevalent.

4. Faculty Report

- We have been teaching classes virtually since March 2020, and our enrollments are really good! We haven't been affected by COVID very much because we are naturally a class that requires students to sit in front of a computer; however, I do think that the pandemic helped us with enrollments as students likely feel like if they are stuck at home – graphic design, is something they can do from home/on the computer so that is good news along with us having to increase the cap on our classes to accommodate more students. Despite that good news, the bad news is that a great portion of our students are not doing well in our classes so our success rates are pretty low, and students are withdrawing at a higher rate.
- We are looking into possibly having an internship program or job shadowing opportunities for those students who aren't transferring to get real world experience.
- Christina Bueno (student) shared that lack of course offerings are frustrating. Ex. GDDM 60 will be offered Spring of 2022, but prior to that the last time it was offered was Spring of 2018 (VCOM 60). This makes it hard for students that receive certain benefits as they are then cut off because they are not enrolled in



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the maximum amount of units needed to receive those benefits. For example, Veteran students.

- In addition, this then creates frustration with the GDDM program and a lot students feel like their only option is to drop the class and change their major.
- Chris Meyer shared that is frustrating that (online) students don't seek enough criticism or check in on their projects until they are due, then they have already surpassed the "learning" and "experience" part of the class because they did not ask for help.

5. Recommendations from the Advisory Board

- No recommendations at this time.

6. Next Regular Meeting (Date) – TBD 2022

7. Adjournment