



# PHOTOGRAPHY ADVISORY BOARD MEETING MINUTES

May 3, 2022 | 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.

## Photography Advisory

Jason Anaya, Anaya Photography  
Khalil Anvar, Khalil Anvar Photography  
Deb Bailey, Granada High School  
Jeff Bennett, Consultant  
Lucciana Caselli, Las Positas College  
Helena Cruz, Las Positas College  
Virginia George, LPC student  
Stephanie Guilin, SLG Photography  
Deanna Horvath, Las Positas College  
Alan Lewis, LPC student  
Amy Mattern, Las Positas College  
Chris Meyer, Tri-Valley ROP, Dublin HS  
Jonathon Miller, Photographer  
Vicki Shipman, Las Positas College  
Stephanie Taylor, LPC alumna  
Tony Alfaro

## Meeting Agenda

### 1. Welcome and Introductions

Deanna Horvath, Helena Cruz, Alan Lewis, Ginny George, Amy Mattern, Lucciana Caselli, Jeff Bennett, Stephanie Taylor, Khalil Anvar, Tony Alfaro

### 2. Approval of Prior Meeting Minutes

Agenda approved by Lucciana Caselli, and seconded by Alan Lewis, all approved.

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

#### Allen Lewis

- Mirrorless is becoming the future and I hear that Canon will stop making DSLRs. Seems like everybody is going with mirrorless these days.
- Also, I went to WPPI and purchased a piece of software called AfterShoot. It takes your photos and ranks them and if it's out of focus it will reject the photos that are out of focus. It can recognize artistic choices. Seems to be working well. Stanford has some photography classes at \$500 for sports photography and I felt that the instruction was as good as Las Positas.

#### Khalil Anvar

- Supply is shaky right now and people are finding Portrait 400 in color rare to find and prices have gone up. Because of supply chain issues, planning ahead is important more than ever. Looking to hire someone that can learn hands-on processing and Photoshop and retouching. This is a part-time opportunity and a perfect job for a student. Business is getting better with things opening up.

#### Jeff Bennett

- Two team photographers are using Capture One. Also, we are seeing the need for drone photography. Deanna brought up that we have a new non-credit drone program at LPC! Photo Mechanic is an industry-standard and was requested during a recent job opening with the Raiders.

#### Tony Alfaro

- Working drone technology into the curriculum. Brought up that the school's MACs may be outdated to handle Premiere Pro. Deanna mentioned that the MAC lab is scheduled to have computers changed out.

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## Luciana Caselli

- There are job opportunities open and available at the photographic tech company at Visco. Other than mirrorless cameras, smartphones will play a huge role in where photography is shifting and will change in the future. Suggested looking at how e-commerce plays in social media and looking at etiquette on the internet, and how to copyright your work, hide it and make it safe. Consider how photography is being used in digital spaces.

## 4. Faculty Report

### Deanna

- Back to face-to-face classes in the fall. In the fall, we will have a couple of online asynchronous classes. Fall enrollment is low and we need to get students back on campus.
  - The LasPo Film Festival was on campus in the spring and got plenty of students involved. The LasPo Film Festival awards ceremony is on May 12 at 6 PM in Room 2428. Advisory Board members are invited.
  - Pursue smaller certificates in video production and editing, this would include classes we have in those areas, but continuing along the lines of smaller certificates that can bridge the gap to an AA.
  - We've done some curriculum upgrades for distance education.
  - Looking into a hybrid Photo 70 Photoshop and lightroom and doing more certificates in a traditional darkroom and alternative processes will help get enrollment up. Concerned with getting students back and involved.

## 5. Recommendations from the Advisory Board

- Alan Lewis suggested a cell photo photography class and making Photo 5060 and an intro course for students that have never seen film or film in a dark room. Alan also suggested hanging photos and showcasing the students in the Chabot Credit Union.
- Luciana Caselli talked about getting the display cases used to showcase work across campus.
- Jeff Bennett suggested showcasing the work of former students and having a place on campus to showcase this. Shows what the student learned and how that helped them further their career. Deanna suggested doing a Zoom panel to connect the past and the future.
- Khalil Anvar mentioned that the skateboard community shoots a lot of film – for example, in Thrasher magazine. Concert photography is also big. Mentioned that storytelling is a learning opportunity and applying this to a specific medium, like Instagram. Tony Alfaro mentioned that filmmaking is so much more than telling a story – the lighting and technique and how to frame shots or close-ups are important in telling the story.
- Amy Mattern shared that in the graphic design digital media advisory meeting it was shared how tools for media collaborative teams are changing in the industry. At some point, the collaborative process and how to do that effectively within a team is going to be key in developing within the coursework.

- 6. **Next Regular Meeting (Date)** – Fall, beginning of October, or November on Zoom. Zoom was decided since it works best for all especially one in Las Vegas.