



**Visual Communications Technology  
Advisory Committee**

**Tuesday, March 22-130pm**

**Via Zoom**

**MINUTES**

**Advisory Members in attendance:**

- **Ted Leonhardt**
- **Mark Notermann** – acting chair
- **Nic Hartmann**
- **Dan Gallagher**
- **Lauren Wallace**

**Faculty/staff/employees in attendance:**

- **Christine Shafner**
- **Chuck Schultz**
- **Lauren Hadley**
- **Claire Fant**
- **Al Yates**
- **Nancy Dick**
- **Mary Bonar**

**Welcome and Introductions**

Mark Notermann, Chair welcome and get the meeting started. Introduction.

**Review of student work**

Pdf slide show of student work. Examples of student work in each course.

VCT 101 and specialization course work focusing on type.

VCT 102 Layout grid for magazine, bus shelter, poster, folded brochure. VCT 102 modular grid system – catalog, with print output emphasis, hierarchical grid system, object-based grid system for game interface, VCT 103 logo and color scheme, letterform and typography design, branding for prop based – 3d renderings.

VCT 134 – Illustration - infographic design, universal design focus. Observation, drawing, color and software skills. Vector illustration based on theme.

VCT 136 –Photoshop layers, filters, design a vintage style label. Research styles and timelines.

VCT 170 – web portfolio and specialization and cms

VCT 176 – 3d modeling and tools, hard surface and organic modeling, digital sculpting goblins.

VCT 204 – packaging design – packaging and di-lines, gradients, etc. work for production

VCT 230 – history of new media – arts and crafts patterns, FLW window design. Teapot project

VCT 252 – Game art – character drawing,

VCT 253 – game development – game level design, prefabs, 2 fully functional games.

VCT 276 – Advanced Maya modeling – mimic style – architecture, research, images, and render buildings.

*Student work shown is fantastic and competitive.*

### **Review of Program Data – Underrepresented Minorities**

Christine showed the data sheet for success rates for the college, by programs data of under-represented minority students. Data looks good for VCT students even through pandemic.

### **Update – motion graphics faculty position**

Finalists will be interviewed in early April with the pool still currently open for applicants. Please spread the word! Film industry and Larry Ascher at SVC would be good leads.

Salary placement should be higher than what is indicated on posting.

### **Discussion –**

*What changes in the creative services industries do you note in your field of expertise, in the last year?*

Aquent salary survey – UK and EU average wage for 2021 increase was up 40% from previous year. Only marginally up in US. Factors – small creative services – lost creatives to google, adobe, amazon, etc. offering starting salaries of over 100K over their present salaries. Spending monies to determine the future (of large corporations) by using creatives or talent employees as an investment.

Amazon has tried to level out compensation “uplevel” the design positions. Most employees have never been into the office. How do salary and location correspond. Base salaries have increased exponentially.

How do these increases affect starting levels of salary? Should be good for students just starting – losing talent to other employers and higher salaries.

Consider a baccalaureate for VCT? Online and hybrid offerings. Upside model of education – lecture online and applied work in person.

- Salaries up for nearly everyone.
- Less pressure to have to know everything.
- Consultants for large corporations are hesitant to raise pricing for fear of losing clients. The bidding process is too hostile, and they are losing money and talent to keep their contracts.
- Apprentice programs may be funded

Internship coordinator position may be funded at the campus.

### **Discussion –**

Perkins Needs Assessment - *How do you ensure your programs of study are responsive to community employment needs, are informed by labor market information, and allow for employer input?*

*What can the VCT program do better?*

Meetings – advisory meetings bring us together and employer visits bring students to the industry.

- More social ways for students to engage with employers. Portfolio events.
- VCT club – speaker series, VCT club portfolio show
- Annual event with the creative arts – monies to bring in keynote speaker, banquet, student portfolio to bring employers, students, prospective students for networking
- Peer groups – AIGA, GAG, ASMP, or career events
- Before pandemic – options were limited to network
- Social media from the campus

**Announcements:**

Shoreline District - High School teachers – possibility of articulation has influenced movement in the classroom, creating pathways for HS students, dual credit opportunities. Dan G reviewed degrees, looking at electives and core courses, see that ART 109 and VCT 101 would be starting places– looked at MCOs and are looking at designing courses at the high school as part of articulations

**Adjourn**

*Next meeting Tuesday, June 15, 2021, Noon – 1:30*