

Shoreline Community College

Visual Communications Technology Advisory Committee

6/9/23

12:00-1:30pm

Zoom ID: 670 647 2597

Agenda

- Introducing our new Tenure-track faculty: Parisa Ghaderi. (information item)
- Committee member introductions. 10 min
- Snapshot of portfolios: first and second year VCT students are here to show samples from their portfolios to the committee and to receive industry guidance/feedback. (action item) 60 min
- Advisory approval of the 4 degree learning outcomes and program outcomes (below). (action item) 15 min
- Updates: Shoreline school district; Advisory committee members. (information item) 5 min
- Approve past meeting minutes (2 min)

Industry Present:

Bruce Hale

Mark Noterman - Chair

Ian Cobb

Nic Hartmann

Ted Leonhardt

Nic Hartmann – ALSO TEACHING WTR AND SPR QTR

Shoreline Staff/Faculty:

Christine Shafner

Al Yates

Chuck Schultz

Stephanie Sareeram

Parisa Ghaderi

Students

Jeff Everhart

Rocio Coloma

Cory Hipke

Justin Buch

Welcome

Introductions

Chair Mark Noterman present.

New Faculty Parisa Ghaderi welcomed to the committee as new VCT faculty from Michigan State University, teaching graphic design, typography and ux/ui.

Due to ransomware full portfolio review by advisory comm of all students was not available.

Meeting was moved online to accommodate.

Student Portfolio reviews – 4 students gave a portfolio presentation.

Jeff Everhart, Rocio Coloma, Cory Hipke, Justin Buch

- Strong impressive work by students
- Strong impressive work by faculty

Winter Minutes approved

Vote and approval of VCT Degrees program outcomes-

Christine will meet with advisory Chair to go over 18 edits to VCT courses and degrees via zoom at some point.

VCT Degree Outcomes (Edited March 10 2023)

Graphic Design learning outcomes

1. Effectively use concept development processes in visual communication problem-solving to create print and web-based publications, advertising, poster design, branding elements, packaging and environmental signage.
2. Select and organize typographic and image-based design elements, along with other graphic design elements such as line, shapes, color and value to effectively communicate a visual message through the synthesis of form and content.
3. Apply principles of audience and market analysis through research followed by ideation, to create design solutions that meet client needs.

Animation/Video learning outcomes

1. Effectively apply the principles of time-based and non-linear animation, or video editing/compositing to create effective motion-based sequences for use in multimedia.
2. Using industry-standard software and formats, create motion-based content to communicate a message or story.
3. Apply principles of audience and market analysis and conduct research for concept development of both 2D / 3D motion-based visual solutions for commercial, editorial, documentary or artistic projects.

Game Art learning outcomes

1. Apply principles of player-centric game design in the development of formal and dramatic elements such as premise, story, outcomes and procedures, and system dynamics in the production of digital game level prototypes.
2. Using industry best practices, conceptualize and produce environment, character, weapon, resource, and vehicle art as assets for interactive projects.
3. Create, evaluate and revise 2D and 3D interactive experiences using game engines and other creative software.

Creative Project Management learning outcomes

1. Apply basic knowledge of visual communication and business software/hardware in establishing and following production workflows involving numerous stakeholders in the creation of press-ready art and multimedia content.
2. Effectively plan, produce and implement project management schedules and other project-related documentation.
3. Apply leadership skills in the development of project scope, stakeholder management, and crisis management.

