



**Shoreline Community College**  
16101 Greenwood Avenue North  
Shoreline, WA 98133

## VCT Advisory Committee Meeting Minutes

Monday, December 8 2014

12:00 - 1:30 pm

Board Room, 1000 Building

### ***Present:***

Al Yates, Claire Fant, Christine Shafner, Dan Fey, Kathie Hunt, Mary Bonar, Chris Hansch, Lynn Krinsky, Chuck Schultz, Brad Hutcheson, Aisha Bowers, Abyaz Mahmud, Mark Notermann, Dennis Bishop, Jeremy Avery (student)

Introductions and Minutes approved.

Brief discussion of the new faculty position and where to post to attract candidates. Committee members urged to use social media to get the word out – people who know people. Advisory members will be emailed with the job posting as soon as the college releases it.

Introduction of Jeremy Avery a current VCT student. Jeremy is a returning VCT graphic design student who is really interested in video/animation. He has spent some time exploring motioncapture with a low cost solution using a capture scanner and software “Faceshift”. He explained the capture process, the importing into Maya. Both Al and JJ showed examples of the software at work.

### **Changes in Printing**

Advisory members were asked what the current trends were. 3d printing is being used in a lot of areas including medical and jewelry. Traditional printing is getting better with higher resolution images, faster, being able to print with white and metallic inks. Al brought up the cost of inks and 3rd party solutions. Industry members shared that while the actual printer costs are going down, the inks are the companies cash flow. If you use 3rd party inks you run the risk of voiding the warranty and ruining the machine. Students should understand the entire picture and reality of cost to print technology – design, produce, post process, plus print.

### **Employment outlooks**

Where should our students look for work? Students need to be experienced across all mediums, be versatile, tell students to start with entry level jobs with intended step ups by doing good work to their goals. No one will get their dream job at the start. Learn file management, prepress, graphic design, upkeep.

Mobility is huge – content has to be accessible across devices/platforms and design skills a must. Communication skills are essential to work back and forth quickly. Everything is faster, leaner and agile.

## Interactive trends

HTML to Unity – educating clients on what they want or need first. What works on desktop needs to work for mobile. Unity is still a hot developing software. Although apps vs online makes the development different.

Emphasis on mobile sites, making the sites console quality but quick timelines and smaller work crews. Big game companies are moving to independent firms or contracting with contracts or small group development – much like music industry.

Is there concern of higher-end interactive content to move inhouse? UX design is already in between – workflow is different and less interactive. Work is subcontracted by ad agencies – they can't do work quantity or content.

What to tell our students? Go for what they want! What excites – it may take them 3-5 year career path. The creative skill develop vs technical skill development?- focus on conceptual creative development – deal with the technology that comes along by professional development. Work into roles. Online marketing challenges – encourage students to take on real projects and internships.