



Shoreline Community College  
16101 Greenwood Avenue North  
Shoreline, WA 98133

# Visual Communications Technology Advisory Committee Meeting

Tuesday, March 21, 2017  
6:00–7:30 pm  
Visual Arts Building, Room 2059

## Minutes

### Industry Representatives:

- Aisha Bowers— AT&T, Enterprise Digital Marketing
- Matt Fordham—Revolver Creative
- Chris Hansch—West Coast Paper
- Brad Hutcheson—Enter the Studio, LLC
- Joey Ellis
- Lynn Krinsky—Stella Color
- Kali Meyer— Accell North America
- Brittany Ledyard— Global Harvest Foods
- Mark Noterman—NOTEMARK.COM
- Katy Peterson— Ripcord Solutions
- Abyaz Mahmud—Aurora Prints
- Bernard Yee—Oculus VR

### Shoreline Community College:

- Chuck Schultz
- Al Yates
- Claire Fant
- Adam Staffa
- Kathie Hunt
- Mary Bonar

Welcome/Why we are all here/Approval of Minutes (*Our Objective*)

Introductions: Who we are/experiences/areas of expertise

Review of Current Program and Degrees/Proposed Changes

(Specializations, online offerings, portfolio review process)

Kathie let board members know that VCT will be going through a Program Review during Spring Quarter and that they may all be invited to give input/feedback. Al described the program using a handout. He explained the various pathways students can follow in going through the program. He indicated that we were trying to move much more toward a creative-design structure with students learning various

software tools primarily by integrating the tools into classes rather than creating classes simply for the teaching of software. He asked board members whether the proposed changes made sense in terms of preparing students for work in the industry.

Claire solicited opinions about the importance of teaching HTML and CSS code in the VCT Intro to web design course, as the web profession spins off into user experience and user interface design, which are separate job descriptions from development. Opinions ranged from coding being a necessary foundation that is used in a smaller business environment to publish web properties to it no longer being a requirement in hiring user experience professionals, because of the proliferation of prototyping tools for designing interfaces. A suggestion for a UX/UI certificate was that it could be used to determine the direction of working for an agency or a large business.

### Program Goals and Issues (information and discussion feedback):

Most of our discussion took place in this section. Some debate went on about the direction AR/VR is headed and what was necessary to put into a short-term certificate in it. Also, a recurring theme was that we need to help students become capable, continuous learners of software, because it changes so quickly that students will have to be not just learning but catching up on their own all the time in the industry. Also, we need to help students become the best designers they can be AND the best communicators of their ideas to others and the best at getting ideas from others to their own minds.

Normalizing Assessment, Terminology and Best Practices in all VCT classes

Connecting with Our Graduates / Tracking Success

Preparing for the Future (How we build more “readiness” into our curriculum?)

Spring Portfolio Show/Review Changes/Invitation to Participate

### Industry Update News? (Tell us what is going on in your areas of Industry)

We only spent about 10-15 minutes on this section (we went 15 minutes over-time) so ideas came flying out really fast.

- **Interactive Design**  
(changes in best practices, software being used, required skill sets, etc.)

Members mentioned that multiple releases of prototyping software options mean that any shop would have their own preferences, so students should be reaching out beyond the familiar adobe tools. Self-learning and research have become primary skills, since the profession continues to evolve with technology. Ability to articulate a vision to a collaborator, ability to listen and write for user interfaces are important skills.

- **Digital Printing/Large Format/Reprographics/Signage**  
(changes in technology, any exciting new equipment changes in workflow? New markets being tapped? Employment opportunities in specific fields.)

Lynn mentioned the need for project managers who know the print technicalities was evident in her experience. She also talked about the types of projects she was seeing going through her

shop, such as art prints (different from giclée) that artists could print and sell and small short-run magazines (do you remember this or am I making this up?).

- **Graphic Design**  
(new directions/trends, new markets, regional news, etc.)
- **Game Design/Animation/Video/VR/AR**  
(What's happening with technology, markets, employment opportunities (required skill sets))

Bernard talked about how highly competitive the market is for employment in game design and VR — that participating at the high end of game and VR design, art and development is what people aim for, but is reachable by only a few. Also mentioned were that uses for VR were still being discovered, and that specialization in areas of animation, art, etc. was the norm in those fields.

Adjournment

Submitted by  
Mary Bonar