



**Visual Communications Technology
Advisory Committee**

Tuesday, Dec 13, 2021 12-130pm

Via Zoom

MINUTES

Advisory Members in attendance:

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

Faculty/staff/employees in attendance:

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

Welcome and Introductions

Minutes approved. Christine welcomed the group and introduced Mark Notermann as Chair to get the meeting started. Introductions.

Claire Fant Retirement/Recruitment of new faculty –

Claire will be retiring at the end of Spring, former alumnae of the program. Teaching is a love for her and she has enjoyed teaching.

Discussion – Programming Code

What is the value of understanding the basics of programming code for our students?

Claire has been on a faculty search and Tenure committee for a computer science faculty. Computer science will be developing new coursework for their program. She is wondering about the presence of programming in VCT. Basics of programming is helpful in web work as it helps to understand how programming works.

Where does programming fit with Visual Communications Technology

- Game artists, understand basic functions of scripts, variables and functions. Should artists become more thoroughly trained in coding? History of design, technology intertwined.
- Coding is new production art. Students should develop; designers who know code have a huge advantage – should continue to teach.
- Multi-faceted designers are more successful – designers who have programming skills are able to explain and understandably do better in industry.
- Motion designers should have rudimentary knowledge – be able to edit and work with developers, expression scripts in Adobe. Webflow and Figma are used everyday. Specialization is best. <https://aescrpts.com/bodymovin/>
- Context of understanding, functionality to work with developers. Baseline knowledge. Big companies are becoming more specialized.
- Problem vs possibility. Our students are often visual learners and may struggle with logic-based information. Coding is hard. But move the program towards programming?
- Coding - Tools to make workflow easier for artists. Designers create objects that have node elements overlaps.
- Hard to keep up with coding as a designer. Coders Code. Specialized fields. Don't need a jack of all trades designer, not as much anymore.
- The 'fun' tasks requiring some background in doing the 'hard' stuff like coding. In-house designers need to have basic knowledge. *Agreed - lean orgs and in-house designers need a wider range of knowledge*
- How do you teach enough of a subject, for a student to know if it is something for them to specialize in, in a short degree program?
- More coordinated effort towards non- traditional college degrees, at junior high school. Need more exposure.
- Dual credit and articulations are being developed between high school and College. Imbedded position at high school for CTE to expose students.

Thanks for all the work and congratulations to Claire.

Input – Motion Graphics- animation using Adobe AfterEffects. *Shift in program curriculum and degree edits* - We have been able to offer in the past by teaching AfterEffects by clustering with other courses.

Fortunate to replace faculty position by redefining position, Motion Graphics and Interactive Media. Expose students to time-based media.

What are some of the skills in demand in Puget Sound?:

- Designer, but also know AfterEffects, Web too. Animators know C4D, Blender and AE, Unreal. Basically knowing technology and ability to learn technology (software) but first being a designer that can apply.
- StoryBoarding skills. Time Based media. Time is the dimension for hierarchy for 2d/3d.
- Video companies disappeared because creators could use the technology. Proliferation of software makes it easy for designers to do higher level of skills.
- 2 year program. – some students have no knowledge of art or design. Several options for students to choose from – shallow and broad. Or program that is technically deep knowledge. Where to take program and what students are we going to serve. The students we get have only 2 years. Be realistic, teach students to think and creatively problem solve with a foundation.
- Nic – (degree in linguistics) Taught himself AE – created a reel and got a job.

Suggested revisions to add in coursework relevant to motion graphics and interactive media.

Discussion – The fourth Industrial Revolution

What are the trends for the future?

Creative Problem Solving as an Essential Skill.

Gen Ed reorganizations – skills that each SCC student needs, AI has been proposing that each student needs problem solving as a skill.

High growth jobs will require creative thinking.

How students learn is changing. Online learning is being fulfilled with free learning content. Lecturers become facilitators. Industry will be focused on problem solving and creative thinking for employers.

“Is this true? And should the college address creative problem solving.”

- Budget can drive the project. So if there is money – then individual problem solving is okay – you can charge for the creative problem solving/thinking. But if budget limited, then clients don't want to see what is “extra”
- All employees constantly thinking creatively.
- Large companies are in trouble need to stay relevant from startups, Multi Billion-dollar agencies are taking work from other agencies – creating new stuff all the time, original work, to compete. Compete because they are afraid of missing out. New ways to persuade consumers - hottest work coming out now. What are the new trends.
- Block chain technology driving employment but also political.
- Visual literacy of our customers has improved – template type solutions that are executed professionally.
- Importance for our students but also at high school level, so helpful in any industry

Upcoming 2021-22 Meetings (Held on Prep Day)

Tuesday, March 22, 2021, Noon – 1:30

Tuesday, June 15, 2021, Noon – 1:30

Adjourn

Minutes by M.Bonar