



Visual Communications Technology
Advisory Committee

Monday, December 7, 2020, Noon – 1:30 p.m.

Via Zoom

MINUTES

Bruce Hale
Ted Leonhardt
Ashley Butler - Chair
Ian Cobb
Brad Hutcheson
Dan Gallagher

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

Introductions and Approval of Minutes

Nomination of Chair – Ashley Butler, Christine gave a brief summary of the VCT program and students.

College Updates: Humanities Dean Nancy Dick gave a brief introduction to the mission of community colleges which are transfer, professional technical and continuing education.

- VCT is high priority program and has withstood challenging enrollment trends.
- Articulations with K12 is important for pathways for high school students and for relationship alignment. Articulations with applied baccalaureate degree programs give students a pathway to 4 year degree.

Our cc students have more barriers to education and COVID has impacted those students and enrollments have decreased due to fatigue, family and remote learning challenges, essential working, and health. College has had budgetary challenges with some layoffs for the campus with faculty and staff. Enrollments are down for the campus by 20% for winter compared to last winter but VCT is not as affected as students may be eligible for funding and incentives to attend instruction. It is looking positive for when international students will be able to come to campus.

Student placement information is anecdotal: entry level in-house to support, freelance and placement agencies.

Teaching and Learning during the Pandemic:

Faculty shared instructional / curriculum approaches. Many VCT courses are clustered so that students may be working on similar projects but for different outcomes. Faculty have created more than 1000 instructional videos. Page layout is the most difficult to teach remotely. Less print and page layout to share. Team and classroom building is important. Students are following with zoom, reading and using canvas more proactively. With Zoom faculty are able to share screens, record zoom lessons and work with students one on one. *Slack* may be a good resource for community building and team communication.

Marketing Opportunities for Expanded VCT

Ad hoc and informal advice to get work out on program. Ted Leonhardt offered to write an article for the marketing journals he works with to work with younger artists. Using design projects with social marketing. Christine will follow up with him.

Updates from Industry

- Travel clients – immediate effect.
- Gaming sector a little increase, maybe not long term.
- Work is at the mercy of marketing budgets.
- Social media and design is increasing.
- Gaming and design is increasing.
- Organic foods and design packaging.
- Health care and product design.
- Product design and branding being done in house.
- Big agencies are feeling the pinch.
- Marketing, communications and design skills.
- Writing skills and communication skills important.
- Niche design skills along with design is important to longevity.
- Brand collateral package vs just logo for identity.
- Developing branding or logo is a smart part of the project. Most of the branding is done through education and marketing
- E-commerce client work is flourishing. Analog print. Packaging and presentation is physical.
- Ux/ui – less contract jobs
- Increase of house teams for high tech companies – ux/ui designers
- Portfolio – visual design skills, color, layout, space and grid foundation skills – 3 projects
- Marketing and consulting – because of larger agencies downturn
- Brutal field, marketing recruiter, being able to pivot.
- Big employers gone, but seems like there are more opportunities to find a market for your niche. – ex. Youtube, Etsy, social,
- Dire now, but as soon as change happens, they will need design and many opportunities.
- Next 6 months might be hard but 2-3 years may be exciting.

Winter & Spring Meetings

Monday, March 22, 2021, Noon – 1:30

Tuesday, June 15, 2021, Noon – 1:30