



**Visual Communications Technology
Advisory Committee**

Tuesday, June 15, 2021, Noon – 1:30 p.m.

Via Zoom

MINUTES

Advisory Members in attendance:

- Bruce Hale
- Ted Leonhardt
- Ian Cobb
- Mark Notermann – acting chair
- Brittany Ledyard
- Ashley Butler
- Mark Monlux
- Nic Hartmann
- Dan Gallagher

Faculty/staff/employees in attendance:

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

Welcome and Introductions

Christine welcomed the group and introduced Mark Notermann as Chair.

Discussion on General Education Outcomes – The college is in revision of college wide general education outcomes and asking for input as we begin work. This includes the required course work in Math, English, Human Relations and Multicultural Studies.

What should students know outside of applied technical skills?

- Communication skills – specifically business communications, emails, editing.
- Skill in having difficult conversations that occur in business – customer relations, boss, clients, listening skills, understanding narrative, point of views, English. Difficult Conversations book to give examples and tips.
- Fact finding and researching.
- Exposure to real world experiences.
- Business skills. Skills to run their own business. Being prepared to sit in on a board room setting.

- Customer Service skills in graphics industry?

Is there a place for visual literacy competency in General Education outcomes? How would it be implemented/content for non-designer student.

- Nic's company only hires employees that understands visual literacy – composition, hierarchy, readability, etc before applications. They may not be the strongest designers but visual literacy is the most important for the 'need'. It enhances the design world by having a more educated workforce that understands visual literacy in communication. Design principles and thinking is expected, user interface focus on audience and the solution is based on the problem.
- Presentation skills are important.
- Knowing company vision and mission,
- Having a big picture need.
- Interpersonal skills also important.
- Organization skills and time management skills to change with priorities.
- Writing contracts and invoices.
- Story building,
- Message building,
- Self starter.

Concrete examples of gen ed skills:

- Presentation skills – looks like presenting design solutions, with research, design and to support design solutions. Include companies need and outcome, showcase your vision. Presentation Slides with details and represent your skills. Timing is important for presentation.
- Gives client confidence – educate them first with why it is important to communicate then they trust. At presentation they will be comfortable and come back to company as experts. Balance of confidence and control by educating them.
- Many programs that can design for us. Non-designers who are designing but respect the professional designers. Presentation is really key – making the client feel heard.
- Anecdotes: not understanding how to communicate with their creative design teams for the client needs. Imbalance of points of view. Custom branding import- brand that fits an audience. Overall message is interpreted as element of branding.
- Social media – facebook – branding at a personal level.

VCT Club Portfolio show

<http://shorelineportfolioshow.shorelinevct.net>

VCT Club is Voluntary – range of students. President of club had access to game designers at Microsoft. And sponsored Speaker events at end of year. Club Show is student driven - volunteers and coordinated participation.

What jobs are hiring at Microsoft? Creators, writers, presentation, graphics, motion graphics, all types of positions.

Claire Fant showed website for portfolio show – inclusive with admission to google site application. 3d and 2d student work from classes. After a quick review of student work, advisory members were Impressed that students showed diverse portfolio with diverse use of software. Emphasis on need to learn new software quickly and work needs to be turned over fast. Need to learn fast. Again members,

stressed Self starters who can research client needs and context, understanding products and brands and learning software.

Update on “Light” Edits to VCT Degrees and Certificates

- Process in place- to go through committees.
- Want to explore completion of degrees by hybrid or online options.

Announcements

- The college has struggled the last two years with budget and enrollment has decreased with COVID, but VCT is doing strong, and still have enrollments that are beyond offerings.
- REI is hiring , electric pen is hiring, many locals are hiring.

Review of Minutes of March meeting

Passed.

College Updates

President Roberts is retiring in June 30, 2021, VP King will be acting President. Mor

Confirm 2021-22 meetings –

Monday, December 13, 2021, Noon – 1:30

Tuesday, March 22, 2022, Noon – 1:30

Tuesday, June 15, 2022, Noon – 1:30

may continue by zoom or in-person – suggest poll to determine interest.

Ted asked about our Board of Trustees and if there is someone of program alliance ? VCT should have support at a higher level to support the program. The talent and commitment of faculty is strong and it has easy program set up for new students.

Adjourn