



Shoreline Community College

16101 Greenwood Avenue North

Shoreline, WA 98133

VCT Advisory Committee Meeting Minutes

Tuesday, June 10, 2014

12:00 - 1:30 pm

Central Conference Room, 1000 Building

Present: Al Yates, Christine Shafner, Dennis Bishop, Lynn Krinsky, Claire Fant, Chuck Schultz, Mark Notermann, Brad Hutcheson, Dan Fey, Alex Kudebeh, Paloma deMurga, Mary Bonar

Meeting Started at 12:00 with working lunch. Minutes from Nov 22, 2013 were distributed for corrections and approval. Introductions were made.

First item of business was to hear from business members trends in industry. Mark Notermann felt that the economy downturn from 2008 is creeping back up as clients are spending money again with new formats and new mediums the collateral materials are increasing. Lynn Krinsky feels that things are moving faster. People wait until last minute, time is crunched to deliver a quality last minute project. She tries to work with clients proactively but with the economy they just wait. Unfortunately that is when projects get botched in the rush. They don't charge for rush, but with internet and timelines its hard to track. Competition hasn't really affected Stella Color – they can offer unique products that smaller mom and pop shops can't compete. They don't make a lot of money on those but they gain clients with last minute projects. Brad Hutcheson talked about more of his 2D projects being Unity software based. Al asked if this traditional game engine tool is moving to design industry. Some clients don't really know what they want, or understand what they want and don't have a realistic view of expectations, timelines or budgets. Many can choose to go with a native programming development but Unity is awesome for creating fast and cheap. While they used to do 90% Flash, they now only account for 5% Flash development. Al asked whether the program should look seriously at Unity in the same way Flash is used. Brad reiterated it's a good tool to learn. Chuck distributed the Outdoors NW magazine he puts together. The biggest change he notes in advertising is that there are new packages to buy into, print ad plus web, plus enewsletter, plus digital edition, plus eblasts.

Christine Shafner and Chuck Schultz introduced student Paloma DeMurga who art directed this year's Spindrift publication. It was noted what an exceptional change in direction Paloma achieved with this year's design.

Dennis Bishop introduced his student Alex Kudebeh who showed his work he has created from the series of Game design and programming classes he took this year. He walked through the 3 levels he created in Unity and members asked questions. His work is very good for the first year of class offerings.

Al explained the 3 new courses, Game Theory and Design focuses on designing a game idea with a playcentric focus, Game Art focuses visual game element concept and creation, and the Game Development teaches students to combine art, story and code into a playable game level. Students determine their niche during the process.

Students develop a generalist skill set to find out where they want to excel. The specialization classes allow individual independent student where there is no limit to their creativity.

Claire spoke to the VCT Club Portfolio show describing how students planned, marketed and put on the show off campus downtown during First Thursday. This group of students were self motivated and did a great job. Lunch was distributed and talk continued around the success of our students. Dan pointed out the number of skill sets that our students received in organizing the show.

One member asked if the college keeps track of employment stats for VCT. Dan explained that the statistics were aggregate for the college. Everyone felt that the data is important to track actively.

VCT 112 survey class is designed to introduce students to the employment opportunities in Puget Sound with field trips, lecturers, business skills in communication including invoices, proposals. The more support we can offer students the more successful they are.

Al then talked about the 3d Scanner and how the 3d Printer “reproduced” a vased that was scanned. It was a good example of how to reverse engineer as we think of the end user in 3d models.

Submitted by Mary Bonar