



Shoreline Community College

16101 Greenwood Avenue North

Shoreline, WA 98133

## Visual Communications Technology Advisory Committee Meeting

June 11, 2013

10:30-12:00, Board Room

### Minutes

#### ***Present:***

Lynn Krinsky, Betty Hageman, Christine Shafner, Dennis Bishop, Brad Hutcheson, Mary Bonar, Kathie Hunt, Chris Hansch, Al Yates

Maggie Pleva, Nick Beerman, Joey Ellis, Yasmin Wisecarver

Meeting minutes of November 16 distributed and approved.

#### **Spindrift**

Art and Literary magazine arrived and soon to be delivered. Students work as paid positions on *Spindrift* as part of Student Programs. Art work is publicly judged and literary work has own process.

#### **Current work of VCT students**

Students presented their work and talked about their pieces from their own perspective.

Maggie started working with sign company, then worked in an art department, and when the company closed, she knew she needed some creative development. As Maggie showed her work, Betty asked about her process when working with clients. Lynn asked about the Fremont parade poster, and Maggie talked about the politics that played out in the process.

Yasmin, started with a BA in painting and drawing, but needed to study graphic design to expand her work. Practical needs to find a job evolved to an interest in continuing with program because she wanted to work in graphic design field. Brad asked how she is preparing to enter the field coming from traditional arts programs.

Discussion turned to the topics of teaching students good communication skills and how to work well with clients. Industry often comments that communications with clients should emphasize the process and development of all design work in close collaboration with the client and showing give-and-take and listening carefully to the client's needs. Individual communications and building confidence are experiences taught and learned through class critiques and then having students work on some small outside jobs or internships. This makes the work more real than what is experienced just in class

creating class projects. While the presentation is important, some designers may never formally present to the client, but will need to have communications skills to work within the agency setting.

“Communicate appropriately where you’re at.” Lynn Krinsky

Joey showed his work including some of the designs he did during an internship with Modern Dog. The experience was valuable. He has also done some freelance, pro-bono work. Opportunities have come through networking, friends, etc.

Claire spoke about the VCT Club doing some research on how to present student work. We can look for sponsors to show student work, such as working with the City of Shoreline Arts Festival and the business community. We can also show student portfolios and student work on our website- send out emails to view, etc.

Nick had a background in construction, but has been taking graphic design as well as 3d. Nick showed the evolution of starting in 3d, and finally ending in how it merges with his graphic design. Nick was asked where he would spend his time, and he has clearly taken to animation.

The program is growing stronger as students integrate within and across the programs.

### **Industry economy**

Interactive and mobile technology is very good. Self-publishing is getting more popular, but design is such an active industry. Lynn and Betty are seeing some improvements in the economy, but it is still very volatile. Chris spoke to his time working with RIT. Publishing studies are showing that interactive books show low comprehension. RIT is creating Media Architect to merge medias and capitalize on the marketing.