



Shoreline Community College

16101 Greenwood Avenue North
Shoreline, WA 98133

Visual Communications Technology Advisory Committee Minutes

Nov 16, 2012

11:30 Boardroom

Members Present: Lynn Krinsky, Dennis Bishop, Chuck Schultz, Betty Hageman, Al Yates, Mary Bonar, Claire Fant, Christine Shafner, Brad Hutcheson, Kim Cambern, Mark Notermann, Brian Earl, Brandon Rogers.

Christine Shafner started the meeting with introducing Lynn Krinsky as the chair of the day's meeting and introductions were made around the table.

Minutes were distributed for approval –Spring meeting was a combined interdepartmental meeting with MUSTC and Filmmaking/Digital Media as part of a day-long DACUM event (Prior VCT Advisory meeting was December, 2011) Minutes were approved.

VCT Design Book

Al presented the Design book that has over 130 entries over the last 3 years. The work is from former and present students with profiles. Some of the projects represent students who are brand new to design. Al went through each area presented and spoke to the student work individually. At the conclusion, members were asked what is missing, what could be improved, etc. *More interactive work or variety – film was discussed.* The book is intended to be used for marketing the program. A critical feedback comment was in reference to student portfolio work vs. promotional. Book will be available for students to order as well as pdf on website.

Program marketing is a challenge for everyone. Brad talked about the "Documentary" as a way to capture the program as well as work interdisciplinary across programs to spread the message.

New Degrees

From December 2011, new and revised degrees are getting closer to reality. Courses have been revised to leverage technical training offered online, flipping classroom time to work on collaborative creation and solutions, along with conceptual and business and marketing skills development.

Revisions were developed for present as well as planning for the future. Foundation courses were revised to include a broader range of outcomes in business, prepress, copyright, etc. Specialized classes allows for a larger and more in-depth focus on topic based training for greater specialization.

Feedback – keep tools separate from conceptual development—yes but make sure there is enough room for execution to showcase student work.

Staffing

Christine explained that with Jim Reddin retiring in late August we have the ability to recruit and hire a full time tenure track position. This position was defined and integrated with the faculty of both Filmmaking/drama and VCT. This position is a reflection of the converging technologies, and takes into account current and future directions for the VCT degree programming. The newly defined position is the result of the Digital Media DACUM in spring 2012 and is a truly collaborative position between the departments. While the recruitment period is short – there is some leeway to extend the recruitment if needed.

Announcements

Get the word out on the hiring position!

Date of Next Meeting TO BE DETERMINED

Minutes submitted by M. Bonar