Visual Communications Technology
Advisory Committee Meeting

November 22, 2013
11:30am-1:00pm, Board Room

Minutes

Present: Al Yates, Christine Shafner, Claire Fant, Chuck Schultz, Brian Earl, Mark Notermann, Chris Hansch, Mary Bonar, Aisha Bowers, Fikru Diro.

Meeting Started at 1:30pm with working lunch. Minutes from June 11, 2013 were distributed for corrections and approval. Introductions were made.

Looking over the minutes from June, Al was able to announce that two of the students that presented at that time are both employed.

The Shoreline Design book was unveiled and distributed to members. The book represents 130 pieces of student work over the last two years. The book was printed on campus on the campus color copiers; binding was subbed out. The members were impressed with the printing quality as well as the student work. One member brought up the suggestion of AR codes: Augmented Reality scans make the print interactive when a person scans the code. The app launches a 3d site , animation or gaming site. QR codes were a fad, and did not catch on but AR codes seem to be popular and answer a marketing media niche. Another media marketing option coming on is the passive Bluetooth – where your phone or tablet may launch a text or similar announcing sales or attractions as you pass by. Chris had just given a lecture to one of our classes stressing the need for the coordination of media to get the best ads for the money.

Al asked a question based on the discussion asking how much we should introduce our students to sound and motion graphics. The members gave examples of introduction of new apps merging virtual and real world such as maps to guide (through museums). They also said that the sign industry is growing – but electronic signage is more expensive but not as effective –especially if it isn't maintained. Again, niche marketing of electronic signage (specific to casinos) is effective.

This leads to the next question of whether niche marketing supports in-house or outsourcing? Many members saw a growth of in-house production because the cost of equipment to produce high quality products has decreased. Many in-house jobs are multifunction jobs – the person is self-sufficient and becomes multifaceted as buyer, production, distribution. However, many of these higher qualified employees (with skills from "dead" print) are starting to retire. SCC is looking to beefing up curriculum for a variety of digital output.

Again, in-house production requires an employee to understand how the file is used. Where craftsmanship was in the print output, in this case, craftsmanship is based on the prepress or preparation of the file for multiuse.

Christine also brought up marketing and the area competition for prospective students. The success of our students speaks for the program. Unfortunately, we don't always have a high quality student or a student who wants to be in class. And sometimes our students just don't get jobs for a variety of reasons. It may not be a reflection of the jobs available but more a measure of the individual student.

The committee spoke to introducing a broader skill set for students, including mobile, responsive design, or design with production uses.

When hiring, our committee members don't look at the school but hire based on portfolio. The knowledge base is critical, and skill set may be narrow. The work flow changes.

Next meeting will be scheduled for Spring quarter 2014.

The meeting concluded with a walking tour to view the new 3D printer in action.

Minutes submitted by Mary Bonar