



Shoreline Community College

16101 Greenwood Avenue North

Shoreline, WA 98133

Visual Communications Technology

Advisory Committee Minutes

December 5, 2011

11:30 am – 1:00 pm

Boardroom, 1000 Bldg.

Members Present: Lynn Krinsky, Dennis Bishop, Chris Campbell, David Johanson Vasquiz, Jim Reddin, Chris Hansch, Norma Goldstein, Chuck Schultz, Betty Hageman, Al Yates, Mary Bonar, Claire Fant, Christine Shafner, Brad Hutcheson, David Cunningham

Christine Shafner started the meeting at 11:40am with introducing Lynn Krinsky as the temporary chair of the day's meeting and introductions were made around the table.

Minutes were distributed for approval – clarification was made for portfolio criteria as a way to define student intent for job search. Jim also explained how VCT 111 Survey class fits in with portfolio requisites for clarity. Minutes were approved.

Lynn will continue for the day, but there will be a call for new chair by the end of the meeting.

Portfolio requirements: discussion for call on requirements for portfolio that mirror entry level employment in industry. Large topic for the group to begin discussion.

- Need to see path, from beginning to end to show process besides just final compositions. Employers want to see how the potential employee arrived at what they have done. Limited number of pieces that you are passionate about. Required: Website and sketchbook. Once they are interested, Big Fish immediately goes to Linked In page.
- In the interview, more time will be spent on how candidate may work as part of a team. Employers look for direction, errors, (not in own world), managing the entire job regardless of job title-project manager. As an employer, you can't tell during an interview. Have them illustrate their thinking processes in interview.
- It takes about 6 weeks to hire someone new. Cover letters are a thing of the past. Email response with 3 bullet points and link to website and resume attached. Online portfolios are a key piece. When we really want someone, we do a 6-hour interview.
- Include project brief to determine communication skills or give a problem for solving skills. Explain why you are designing like this.... Need to demonstrate web to print knowledge. Candidates should come in with pencil and white paper in case they are asked to sketch something or if they need to doodle to get their thinking clear.
- Question: are you judged by your weakest piece? If it is weak it shouldn't be in there- don't save best for last, may not have time. Students need to be able to integrate the print media with web/internet – need to transition by integrating media.

- Question: how much time do you give to assess? 5 minutes to scan, 30 minutes to assess. Creative jobs – not enough time, very very quick process. Visual hook first thing. Craig’s List postings are the easiest for employer. Respond concisely with links to portfolio/web with work, then resume for digging deeper. Most creative jobs require intense scrutiny (6 hours) after the filtering/scanning. Have to fit the culture of the employer. Game artists – are you looking for particular styles? Or wide variety of work best. Big Fish looks for variety to work within in a team. Also work with recruiters/creative agencies.
- Question: Social Media- Linked In – are those good? Chris uses Linked In after he is interested; then he delves deeper. Great for new business development.

Big Fish visit review: Jim Reddin recruited Big Fish Games to come on campus as part of his VCT 111 Survey course. Students were interested, excited and a great deal of energy was evident even after the visit. Chris also thinks that this could continue beyond the discussion of gaming – i.e. the roles of graphic design, video, and print. Faculty saw students make connections to other fields and interests (with the exposure) they had not thought of to help them narrow their focus. Students are visual and need to make the connections provided by these visits from industry. Jim is looking to host a larger similar event by inviting local high school students.

Al Yates introduced the Visual Arts Pathways and Partnerships. The college is trying to react to the ever-evolving constraints to address budget issues and reduce the cost of instruction. This proposal is to move some instruction to online training by partnering with specific online software training and industry. The move to also partner with city/government to develop cultural arts center for the community.

Our current degree structure (outside of the General Education requirements) is not wide enough for our students to specialize. The specializations would be through online partnerships. We would teach conceptual design, but students would also take technical application within the context. Degree in media design degree concentrations and also allows students to specialize. We would partner with these online educational training which would allow us to expand our specializations for our students. We would provide the assessment and accountability that the online training centers do not.

Specific techniques as well as software is combined for our students. One advantage is the self-paced learning outside of class where class is devoted to art, design, project management, communication skills for collaboration. Also if industry shifts, we can also make similar quick moves that our current education system is slow. This would make our courses relevant with industry. Added value is that this makes our students self-directed as lifelong learners. Expands options in and out of classrooms, by allowing class-time to focus on concept development and process management.

Feedback included that employers would immediately be interested in someone who has specialty concentration/training. The committee members are very supported and see this as a very positive approach.

David Cunningham introduced the DACUM (Developing a Curriculum) as a labor market indicator for whether this would be successful. David called this a “specialized training institute” as a model for the college.

Announcements:

Final Cut X has mixed reviews.

Is Flash still important? – still relevant may go head to head with unity. Scaleform is also important as User Interface. iOS outsold all game consoles – majority of revenue is made with in-game purchasing.

Date of Next Meeting: to be set and reviewed. Lunch seems to work. DACUM will be in February.

Election of new chair: Lynn Krinsky.

Meeting adjourned at 1:28 pm