

2006

GRAPHIC COMMUNICATIONS

Advisory Board Meeting

Oklahoma City Community College

April 22, 2006

Members in Attendance:

Oklahoma City Community College Members:

Lyn McDonald, Professor of Graphic Communications

Susan VanSchuyver, Dean of Arts & Humanities

Patricia Brooks, Professor of Modern Languages

Pat Stowe, Director of Students with Disabilities

Cathy Bowman, Macintosh Lab Assistant/Adjunct

Lawanda Lavarney, Photography Instructional Assistant

Cooperative Educational Members:

Ms. BeeDee Stevens, Metro Tech, South Campus

Dan Tysor, Moore-Norman Vo-Tech

Ms. Cleo Vastardis, Metro Tech Center, ACE Campus

Ms. Mickie Hill, Francis Tuttle Vo-Tech

Industry Members:

Mr. Barry Bosnyak

S&S Promotions

Mr. Steve Disney

S&S Promotions

Mr. Konrad Eek

Maxwell Eek Design Photography

Mr. Chris Gravley

Quick Print Copy & Printing Centers

Ms. Denise Harkins

Okla. Dept of Environmental Quality

Ms. April Jackson

Oklahoma City Community College

Ms. Mitzie Massie

Graphic Artist

Mr. Steve Pursley

ClimateMaster

Mr. Sean Gleeson

Graphic Artist

Greg Holkan

Century Martial Arts

Ms. Kandi Evans

Graphic Artist

Mr. Charlie Steelman

Graphic Design Services

Guests:

Ms. Kelly Southerland

Student—OKCCC

Ms. M.D. Perry

Student—OKCCC

Minutes

Introduction of Members and Guests

Lyn McDonald and Susan VanSchuyver met with attendees at 11:00 a.m. and opened the meeting. Attendees introduced themselves and briefly explained their job positions.

Explanation of Job-Entry Program

Lyn explained the responsibilities of the college regarding job-entry programs. She talked about the importance of industry advisement to the college so students will be qualified for entry-level positions in the graphics field. She also said that while transferability was not the primary focus for job entry programs that it was still an important issue and that the University of Central Oklahoma had changed their transfer policies, making it more difficult for OCCC students to receive credit for courses taken at this college. She thought we should check out the college at Chickasa to see if they had a graphic arts program. Steve Pursley did check it out while the discussion continued and found they did not have a viable four year program for our GCOM students. Lyn suggested that the new faculty person, who will be replacing her, meet with the Dean of Arts at UCO and see if anything can be done to provide better transferability for students.

Review of Last Meeting

Lyn told members where the minutes were located in their folders and gave an abbreviated account of topics discussed and follow-up on last year's recommendations by the board. Lyn explained that as a result of recommendations from last year's meeting, changes to the program were presented to the college's Curriculum Committee and approved. Major changes included removing Electronic Publishing: QuarkXPress II from the Print Media Emphasis, removing Intro to Multimedia and Digital Video II, and changing the Digital Video I course to a JB course in the Multimedia Emphasis. Lyn also mentioned that the Board representatives from Metro Tech could not attend because they were involved with a statewide competition for their students.

Print Media Emphasis

Lyn asked for input and observations about what was happening, in the industry, in regard to the electronic publishing programs InDesign and QuarkXPress. She voiced concerns about Quark being replaced throughout the industry with InDesign and whether we should continue teaching the Quark classes.

It was unanimously decided that we should eliminate QuarkXPress classes from the curriculum. This led into a lengthy discussion as to what classes should replace the two Quark classes. Mitzi Massie said that she felt we should offer an advanced Adobe Illustrator class. Lyn McDonald and Steve Pursley said they felt we should create a third Photoshop (advanced) course. Many members felt we should offer another design course, and put a lot of focus on typography. It was decided that the new design course and Illustrator course should take priority and that we could offer the Photoshop III course as an elective course.

Multimedia Emphasis

Lyn expressed concerns about the Multimedia Emphasis. She questioned if the emphasis should be changed to just a Web Design emphasis. Board members discussed the idea and it was the general consensus that it should be changed to a Web Design emphasis. Lyn asked if they thought we should continue to offer the Digital Video course in the emphasis and they responded by saying we should keep it because it was used in conjunction with Flash! web productions.

Lyn then asked for input about other courses to strengthen the web training. Several members who work with web productions said we need to add another course which deals with web site development/server side technology. They felt it was very important.

Photography Emphasis

Lyn asked members if we needed to add course to the Photography emphasis to strengthen it. Konrad Eek suggested a course which dealt with portfolio preparation and teaching students various ways to frame and mount photographs. He also felt that students lacked historical knowledge of art and photography and that they needed this knowledge to develop their own individual styles. Lyn told him that Art History was an approved elective and students could take the course at their discretion but not many of them chose to.

Members were asked whether we should add any new digital photography courses. Konrad said that once they knew how to operate the equipment, what they needed to know then was Photoshop.

Meeting Adjournment

Lyn thanked members for their valuable time and input. She asked members to anonymously fill out the questionnaires which evaluates the program and student portfolios. The meeting was adjourned at 2:00 p.m.