

2008

GRAPHIC COMMUNICATIONS

# Advisory Board Meeting

Oklahoma City Community College

March 28, 2008

## Members in Attendance:

### Oklahoma City Community College Members:

**Randy Anderson**, Professor of Graphic Communications  
**Dianne Broyles**, Acting Department Director, Communications and the Arts  
**Cathy Bowman**, Macintosh Lab Assistant

### Cooperative Educational Members:

**Ms. Pat Howard**, Francis Tuttle Vo-Tech  
**Ms. Mickie Hill**, Francis Tuttle Vo-Tech  
**Ms. Cleo Vastardis**, Metro Tech Center, South Campus  
**Mr. Augie Valasco**, Mid America Technology Center

### Industry Members:

<b>Mr. Barry Bosnyak</b> S&S Promotions	<b>Ms. April Jackson</b> Oklahoma City Community College
<b>Ms. Cherie Bugg</b> Okla. Employment Security Commission	<b>Mr. Richard Keele</b> Blunck Studios Inc.
<b>Mr. Konrad Eek</b> Maxwell Eek Design Photography	<b>Mr. Brian Mays</b> NewsOK.com
<b>Ms. Tracy Ferguson</b> Graphic Designer	<b>Mr. Steve McKinzey</b> Mercury Press, Inc.
<b>Mr. Sean Gleason</b> Graphic Artist	<b>Mr. David McNeese</b> Mcneese Fitzgerald Associates
<b>Mr. Chris Gravley</b> Quick Print Copy & Printing Centers	<b>Mr. Martin Milner</b> Myriad Systems
<b>Mr. Phillip Grimes</b> Graphic Designer	<b>Ms. Joanne Rodgers</b> Delex Systems Inc.

## Minutes

### Introduction of Members and Guests

Randy Anderson and Dianne Broyles met with attendees at 3:00 p.m. and opened the meeting. Attendees introduced themselves and briefly explained their job positions. Dianne explained the purpose of the advisory board to the members. Randy welcomed the members, thanked them for their participation, and explained the importance of their input and recommendations for changes to the graphic communications program.

### Explanation of Job-Entry Program/Cooperative Agreement

Randy explained the responsibilities of the college regarding job-entry programs. He explained that as an AAS program, our focus was job entry. Randy then spoke of the cooperative agreement that we have with the Technology Centers which allows their students to receive college credit for some of their course work when transferring to OCCC. He felt that students transferring from the technology centers had a "leg up" over students that were not transfer students.

### Review of Last Meeting

Randy told the members where the minutes were located in their folders, and indicated that transferability issues with UCO were still under negotiation. Many classes our students take will transfer as electives, but not as well for major course work. Randy informed the group that Intro to Graphic



OKLAHOMA CITY COMMUNITY COLLEGE

Design was now being offered, and it has been taken to the Curriculum Committee to be included in the catalog for Fall 2009. He also informed the group that QuarkXPress has been removed from the curriculum.

Randy stated that the Black & White darkroom was going to be going away and that it was felt that B&W photography skills were no longer needed for a student to find employment. By Spring 2009 the photography emphasis would go fully digital. Konrad Eek asked about the possibility of keeping Black and White photography as an Art offering. Randy explained that the decision to remove B&W from the program fell in line with the construction of the new area for Photography. By opting to make the change would result in a savings by not having to equip a dark room now and then have to find funds at a later date to remove the darkroom. Additionally, making the change will allow the photography program to set up a photography studio which would benefit the students. Steve Pursley asked how high the ceilings are going to be. Randy said that the ceilings would be eleven feet high.

Cleo asked about the cooperative agreement for the Introduction to Design class. Randy replied that MetroTech's program has an equivalent to this class and that he would be working through Molly Henderson to get their class approved as an equivalent class.

### **Print Media Emphasis**

Randy asked if students should have a digital portfolio, and if so, what type? Steve Pursley says Climate Master requires prospects to send PDF's of their work via email and if asked to interview to bring in hard copies. Sean Gleeson stated he felt slip sheets would work for many pieces, but logos, or standalone pieces should either be mounted, or printed on heavier stock. Konrad Eek said with Photography generally submit a CD of low resolution standard file size. David McNeese agreed with Konrad. Brian Mays indicated that web designers require a web link and recommended that the individual build a portfolio to represent the work that they want to be hired to do, and cited okaydave.com as someone who had done just that. Joanne Rodgers stated that the mounted pieces in her portfolio made her work stand out from the other applicants, and that gave her the edge to get hired.

Randy asked if we should offer a pre-press class. The group was in favor. A discussion followed as Augie Valasco felt that it should cover production techniques and touch on a variety of areas from screen printing to off set printing as well as digital. Chris Gravley and Steve McKinzey spoke about the problems they have with graphic designers who don't understand the process, and send unusable files frequently. Steve McKinzey said up to 60% of jobs would not go through because of problems with files. Augie felt that students needed to know more about proofing and there was a lack of understanding about how to spec out colors. Randy mentioned it might be helpful to have a reverse co-op with Francis Tuttle to help students understand the complete process. Steve McKinzey and several others thought students should start at binding and work back. Tracy Ferguson felt we should teach prepress and the reasons why. Steve Pursley said the student should be taught as much as they could absorb so they wouldn't limit their employment opportunities. Augie asked about covering asset management and naming conventions. Phillip Grimes felt they should also have some introduction to vinyl production as he's noticed many problems with trapping on files that are sent to him. David asked about training students to prep images for the web. Brian Mays said even print people need to know how to do more web "cross media". The board agreed that a prepress course is needed for print and maybe for photography.

Randy asked if web training is needed in the print emphasis. The group agreed that web training is becoming essential in getting employment. They agreed that the print student needs training in at least Dreamweaver and html coding.

Randy asked the group if we should offer a Certificate of Mastery in addition to our AAS. He explained other programs offered AS, AAS and CM. Some of our students wanted a "dual" GCOM degree, but there is no distinction. A GCOM degree is a GCOM degree regardless of the emphasis. Steve McKinzey and Chris Gravley were for it and reasoned it showed the employer that the student could commit to a goal. Cleo felt that it would really depend on where the CM was from – that a CM from our GCOM program would probably be well received. Much more so than the brain bench certifications that Metro Tech offered. Phillip Grimes was opposed to the idea as he felt that it might degrade the degree for the students that stayed to finish the AAS. Steve Pursley liked the idea as an add on to the degree. Dianne Broyles felt someone with a more advanced degree had met the gen ed requirements, so it would be okay to give the CM. Randy said that we would come back to this at next years meeting after more investigation into their concerns.

Steve Pursley asked if FreeHand would be deleted from the curriculum. The Board agreed that FreeHand should be removed from the curriculum.

### **Photography Emphasis**

Randy went over the changes to the Photography emphasis. Black & White I and II and Photo Lighting were removed. He

gave a brief overview of the difference between Digital Photography I and Digital Photography II with Dig Photo II getting more advanced with the camera covering F stops, shutter speeds etc. New classes added were Photojournalism, Advertising Photography, and Portrait Photography. Richard Keele liked the changes. Konrad felt that the student should be introduced to Aperture, and/or Lightroom and Bridge prior to the Digital Photo perhaps through Intro to Mac. David McNeese stated that Photo Mechanics was a database software that was industry standard for Photojournalism. Konrad felt all classes should be shooting Raw. Richard Keele said Blunks was still shooting jpg. David McNeese said students who are shooting raw did not understand color or exposure, and the student needed to be able to grasp that before moving to raw. Tracy asked about the specific requirements for the photojournalism class – if they would be learning to get information for captions and to interview people etc. Randy said the course was not yet developed. Steve Pursley felt they should cover the code of ethics.

Randy asked what equipment was needed for the new studio. He mentioned that we had lighting equipment and limited backgrounds. Konrad felt that we should have a DSLR that could be tethered into the AV system in order to demo to the students. David McNeese said that a lighting table was not needed because they take up a lot of space. He suggested using a simple system of a sheet of plexiglas and saw horses so it could be taken down and stored out of the way. He also suggested a wall cyc would be more important to have.

Randy asked if we should require a video production class. David McNeese felt a basic class would help. Brian indicated all of their photographers were editing their own videos with a full feature video package They self-taught with Imovie, went to Final Cut Express, and now are using the Final Cut Pro suite. It was agreed that a video production class should be included.

### **Multimedia Emphasis**

Randy asked where the jobs are in multimedia. Brian Mays stated that most jobs are in web design. When asked about what skills need to be taught to the students the board agreed that the student needs instruction in Dreamweaver, html coding, Flash, and design principles. Martin Milner said that they need to know how to work with or handle video but it was not so important to be able to edit it. Sean mentioned bringing back Intro to Multimedia to allow print students to experience web software. He explained that in the class he would spend a couple of weeks in each software. When asked about 3D software training, Brian Mays answered by stating that OPUBCO had just hired their first person for 3D design, but it was agreed that there is not a big demand for 3D design in this area.

### **Other Comments**

As closing comments, Randy mentioned the need for internships if any of the members could work with us on this.

### **Meeting Adjournment**

Randy thanked members for their valuable time and input. He asked members to anonymously fill out the questionnaires which evaluates the program. The meeting was adjourned at 4:50 p.m.