

Cañada College Multimedia Art & Technology Department  
Advisory Board Meeting  
5/16/2013 6-7 pm

In attendance:

Paul Naas (Cañada), Hyla Lacefield (Cañada), Tara Packard (Freelance animator, animation advisor), Courtney Caldwell (Blue Shield of California, web design advisor), Dr. Yvonne Clearwater (NASA Ames Research Center, new media advisor).

Agenda:

Introductions

Recap of 2012/2013 academic year -

Course additions

Principles of Animation (general animation)

Introduction to Rigging (3D animation/video game design)

Extracurricular activities

Olive Festival posters

Sustainability poster/slides/collateral

Art honors poster

Fashion dept. brochure

Social Sciences brochure

Gallery shows (1 each Fall and Spring semesters)

Women in Gaming conference (Spring semester)

Book bag design for bookstore

Community outreach

San Mateo County internships

NASA internships

Redwood Symphony (Poster and collateral design)

Majors day

Faculty hiring

Full-time hire! Welcome Hyla Lacefield.

Future plans

Offer Principles of Animation year-round

Compositing, motion graphics, and hard surface to full semester courses (two half-semester courses each, allowing previous students to take continuation.)

Expand character animation to 2 semesters

Digital sculpting class (Zbrush, Mudbox)

Offer digital video

Add studio photography to curriculum

Programming for artists course

User Interface/User Experience (UI/UX) courses/certificate

Database management course

HTML5 integration into web design courses

- Seminars/mini-certificates
- Guest speakers
- End-of-year screening of all department work - invite industry and community members to screening.
- Student work displayed on Grove monitors

#### Advisory board feedback/suggestions

- CD of student work to send to community
- Wordpress integration
- Content management system training
- More NASA interships?
- Capstone projects with external clients (NASA project)
- Better department promotion off-campus
- Statement of work
- Social media/web location for student work (pinterest, tumblr, flickr)

#### General discussion

Our advisors were generally supportive of our goals, and felt we were headed in the right direction. Ms. Caldwell stressed the importance of UI/UX courses, coupled with CMS training, as vital to web design students hoping to land entry-level jobs. There are many UI/UX positions currently open in industry, but also a job category where formal training is currently very scarce. A certificate/degree in this discipline could significantly benefit our students and increase industry awareness of our program.

Ms. Packard was very supportive of the additions we've made to our 3D animation program. An increased focus on basic, fundamental animation skills will serve our students well, and Ms. Packard especially liked our Principles of Animation class, where the focus isn't on the technology, but the techniques that apply regardless of the tool being used. She was also complimentary about our addition of a rigging class, and supportive of extending the three half-semester courses to a full semester.

Dr. Clearwater was our "5 years from now" thinker (she has resigned from the advisory board due to NASA rules), and she gave us a lot of insight into NASA's use of infographics and interactive media to explain complex scientific concepts. These examples provided validation for the approach that we take to our classes, which train the students for today's positions, as well as give them the tools to adapt to a changing marketplace.

Adjourn