

ANM/AAMT Advisory Committee

March 2, 2023 in

Room 1310 (TTC)

Attendance: M. DeYoung, J. Strait, A. Rodgers, J. Hunerjager, C. Kurtz, L. Weddon, V. Lavicoli, K. Deau, S. Bronsink, D. Coates, H. Parmelee.

Absent: R. Ansel, C. Arnold, P. Vitantonio, M. Beyene, J. Mehring, E. Corstange, E. Russell, S. Swetich, K. Vander Kley, H. Shu Kin So, T. Hamann, C. Verdon

I. Welcome

- A. Rodgers introducing M. DeYoung
- Before committee use to be for all art and new media
  1. everything has been restructured, and graphic design is now the main focus of this committee

II. Member role call

- Introductions

III. Minutes

- No previous minutes put forth for a vote

IV. Program updates – M. DeYoung

- Design crew
  - Cap Stone Class
    - Students work for real clients in the non-profit sector
    - All students do a presentation for a real client to put into their portfolios, like a work-study
    - Enrollment in Design Crew is Effort Based not just grade based.
    - Such Capstone work is also included at the end of non-Design Crew program classes.
      - Portfolios and Job training
  - Project from last winter was with big brothers' big sisters
    - student was chosen to have an internship with them and used her retro gaming theme and it was a very successful campaign for them
  - The job market is healthy but competitive
    - This class allows us to give our students a leg up

## V. Perkins Core Performance Indicator - review of Graphic Design performance

- Kalamazoo Valley advisory packet handout holds the performance review data
  1. Numbers for the 2022-2023 academic year are not in yet
- Covid and the shift to online classes have a noticeable affected on the numbers
  1. Switched to online based classes during the pandemic
    - a) M. DeYoung Met with each student one on one during this period
    - b) This can account for some of the drops in the program numbers
  2. Post Pandemic returned to in-person learning but with limited seating, but starting in this upcoming summer semester more seating in classes
    - a) This should help raise program numbers
  3. They will maintain online courses as well as in-person going forward
    - a) There are a lot of positions as creatives and leadership working remotely and it is important that students get experience with this as it is a market trend
    - b) Marginal students are harder to reach in online formats
      - (1) Mark meets with each student after every major project to be able to reach students who are struggling as no one felt called out by having to meet with him as everyone has to
- Graduates by Program
  1. curricular success is hard to measure on an institutional data report
  2. Having students with great success high early wages, quickly finding jobs and but these successes are not showing here
    - a) No internships are showing on the sheet
- There is a need for more institutional research outside of antidotal stories of student success

## VI. Comprehensive Needs Assessment Input

### A. Satisfaction with student placements

1. Had success in Students finding successful opportunities and placements
  - a) Student did a work-study through Design Crew with Big Brothers/Big Sisters. She designed their most recent campaign in a retro gaming style that was highly successful and turned into a job offer for her

### B. Satisfaction with the skill level of graduates

1. Committee members indicated they feel there is satisfaction with current skill levels, but there is always room for improvement

### C. Are there gaps in skills that our students present?

1. What are we doing to prepare students for the world of work?
  - a) Not just portfolios but in professionalism in the other aspects of the job
  - b) Design crew helps them to learn to work under deadlines
1. When they go to pitch to brands they build mood boards to help to tell the store to help them buy into the concepts presented
2. Being able to learn software, and expand the variety of software students are exposed to
  - a) Programs seen in the industry: elementor?, figma?, invoto?
  - b) Resources that are actually in use in the industry

3. Feedback to students/ Training in soft skills
  - a) changing the way presentations are experienced by students
  - b) students now have to resent continuously, get them used to
- D. Are there gaps in the program?
- E. In graphic design should add in some basic elements of video
  1. Everyone has a computer in their pocket – so video design statements are a good starting point and a great addition to a portfolio
  2. Multiple segments of video and motion graphic training in the offered electives but can look into offering a specific course
  3. Photography
    - a) studio art classes are incorporated but they are two separate department entities within the school
    - b) Illustration is under ART
      - (1) they go over traditional as well as digital
      - (2) In the video classes they talk about composition lens choice
    - c) Could be a required workshop, something just to give them exposure to it, then they could peruse more classes for personal study.
    - d) A project that must be done on the smartphone
    - e) In an industry that often would all use stock images leg up if our students can do pro photography
      - (1) to be able to do all the hero photos, the call-out photos, all tied into product photography, and photo pre-pros, would be a useful marketable skill that would help students be more marketable
      - (2) how to incorporate it into their design brief, photographers take multimedia video
- F. Suggestions for improving student and graduate success.
  1. Training in soft skills/ Build more soft-skills training into the program
    - a) Too many enter the workforce with no understanding of how to interact in a professional manner
      - (1) students in the program have to present continuously, both to the full class and small groups and that helps to build confidence in speaking on their work and expressing opinions in a professional manner.
      - (2) No late work excepted in the program period. Students learn to operate on deadlines
      - (3) field trips offered to allow students to see professional studios
      - (4) Other schools are building additional soft skills training in their programs.
  2. Encourage students to be as well-rounded as possible through program requirements and mentorship
    - a) we do a lot towards students working for a design company, but if the student is going to work elsewhere they might need to do social media and writing if there are ways we can help students develop those skills will open up opportunities they might not have looked at traditionally

## VII. New business and/or projects

- A. Discuss new and emerging trends in the industry

1. Motion graphics are being introduced into graphic design in the industry on the web side of things
2. Knowing three-D design and being able to apply that looks real for packaging
3. AI is a growing “need to know” in the industry

VIII. Updates from around the college

- A. Just reopened contact with the brewery to do their packaging and labels
  1. doing this work already with a company in the Netherlands
- B. Doing a Michigan writer project tied with our literature department and work to do publications later with student work

IX. Name change, separated from art

- A. Possible change of department name – applied art media and technology
  1. This would cover Multiple programs but they would all be under this committee

X. Next Meeting date, time and location are TBD

- A. Survey will be sent out to ask all the committee for their opinions
- B. Fall or Spring options
- C. Evening preferred to morning

XI. Adjournment 7.46 pm