Graphic Communications Advisory Board Meeting 2.28.11
The meeting started at 3:10

Board members present
Chris Tordsen-Imagine! Print Solutions, Dave Jorgensen-Brown Printing, Randy Kroenke-Corporate Graphics Commercial, Kris Kathmann-Concept and Design, Brian Stark-B Stark, Anne McMullen-Freelance Designer, Gale Bigbee-Graphic Communications Instructor, Kevin McLaughlin-Graphic Communications Instructor, Suzanne Nordblom-SCC Dean of Engineering & Construction Technology.

Brian Fors stopped in and introduced himself to the advisory board. Brian will be the Dean of the Graphic Communications program starting in the Fall of 2011.

The meeting was called to order by Chris Tordsen at 3:15 p.m.

Gale gave an overview of the program revisions. The new course will no longer have a design and production emphasis. Students will graduate with a degree in Graphic Communications. With current and future technology, students in Graphic Communications need strong foundational knowledgeable in both design and production.

Common courses in the fall semester 1 will remain the same.

Spring semester 2 is when the program will start to achieve a mix of design and production. Gale presented an example of how Prinergy is used for a business card layout.

Gale stated that the digital press needs to be repaired. The digital press will be a good resource for student learning. Randy suggested a service contact for the digital printer.

Kevin described the content of the "Drawing for Graphic Designers" course. The course is not meant to turn the students into illustrators, but to give them foundational skills for conceiving ideas in the form of thumbnail sketches and comprehensives. This course also contains digital illustration. The advisory board members agreed that basic drawing skills can make employees more efficient planners.

Fall semester 3. Electronic Layout was discussed. Chris noted that the automatic workflow is used extensively. This puts more responsibility on the designer to understand the production process because their work goes directly to press from their computer screen. Press process and Premedia will be added to the Production Workflow class. Dave asked how projects are handled when they are not properly preflighted. Gale has PDF files with errors in them that are used for student trouble shooting. Pit Stop is used to trouble shoot the errors. Design and Illustration, Web/Interactive Media and Portfolio were discussed. Cloud computing also came up as a topic of discussion. In cloud computing, software is not loaded into the computer drive it's used online. This appears to be the wave of the future. An example of cloud computing is an Adobe software called Scene 7.

Spring Semester 4. Design and Illustration, Web/Interactive Media and Portfolio will be continued into the fourth semester. Options for internships will be made available. The internship course would use variable credits to make this option flexible for the students. Variable data projects have been incorporated into the program. Kris suggested working with the Computer Careers department for web design. The board agreed working across other departments within the college would offer a more real world experience for the students. Different expertise are required for web design and production.

Ann made the motion to accept the changes to the program as shown in the outline. Brian Stark seconded the motion. Chris thought that this is the best way to redesign the program. The board members agreed.

Other products and procedures that we need to be aware of. Content management systems such as Wordpress for web design and Automated printing which is inexpensive full color printing. An example of this are business cards printed quickly at a low price. There are design limitations with this process. Navitor is an example of a local company that offers this process. On screen proofing (virtual proofing) as opposed to printed proofs. This technology is gaining momentum.

Gale explained Neil's situation as an Instructor in Graphic Communications. He has decided not to return as an Instructor in the Fall of 2011.

Suzanne asked Gale and Kevin to review their Instructional support needs for next fall as far as the need for adjunct or lab assistants. She also complemented the advisory board in their support of the Graphic Communications Program.

A motion for adjournment was made by Randy at 4:40 p.m. and was seconded by Dave.