



Digital Media Advisory Committee

Monday, October 18, 2010

4:00 – 5:30 p.m.

Santa Rosa Junior College (Santa Rosa and Petaluma Campuses)

Attendees: Patricia Biagi, SCOE; John Chevalier, HHS; Robert Chodnofsky, SRJC; Steve Cohen; Melissa Crane, New Skin Media; Jeff Diamon, SRJC; Rodger Francavilla, PCSD; Seth Friesen, EMHS; Peter Hansen, SVHS; Dave Harden, SRJC; Kate Hickman, SRJC; Jim Helmer, SRHS & SRJC; Ann Humphrey, AHS; Gay Kimmel, Empire College; Bob Laird, Sebastopol Center for Aging; Eve Nighswonger, SRJC; Gary Passqualetti, SRJC; Debra Sands-Miller, SRJC; Mike Starkey, SRJC; Mike Traina, SRJC; Chuck Wade, CGHS

Members Unable to Attend: Steve Aja, Aja Photography; Mark Barbolak, Tell Tale Games; David Beal, WHS; Ralph Broussard, SRHS; Stephen Hart; Jesse Hayes, S2Games; Darrel Holdaway; Larry Jacobs, Greater Works Printing; Ann Jeliakov, Digi-Type; Issac Lefkowitz, Community Media; Paul Kinunen, WHS; Ellen Lewis, PCSD; Sara Mahar, Pixar; Jeanne Mariani, Millions of Us; Anne Moreno; Steven Nielson; Chuck Robbins, SRJC; Kerry Rose, DigiDesign; Chris Schloemp, MHS; Jeff Sengstack; Barry Sovel, EMHS; James Stewart; Elaine Trotter, Go In Vision;

Debra Sands-Miller welcomed everyone in attendance as well as those teleconferencing from SRJC's Petaluma campus. The meeting began with introductions and updates.

SRJC and Other Post-Secondary:

- Mike Starkey, SRJC, is teaching five media courses, including Introduction to Mass Communication, Film, and Media 20.
- Robert Chodnofsky, Dean, SRJC, indicated the Petaluma campus now has a dedicated room for Digital Media, which will house all courses in the digital media strand. Tours are available upon request.
- Steve Cohen, Dean, SRJC, multiple descriptions on certs?
- Gary Passqualetti, Chair, SRJC, advised the Applied Technology Dept. has been offering 3D for a number of years. The department is in expansion mode and currently offers four full-semester courses. Clay Atchison has been hired and will be working on rewriting and updating course outlines.
- Debra Sands-Miller, SRJC, indicated three certificate programs have been approved by the Curriculum Committee: Game Programming, 3D Modeling & Animation, and Digital Filmmaking. The Digital Media: Audio certificate has been approved. Expansion is planned for Interactive Media Design and Serious Game Design courses are planned. A Green Technology/STEM workshop is scheduled for April 1, 2011 for math, science and digital media students. California, Florida, and Virginia are the top three states with programs in place.

- Jeff Diamond, Computer Studies Dept., SRJC, expressed his appreciation in working with the high school instructors. Jeff is coordinating certificates and majors including courses in Interactive Multi Media, 2D and Web-based, 2D Interface w/Flash, Javascript, J Query, and Introduction to Digital Media as a broader gateway course for all certificates.
- Jim Helmer, SRJC and HS instructor for ArtQuest, indicated ArtQuest has 200 new students each year. Due to budgets, many of the advanced courses are mixed with intermediate level courses. High school courses include Photoshop, Flash, ZBrush, Lightwave, Video 3, Final Cut Edit, and Stop Motion Photography.
- Dave Harden, SRJC, indicated there are 34 certificates offered through the Computer Studies department.
- Gay Kimmel, Empire College, indicated they do not currently have a digital media program.

High School Instructors:

- Chuck Wade, CGHS, teaches Web Design, 3D Animation, and Graphic Design and indicated his students are doing more hands on projects including textile production with silk screen T-shirts in the Graphics Design course.
- Seth Friesen, EMHS, teaches Intro to Media, Digital Filmmaking which includes a newscast component. Seth would like to connect with Mike Starkey to collaborate on the film festival planned for April/May.
- John Chevalier, HHS, teaches three combination Digital Video courses, one of which is A-G approved. HHS is a certified Apple Training Center for the Level One Final Cut certificate. John also manages the local cable community access station where his students are involved in hands-on production.
- Rodger Francavilla, PCSD, teaches Web Design, Graphic Design and 3D Animation along with John Knox who teaches a filmmaking class.
- Peter Hansen, SVHS, added a section this year bringing his total to four courses with 140 student sign-ups. Peter has a partnership with a small television station, Channel 27, Education/Government, which is a one-hour show live from SVHS. The Digital Media course is A-G approved, and the Advanced Digital Media course outline is currently being re-written. There is tremendous interest in the Digital Media: Audio program offered at SRJC. Eve Nighswonger will forward course outlines to Peter.
- Ann Humphrey, AHS, has four video courses and two advanced video courses. The advanced course students produce a live weekly TV broadcast, and work on outside projects with clients. Ann is preparing students for the Video Festival, and assisting graduating students with finding employment. Ann has also conducted "Step-Up" classes for the middle school students for the last two years.

Industry:

- Melissa Crane, New Skin Media, expressed her appreciation for the broad range of media classes currently offered at the high schools and SRJC and wished they were offered when she was in school. Melissa has her own web and graphics design and marketing business. Her clients are

integrating more social media into their websites. Melissa has high school students working as assistants, and is focused on building a bigger bridge to the community.

- Bob Laird is a former video editor and now works with the Sebastopol Center for Aging teaching video to adults.

Credit by Exam:

- Eve Nighswonger, SRJC, updated the group on the SRJC/high school articulation:
 - Collectively, 59 exams conducted and passed by high school students, 99.5 college units were earned, and almost \$4,000 in SRJC fees was saved.
 - 48 students earned college credit in Web Design: 34 students CS50.11A and 14 students CS50.11B. The total 72 units earned in Web Design are CSU transferable.
 - A debrief meeting has already been held to review the process and plan for this spring.
- Mike Starkey, SRJC, indicated the CBE for Video Production and After Effects is planned for the spring, 2011. All of the high schools use Final Cut Pro (Mac) except for Montgomery High School (MHS), which used Premier Pro (PC). At this time, the CBE is scheduled to be conducted at SRJC; but, but consideration will given to allow high school teachers to proctor the exam at MHS using Premier Pro.
- Gary Pasqualetti, SRJC advised the CBE for Aptech53 should be available by spring 2011. The CBE will be conducted at SRJC and proctored by SRJC faculty. Dates should be confirmed by December/January. The exam will include modeling, 3D scenes, storyboard, set lighting, animation of components, and a final rendering.

NuMedia Careers:

- Mike Starkey, SRJC, provided an update on the NuMedia website project:
 - Students and employers will be able to connect through postings of resumes, internships, shadows, and jobs.
 - Students' profiles include basic information on education, degree, professional associations, and top three skills for matching with employer recruitment requirements.
 - The plan is to populate the site with ten students and ten employers' profiles to confirm the system works as planned.
 - The site is intended to be a clearing house for quality portfolios for students 18 years and older. A closed area is planned for students <18years old.

Course Approval:

- Patricia Biagi, SCOE, indicated copies of the course outlines for 3D Animation, DeskTop Publishing, Video Technology and Adv. Video Technology, Web Design 1, 2 and Web Design 3, 4 were sent out electronically with the agenda to all advisory members. Additions, omissions, and changes were asked to be forwarded directly to Patricia by October 22, 2010.

Labor Market:

- Patricia Biagi, SCOE, distributed labor market statistics for Multi-Media Artists and Animators and Computer Specialist, All Other, provided by the Employment Development Department's website:
 - Employment projections from 2006-2018 for Computer Specialists All Other is projected to increase 21% in California vs. 13% for the U.S.¹ The median yearly salary for 2009 in California was \$78,100 vs \$77,000 for the U.S.²
 - Demand specifically for Multi-Media Artists and Animators from 2006-2018 is projected to increase by almost 9%, averaging 790 openings annually.³
 - Larger companies tend to have their own staff/department for graphic design; however, most companies are small and increase employment depending upon clients needs.

The next meeting will be scheduled in the spring 2011 with exact date, time, and location TBD.

¹ America's Career InfoNet, Occupation Profile, www.careerinfonet.org. 10/18/2010.

² Ibid. 10/18/10.

³ California Labor Market Info, Occupation Profile, E.D.D., www.labormarketinfo.edd.ca.gov. 10/18/10.