

ABC Adult School
12254 Cuesta Drive, Cerritos, CA 90703
(562) 926-6734

Graphic/Web/Animated Design Advisory Meeting
Animated Media Design
April 28, 2017
11:00 a.m. to 1:00 p.m.
Room A

Committee Members Present:

Alvin Bowens, KABC
Gloria Garcia, Trophies by Leon
Kale Eickhof, Mind Over Eye
Ross Gile, Digical
Bashir Matin, City of Hawaiian Gardens
Ian Vloke Wurth, Vloke-Wurth Photography

Committee Members Virtually Present:

Kelly Parker, KCET

Committee Members Absent:

Janet Beach, Gateway Guardian Newspaper, Inc.

In Attendance:

Dr. PaoLing Guo, **Principal**; Chuck Minear, **Assistant Principal**; Nancy Pawlisz, **Assistant Principal**;
Rachelle Schulz, **TOSA/Lead Instructor**; Melissa Van Aalsburg, **Secretary II**

Instructors:

Kevin Muto, Brady Poirier, Nabby Olivera El Soudani

Minute Items

Welcome

By Dr. PaoLing Guo

Dr. Guo thanked everyone for coming, and said that we value your time and input. She said that we want to increase enrollment for our school. The state has continued to fund adult schools, so we are very happy with that. It is very important for our students to be able to find entry level jobs once they complete one of our school's career programs. This year we will be building a video studio. We would like everyone's input to be sure that everything in the studio is built up to industry standards. Dr. Guo also congratulated Assistant Principal, Chuck Minear, on being named as the CTE Administrator of the Year by the LA County Chapter of the California Industrial and Technology Education Association.

Introductions and Meeting Overview

By Chuck Minear

Chuck started out by welcoming everyone to our Graphic/Web/Animated Design Advisory. He mentioned how we have 11 career pathways and each one has two advisories every year. This advisory contains multiple career pathways because they are all closely associated with each other, and some of the materials learned for one can be transferred to another.

Chuck went over some statistics about the students at the adult school and some general employment statistics. 76% of our students attend ABC Adult School with job related goals. Our student body is about 50% employed and unemployed. A lot of the employed students who attend our career classes are taking classes to learn a new skill or to improve on skills they already know. The US Department of Labor says that everyone has approximately 10-14 jobs by the time they are 38 years old. 1 in 4 people have worked at their job for 1 year. 1 in 2 employees have worked with an employer for less than 5 years. According to Richard Riley the top 10 jobs in 2010 didn't exist in 2004. In 1960, 60% of the workforce was unskilled workers, 20% were skilled workers, and 20% were professional. In 2000, 15% of the workforce were unskilled workers, 65% were skilled workers, and 20% were professional. Chuck said that this statistic is important because it shows that there is a much higher demand of skilled workers, and we allow for students to learn industry skills by attending our classes.

In today's meeting we will go through our pathway descriptions and the classes needed to see if we can make any improvements to our programs.

Animated Media Design Pathway Overview

By Chuck Minear

The program description for our Animated Media Design pathway is:

“This program will train students to be animators and multimedia artists. Graduates can work for advertising companies, the movie and video industry, and computer design firms. They create the animated effects you see in films, TV shows, video games, and commercials. Students are trained to create and edit videos using professional software such as Final Cut, Adobe Premiere, and Adobe After Effects.”

The classes required to complete our Web Design pathway are:

- Keyboarding
- Computer Essentials or Social Media
- Photoshop (Beginning)
- Photoshop (Advanced)
- After Effects (Beginning)
- After Effects (Advanced)
- Digital Photography
- Premiere (Beginning)
- Premiere (Advanced)
- Apprenticeship/Portfolio (Optional)

Chuck said that the Keyboarding and Computer Essentials are required for every pathway because a lot of the students do not know this information. We want to be sure that they are able to type at a certain speed, along with knowing how to get around a computer.

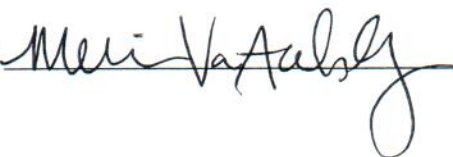
Bashir Matin, City of Hawaiian Gardens, suggested we gear our classes more towards social media because right now social media is very relevant in the world today. Chuck said that this pathway was designed to be a post-production design, but now that is not as important. Companies want someone that can do both production and post-production. We are making some upgrades to this pathway. We will be building a new studio, so our students may be able to create the videos and edit them later. We will be changing the name of the pathway to Digital Video Production. Chuck continues by mentioning how we need to create a class for studio time, and how to have the best video made possible. We should change the Digital Photography class to a Digital Videography class. Ian Vloke Wurth, Vloke-Wurth Photography, recommends focusing on creating YouTube videos because that is where most of the videos people make are being posted. Kale Eickhof, Mind Over Eye, mentioned how the majority of students who are looking for a job use a portfolio that includes editing movies and videos already created. He

recommends that all of our students should create their own video to edit. We should not promote editing a movie that has already been made. Ian Vloke Wurth, Vloke-Wurth Photography, said that we need an audio and editing class included on the class list. Kale Eickhof, Mind Over Eye, added that editing needs to be a major focus because students will not be able to get a job without knowing how to properly edit videos. Alvin Bowens, KABC, mentioned that we can edit the classes by removing the beginning and advanced classes. He recommends we just have one class, so there is room to add some other classes that were recommended by others in attendance. Kelly Parker, a producer at KCET, said that our "Animated Media" program length and curriculum looks good. She was especially encouraging that we teach classes in Premiere Pro. She said that at KCET they use Premiere on their newer systems and the older systems that go to broadcast television use the Avid. She envisions that Premiere Pro is going to replace the Avid. She also said that no one at her studio uses Final Cut X. They hated working with a freelancer who used Final Cut X because they had to do so much more work themselves for social media edits for promotion since they do not have Final Cut X installed, and they do not know how to use it. She said that she thought it was a good idea to require Illustrator instead of Photoshop since Illustrator is compatible with After Effects and the vector features make it easy and efficient to zoom into details on artwork in animation without losing resolution. She said Photoshop bogs down the system more, however, she said it was still important so as long as I cover it enough in my some of my other classes as I do, that is sufficient. She welcomed me to tour the facilities at KCET, and even bring my students. She also put me in touch with a guy in charge of doing the hands-on editing there.

Adjournment

Everyone in attendance was thanked for attending today's Graphic/Web/Animated Design Advisory meeting, and their input is greatly appreciated in helping us provide an excellent education to our students.

Transcribed by: Melissa Van Aalsburg

Signature:  Date: 4/28/17