ABC Adult School

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

Graphic/Web/Animated Design Advisory Meeting
Graphic 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.

Graphic Media Design Pathway Overview
By Chuck Minear
The program description for our Graphic Media Design pathway is:
> "The Program objective of the Graphic Media Design is to give students an understanding of the printing industry fundamentals, and to train students to create professional publications for advertising and marketing products or services. Students are trained to become a successful Design Technician, Graphic Designer, or Desktop Publisher. The training includes creating newsletters, publications, flyers, design logos, brand products and services. This program also trains them to earn an industry certification (ACA) Adobe Certified Associate."

The classes required to complete our Web Design pathway are:
- Keyboarding
- Computer Essentials or Social Media
- Photoshop (Beginning)
- Photoshop (Advanced)
- Illustrator (Beginning)
- Illustrator (Advanced)
- Digital Photography
- InDesign (Beginning)
- InDesign (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.

Ian Vloke Wurth, Vloke-Wurth Photography, and Ross Gile, Digical, both think that the Graphic Design program is properly laid out for students. Chuck asked the group why the program for Graphic Design is good, but there are problems with the Web Design program set up. Kale Eickhof, Mind Over Eye, mentioned that Adobe is the best program for people looking for jobs is graphic design, but Adobe does not help much when looking for a job in web design. Web designers do not use Adobe products for creating websites.

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