

**ABC Adult School**  
12254 Cuesta Drive, Cerritos, CA 90703  
(562) 229-7960

Web/Graphic/Video Advisory Meeting  
**Video Media Design**  
November 1, 2019  
11:00 a.m. to 1:00 p.m.  
Room B

**Committee Members Present:**

Alvin Bowens, KABC/Disney Corp  
Jami Elliot, JR Elliott Inc  
Ross Gile, Digical  
Neil Hirsch, On the Mark Advertising  
Bashir Matin, City of Hawaiian Gardens  
Tony Reyes, Jammin Classics  
Nirali Thakkar, Women in Films

**Committee Members Absent:**

Gloria Garcia, Trophies by Leon  
Gordon Kurowski, CalArts School of Film/Video  
Nick Tanaka, On the Mark Advertising

**In Attendance:**

Dr. PaoLing Guo, **Principal**; Chuck Minear, **Assistant Principal**; Nancy Amara, **Assistant Principal**; Travis Crow, **Assistant Principal**; Rachelle Schulz, **TOSA/Lead Instructor**; Ty Holloway, **Job Development Specialist**; Melissa Van Aalsburg, **Secretary II**

**Instructors:** Nabawia ElSoudani, Kevin Muto, Brady Poirier

**Students:** John Forgy, Web Design; Willilam Thomason, Graphic Design; Sunhee Hong, Video Production

**Minute Items**

**Welcome**

**By Dr. PaoLing Guo**

Chuck opened the advisory meeting by thanking everyone for attending today's advisory. We appreciate your time.

PaoLing thanked everyone for coming, and she appreciates everyone's consistent help. The ABC Adult School ranked number five in the state, and in the 2018-2019 school year, we increased our enrollment by 232 students for a total of 10,454 students. We are moving towards number four in the state. We made some minor changes for this school year. The goal for our students is to complete our programs within 1 year. We also offer a lot of classes for skilled learners, who wish to improve their skills and knowledge. We started receiving financial aid in May 2018. As a result, we still have kept our costs low because we want our students to be able to afford our school while still using some financial aid money to help with other educational needs they may have. This year we have had a large increase in financial aid students. In terms of our enrollment five percent are brand new students, and we had a twelve percent increase in enrollment. Statewide there has been a decrease in enrollment, but the ABC Adult School has seen an increase. We need your help to keep our programs up to industry standards, so we can continue to see an increase of enrollment.

**Introductions and Meeting Overview**  
**Review Mission Statement**  
**Review and Discuss Student Learning Outcomes**  
**Financial Aid**

**By Nancy Amara**

The ABC Adult School revises our mission statement every six years, when we renew our WASC accreditation. "The Mission of the ABC Adult School is to improve the quality of life by providing our diverse community meaningful opportunities to fulfill career, educational, and personal goals through lifelong learning." Our school provides lifelong learning to all students because we have students as young as four months in our Parent Education classes and as old as their 90s in our Community Education classes.

The Student Learning Outcomes for the ABC Adult School are: "Self-directed lifelong learners who: acquire knowledge and skills appropriate to their stage of life, set and achieve career, educational and/or personal goals, and seek continuing career training and/or educational opportunities. Effective communicators who: demonstrate appropriate listening, speaking, reading, writing, creative, and/or computational skills, apply communication skills to professional, technical and other real-life situations, and enhance and improve their ability to understand and be understood by others. Critical thinkers and problem-solvers who: exercise their powers of judgment, perception, and inference, assess and fulfill their own needs by finding appropriate resources, apply knowledge to professional, technical and other real-life situations."

Financial Aid is becoming a game changer. We do not offer our student loans because we don't want them to go into debt. We offer our students the PELL grant that doesn't have to be paid back. For us to offer financial aid to our students we are required to have a Council on Occupational accreditation (COE), and as a result we have to have 2 advisories every year for our 12 programs.

**Minutes of Previous Advisory**

**Program of Study Outline**

**By Chuck Minear**

Each of our pathways are made up of individual classes. We used to give outlines for every class, but that was a waste of paper. This year we created a program outline which covers what a student is expected to learn in each program. It also gives students a brief description of what every class will offer as well. All of our programs are approximately 1 year. Please review our program outlines to determine if our courses meet our program objectives and are our objectives appropriate. What would we need to bring our program to the next level?

We have finally gotten the approval to rename our Animated Media Design program to Video Media Design.

**Web/Graphic/Video Occupations Program Content**

There are six areas that we need to look at for our program content. We need to determine if we successfully achieve all six of these areas:

1. Requirements for Admission
2. Course Outlines
3. Program Length
4. Program Objectives
5. Competency Tests
6. Method of Evaluation

**Requirements for Admission**

Are the admission requirements appropriate for the program? Do you suggest any changes?

The group unanimously agreed that it would be much better for the production of quality portfolios to restore Adobe After Effects II and Adobe Premiere II as core requirements rather than optional. It was also unanimously agreed that the number of hours required for Live TV Studio as its own class is too much because the type of work that can be produced by live editing is "dirty" in other words it's made for TV, unrefined, not top quality work necessary for a portfolio that would impress prospective employers.

### **Program Length and Content**

Is the amount of time sufficient for an entry level position? Are the topics/classes and depth appropriate for the program? Any Suggestions?

Bashir Matin, City of Hawaiian Gardens, mentioned that our Video Media program is too short for everyone to be able to become proficient in production.

Alvin Bowens, East Face Broadcast, mentioned that lab time in class needs to be a requirement.

The Chroma keying capabilities in the Livestream for example are primitive in comparison to the extensive keying tools in Premiere and After Effects that are taught only in After Effects II and Premiere II. Without both of these courses students will not be able to produce high quality polished and refined portfolios. The solution is to make the time slot for Live TV Studio classes as a lab time to be taken with the After Effects and Premiere classes. Use of the Livestream switcher could be integrated into the Premiere and After Effects courses as part of the curriculum. Having the lab time is necessary for planning, storyboarding, shooting original material, and for additional time completing final projects in post-production. There is so much information to cover in the lessons of After Effects and Premiere that there is a great need for additional time for students to do quality work.

### **Program Objectives**

Are the objectives shared sufficient and relevant? Should there be other objectives or are any of the current ones outdated or irrelevant?

The objectives are relevant and sufficient overall. The TV Studio Objectives should be integrated as part of the Premiere and After Effects courses to be included as projects to be done in their respective lab time hours.

### **Competency Tests**

What tests are used in the programs? Are they sufficient? Any Suggestions?

The Adobe Certification Testing is sufficient to test for software skills and general knowledge about the industry. It may look nice on a resume to be an Adobe Certified Associate, however, the most important methods of testing for these classes should go beyond general knowledge and software skills alone. The majority of the class testing should be based on creative and professional decision making skills as they relate to how the student takes aesthetic principles learned in class as a guide to make well informed creative decisions on their own to generate original work using the software skills taught in class. It was recommended by the Advisory committee that the bulk of the class should be taught through project based learning and the majority of the evaluation methods should be through using rubrics for each project.

### **Instructional Materials**

What type of instructional materials does the instructor use? Is it appropriate? Any recommendations?

The instructor uses prepared presentations and handouts that are projected on at screen monitors and given as electronic les for students to store in their own folders. The instructor also does live demonstration of how to use the software to do creative work and how to use the production equipment to record footage. The materials are appropriate. It was recommended to allow students to check out equipment outside of class to have more flexibility in

set location and the time to produce higher quality work as the college students do who are able to check out school equipment.

### **Equipment**

What type of equipment is available to students? What is needed? Are there any gaps?

The Advisory Committee is impressed with the 4K cameras and the Livestream switcher and control center. There is a big problem with audio feedback between the control center and the studio because there is no window divider between the studio and the control room. There is also not enough room in the studio. The floor should also be smooth instead of carpet for optimal camera motion with the tripods on wheels. Equipment suggestions: teleprompters, steady cams, Lavalier mics, dollies, cranes, mic stands, drones.

### **Methods of Evaluation**

How are students evaluated in the program? Is this sufficient? What type of portfolio, if any, should students have when they finish the program and look for a job? Is industry certification needed or preferred?

Bashir Matin, City of Hawaiian Gardens, mentioned an online portfolio for students is a must.

Project Based Learning evaluation primarily by rubrics is sufficient. Adobe Certification Testing is seen by the advisors as optional, an added plus in addition to a strong portfolio of work. Classes that emphasize the development of projects that can be included in a portfolio is essential for students to obtain a job when they finish the program. The industry will choose candidates based on the quality of original creative professional level work. The industry certification in Adobe is not recognized as a necessity. The choice of one candidate over another always will come down to the quality of the work they have produced. The portfolio should be an Online display of work through website/ social media/ YouTube that includes a demo reel of recent work. The demo reel should include original graphics set to motion as well as demonstration of customizing After Effects templates and plug-ins. There should be work that demonstrates that students understand how to create lower-thirds and cinemagraphs. Students should have work that demonstrates they know how to shoot OS shots and first person interviews as well as how to cut on action.

### **Instructional Delivery Modes**

How is the subject matter taught? Is one method better than another in this type of program? Any Suggestions?

Students receive a great deal of information through lectures that include presentation of aesthetic principles and technical skills through demonstrations. During the lecture, examples of finished work done by other students and established filmmakers are shown to inspire and motivate. Lecture content is thorough with the use of diagrams and visual aids. However lecture time needs to be balanced so that there is enough time for students to do independent work as well as work together in smaller groups. Also, there needs to be enough time for students to share their own original work and receive constructive creative criticism/ feedback from their instructor and peers.

### **Any Other Comments, Suggestions, Recommendations?**

Bashir Matin, City of Hawaiian Gardens, mentioned production classes should be a prerequisite to taking any of the post-production courses.

More emphasis and time spent developing creative work and less book tutorials will lead students to build the quality portfolios needed to obtain employment in the Arts, Media Entertainment industries. A quality portfolio is much more essential to earning a job in this industry. Assignment Ideas: For Post Production classes - Create Lower Thirds and Cinemagraphs. Customize templates and make use of After Effects Plug-ins

### **Adjournment**

Chuck thanked everyone for coming and contributing to today's Video Media Design Advisory Meeting.

Transcribed by: Melissa Van Aalsburg

Signature: \_\_\_\_\_ Date: \_\_\_\_\_