ABC Adult School

12254 Cuesta Drive, Cerritos, CA 90703

(562) 926-6734

Graphic/Web/Animated Design Advisory Meeting
Web 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.

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would prefer to hire one person instead of two. Ian Vloke Wurth, Vloke-Wurth Photography, said that companies now want to hire people who know how to do everything. Rachelle Schulz, TOSA/Lead Instructor, mentioned that we already teach our students about the artistic set up of a website. Kevin Muto, instructor, said that we need to teach our students how to be 'marketers' because that is the ultimate goal of a website. Websites are used to inform people of a certain product and/or service. Rachelle Schulz, TOSA/Lead Instructor, mentioned that in the end it is always about what the customer wants. Kevin Muto, instructor, said that he always teaches about the analytics of the website as well. The website creator and owner should know who is visiting their website, what he visitor is looking at, and for how long they are looking at the website.

Chuck discussed how all of our classes in the program go in a direction, so each class builds upon each other. He said that what we need to use more is contact management such as WordPress. We are lacking on teaching our students these programs. WordPress is the largest contact management company used to create different websites. We should also focus on teaching our students about how to design a website. Nabby ElSoudani, instructor, mentioned how in her portfolio class she likes to use Muse because it translates well when using WordPress has the site holder. She also likes WordPress because it has pre-set templates to choose from, so there is not much of the artistic side of creating the website. Rachelle Schulz, TOSA/Lead Instructor, thinks that our students should learn how to use both Muse and WordPress. Bashir Matin, City of Hawaiian Gardens, mentioned how you can create a page with Muse, but not a complete website, so Dreamweaver should be used instead of Muse in his opinion. Ross Gile, Digical, said that 90% of the classes we are teaching do not matter when creating websites. He said that Photoshop is great to edit some of the pictures, but Animate is irrelevant. He believes that the front-end development of the website is incredibly important because you can have a great website, but if it doesn't look nice no one will pay to you to create the website. He mentions how there are two different WordPress websites. Wordpress.com is hosted by WordPress, and they have a limited number of templates that you can use to create your website, but WordPress.org is not as restrictive. WordPress.org allows you to build the website any way you want, and you host the website yourself. Ross continued by mentioning we should be teaching in two different segments. The first is teaching the front-end development of a website along with CSS. After the students have an understanding of the front-end, then you can teach how to create a website using WordPress and to have a beginning and an advanced class. Brady Poirier, instructor, mentioned how not everyone uses WordPress, so we still need to teach other programs. Ian Vloke Wurth, Vloke-Wurth Photography, mentioned that the classes look like a cluster of classes that do not really go together.

While discussing the Graphic Design pathway, the discussion was brought back to Web Design. Ross Gile, Digical, recommended we get rid of the HTML 5 classes, because the students can learn it while making the websites, whether it be from Dreamweaver or WordPress. When creating websites the HTML code is already created for you, and all the student might have to do is make little tweaks. There is no need to teach how to code. Bashir Matin, City of Hawaiian Gardens, recommended having an optional HTML 5 class for students who are interested in it but not to make a requirement because it is not necessary. Ross Gile, Digical, said that we need to have a CSS Development class because all companies want an employee who knows how to do CSS. CSS was created to fill in the deficiencies of HTML 5. Rachelle Schulz, TOSA/Lead Instructor, mentioned that the changes for the pathway based on the current recommendations is remove Animate and HTML 5 advanced. The intro class should be made into two parts, (1) making websites through WordPress and (2) making websites through Muse.

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