

Digital Media Projegra
Advisory Committee Minutes
October 5, 2011

Lunch was served at 12:30 in Room 117 at the Career Center
Present: Jeff Cochran, Patrick Sasser, Sandy Morrow, Jeaniene Thompson, Tanya Heath, Ellis Benus, David Hassis, Michael Rowden, David Wilson, and Amy Parris were in attendance

Introductions

Reviewed minutes from last meeting June, 2011
Digital Media Program Overview
Patrick gave a program overview (course sequence, software, hardware, college credit).

Technical Skills Attainment

NOCTI is what we are using for our completer students.
Ellis mentioned WOW exam for Web developers – but is it a lower cost?

Curriculum Update

Adobe 5.5 currently used in classes
Web: Muse an Adobe WYSIWYG program for coding web pages Michael said
Notepad # is a better way to learn the code.
Eg a flash based animation software
Dreamweaver ok, but students should learn the actual code which is the skill that industry wants
MVCs Michael mentioned as a possibility to include in web classes; also NoSQL and the JQuery platforms were mentioned as possibilities for including in web classes as they are the up and coming platforms.
Audio: Have had a request for a class focused on music/sound

Ellis suggested the possibility of having enrichment units for students who want to follow tutorials (on their own) to learn above and beyond what is taught in class matched to their particular interest & .?

David Wilson mentioned that Directors of T/F might come in and use our classrooms to teach classes to h/s, adult students perhaps we could pilot such a program.
Michael mentioned that honor students from MU perhaps come and teach short classes to fulfill a tutoring requirement.

T/F is piloting a Filmmaker Boot Camp for H/S students to learn production techniques - they are requesting help in finding/recruiting the best MOTIVATED students. Potential Dates: Nov/Dec/Jan they will produce a two minute piece called Gimme Truth.

David would like us to email him names of teachers who could recommend potential qualified students for the boot camp.

T/F Poster Designer from L.A. will be here in early March and may be available to speak to our Graphic Design Classes

Industry Trends

Video:

David Wilson mentioned the trend toward digital color correction □ the skill to be able to adjust skin tones and other colors in video □ directors and producers will come to expect this skill.

General

Tanya mentioned how important it is for students to be able to communicate face to face or on the phone - would we have time to have students present their projects in class - She suggested role playing activities where students critique each other. □

Having communication skills; being able to communicate in a logical, clear manner is very important in any job.

Any creative person should know how to purchase/register domain names □ nice item to have on a resume.

Mobile Web □ Apps □ □ David H. mentioned a push for mobile web apps. Ellis said Columbia College is looking into it and is doing a separate app development.

Tyten Teagarden □ owns a mobile app development company called Tyten Enterprises.

Web Developers more in demand now that web designers □ Developers make twice as much money.

Colleges/Post Secondary Institutions with related degrees

Fashion Institutes □ Parsons, FITM

For Web □ none really □ some (MU) offer courses, but not a full program.

Portfolio Center in Atlanta

Webster University and SIU Carbondale for Film Production

Field Trips/Guest Speakers/Potential Advisory Committee Members

Ellis offered to be a guest speaker

Delta Systems (Steve Powell) for speaker for web development and perhaps join advisory committee

COMO Rich Web Association (of web developers)

Surety Bonds (Michael Rowden) for possible field trip for web classes

MU CSIT dept □ good to develop a relationship since our students attend the p.s. program

Equipment/Hardware

Mac vs PC - no problem switching back and forth □

PORTFOLIO MOST IMPORTANT (95%) and the ability to do the job □ than knowledge of MAC vs PC, group did not see a need for a separate MAC classroom, one or two available would be enough □ Keith Politte might be able to help with MAC □s

Digital Media awards judging in May/June

Meeting adjourned at 3 pm.