

## Meeting Notes Graphic Design Subcommittee October 15, 2008

Attending: Susie Antcliff, Constance Conklin, Diana Grinwis, Kathy Lookingland, Jim Redding, Brian Bishop Madeleine Townsend

This was a meeting to determine what is a rigorous and reasonable skill set for designers graduating with 65 credits. After discussion, we determined that we would prepare generalists. In today's industry job market, design generalists are the rule, and we need to provide our students with diverse skill sets. Many of our students already have 4-year degrees, or are returning from the workplace, and have an idea of what skills they need to develop. There no longer is exclusivity in the industry, as fields and technologies are rapidly merging. What we determined is to establish rigorous standards from the first class, based on Information Design best practices, and develop curricula based on Process. Product will become an imperative only in higher-level courses near graduation for portfolio development.

We intend to expand conceptual content while maintaining training in software. We will encourage adaptability, and self-directed learning, particularly with software. It is our intention to build multiple software usage into all course projects. As we will be pushing students harder, we may wish to include SI in some of the lower-level courses. SI functions would be written into the course, and specific functions identified in the course schedules. We will need to pursue budget assistance, and prepare this for the upcoming budget year.

Within the above, it was determined to continue a "Pre-Press" course, but modify the nature of the course to encompass workflow and pre-publication preparations for all forms of delivery.

We began identifying skill sets. To date we identify the following:

- Working knowledge of CS package, iTools, Word, PowerPoint
- Ability of self-directed software learning
- Create unified and functional imagery for print, web, motion, and/or e-publishing
- Repurposing documents for use in other media
- Working knowledge of current workflow and pre-publishing techniques
- Ability to conceive, create, and produce imagery in a variety of physical materials (3D, 4D, Special Topics)
- Understand how traditional art forms blend with current technology to create new genres
- Research skills using multiple resources (beyond internet)
- Understand business issues, ethics, and intellectual property responsibilities

We adjourned, to continue this discussion next week, Weds. October 22, at 5:00 pm.