

## **ADM Curriculum Committee Meeting notes, November 7, 2008**

Attending: Brian Bishop, Fred Clark, Constance Conklin, Diana Grinwis, Carolyn Shafer, and Sharon Wood.

The committee worked on compiling the nice market and community involvement data assembled in the week's Sub-committee meetings for the Program Viability Report. Items were ranked based on perceived need and market potentials.

### **Community Impact**

Defined as "improving lives by providing programs and resources to the community to create lasting change."

- Providing service learning for the community, such as creating promotional materials for Black History month, Diversity, No Smoking, and other college initiatives
- Providing interactive educational materials for non-profits, such as R. E. Olds Museum and Potter Park Zoo
- Art career involvement in area high schools through EISD and VICA programs
- Organizing and displaying student art exhibits in the community
- Offering training to the community at large in software usage through ARWS courses
- We propose to develop a Design Center to service LCC faculty, staff, and organizations with educational and promotional materials.
- LCC faculty are involved in community art exhibitions and organizations

### **Niche Markets**

Defined as "a small segment of an educational or occupational market that is particularly suitable as a target audience for a specific program."

- Interactive Media
  - a. Editorial design for Electronic Publishing
  - b. Design for Personal Communication Devices
  - c. Environmental Graphics (Informational)
  - d. 4D Interactive
  - e. Exhibit Design (educational)
  - f. Transfer to 4 year schools
- Computer-based Training Development  
(Production of educational/training media)
- Visual Art for the Movie Industry  
Storyboards, Previsualization, Matts, animation, special effects, and post-production

The above items will be reviewed by the Chair and edits possibly made before inclusion in the program's viability study.