

Fall 2020 Advisory Committee Minutes

Design and Media Communications

October 22, 2020

Location of Meeting - Zoom

Attendees Present

Jay Duchin- video producer and founder of STEM van

Tessa Amoroso

Gina Williams

Mark Blanchette

John Mejia

Sam Sorrento- Senior DVC student

Cameron King- Sophomore in D&MC

Ben Thomas- Education Coordinator at DCAT

Sandra Fuhs- North Shore Community College Advisor

Michael Peluso- Owner of Print & Design Business in Danvers

Angel McRae- Art Education License, currently working extended day at Reading School

Ken McTague- Concept Signs Owner in Salem MA

Brenda Waslick- DVC at Greater Lawrence Tech

Agenda Items

1. Reviewed Curriculum of Bias
The message has been shared with the advisory committee that we want to make sure our material is free of bias
2. We will be electing one chair person for the spring meeting for DMC rather than having 2 for DVC & Graphics
3. Student Numbers
 - 20 explore students is higher number than last year
 - Lower number for sophomore year
 - After Dark is new for us this year
 - 30 total juniors
 - 25 total seniors
4. Remote learning
 - Morning meetings, check in and set expectations
 - Sam Sorrento supports the way we are managing the remote days and likes the time to work on class projects at home with no distractions
 - Cam supports the amount of check ins we have and likes doing theory at home, as well as time to work on projects
 - We are always available for one on one zooms

- We create demo videos for specific individual needs
 - We do a lot of self reflection
5. Industry Trends
- Learning about working safely and focussing on how protection has changed (Jay)
 - (Ben) Figuring out how to live stream meetings over zoom, looking for new live streaming software
 - Offset replacement for print: Inject technology, 23 x 29 in press sheet, repeatable and color consistent, cheaper to run
 - Konica vs Xerox, stay with Konica is recommended by Michael P
6. Employee Outlook
- Video production is a big direction
 - Fashion interest is increasing
 - Art Education
7. Portfolios
- Hardcover book that potential employers can look at as a promotional material that can be handed out
 - Website portfolios
 - Mass Art looks for series
 - NSCC does not require but recommends portfolio
 - First draft on Napkin based off Apple and other companies
8. Recommendations
- Can you make an old iPad look and sound beautiful? Start with low tech and high tech will be easy
 - Art on a Cart: Getting more with less
 - Lowell Kinetic Art Sculpture Race

Adjournment

There being no other items on the agenda or any others items presented to the board to be discussed all members were in favor of the meeting adjournment at 7:00:00 pm.

Respectfully Submitted,

Gina Williams

Tessa Amoroso

Mark Blanchette

John Mejia