Santa Rosa Junior College

Agenda:

Graphic Design Advisory Board Committee Meeting

Meeting Details:

- o **Date:** May 20th, 2025
- o **Time:** 10:00am, PST
- o **Meeting Location:** Zoom: https://santarosa-edu.zoom.us/j/87887755342

Attendance

Chairpersons:

- **Stephanie Clark, Graphic Design Coordinator, SRJC - Present**
- **Zack Darling, Industry Co-Chair - Present**

Board Members:

- **Josh Talbot, Member - Absent**
- **Josh Porter, Member - Present**
- **Laurel Gregory, Member - Present**

SRJC Guests:

- **Michael McKeever, Chair, Computer Studies - Absent**
- **Kerry Leowen, Dean, Arts & Humanities - Absent**
- **Kathy Thornley, SRJC Adjunct - Present**
- **Summer Winston, Full-time Graphic Design Faculty, SRJC - Present**
- **Lauralyn Larsen, Career Education, SRJC - Present**

Meeting Purpose:

The primary purpose of the local program advisory committee is to assist and provide recommendations to the district in establishing, operating, and evaluating programs which serve the needs of students, business, and industry, and to provide expertise pertaining to technological and subject matter changes.

Objectives:

- · Provide an opportunity for discussion among educators, business, and industry.
- · Nominate or confirm an Industry Co-Chair for the committee

· Focus on how to improve Career Education (CE) opportunities and alignment between CE, business, and industry.

· Provide expertise to the program by reviewing curriculum, student competency, and student placement in related occupations.

Business Items

1. Public Comments (3 minutes)

Type: Informational
 Facilitator: Stephanie Clark

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2. Approval of April 4, 2024 Minutes

Type: Action
 Facilitator: Stephanie Clark
 Materials: 4/4/2024 Minutes

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3. Approval/Amendments to Agenda

Type: Action
 Facilitator: Stephanie Clark

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4. Introductions

Type: Informational
 Facilitator: Stephanie Clark

- **Josh Porter:** Specializes in 3D concept modeling, animation, packaging, and branding. Discussed stereoscopic design and music-related visual experiences.

- **Kathy Thornley:** Long-time SRJC faculty with expertise in the history of graphic design.

- **Zack Darling:** Freelance designer focused on brand strategy and physical fabrication. Co-founder of VESL Collective.

- **Laurel Gregory:** Creative director and mentor; passionate about supporting aspiring graphic designers.

- **Summer (Full-Time Faculty):** Teaches across the program, from introduction to advanced courses.

- **Laurelyn:** Internship coordinator. Promotes opportunities through the SRJC Handshake job board. Encourages meaningful work-based learning experiences.

Event Reminder:
Celebrate CE 2025
Date: Friday, May 23 at 5:00 PM
Details: [Celebrate CE Info](#)

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5. Executive Summary – Curriculum Updates & Internships

Type: Informational
Facilitator: Stephanie Clark

- Discussion on improving internship pathways.

- **Laurelyn:** Clarified that unpaid interns are covered by the college's worker's comp; paid interns are covered by the employer.

- Internship resources shared, including the [Employer Guide to Internships](#).

- Suggestions to reintroduce a non-mandatory internship course (formerly WE 99I).

- Ideas for capstone-style projects and simulated client projects under instructor guidance.

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6. VESL Collective – Model & Curriculum Recommendations

Type: Informational
Facilitator: Stephanie Clark
Reference: [VESL Collective Website](#)

- Shared collaborative agency model that empowers independent designers.

- Recommendations for curriculum updates based on industry needs:

  ○ Role-playing and project-based learning

  ○ Interpersonal skills, communication, and critique

  ○ Experience with creative briefs and client communication

- Failure as a learning tool

- Project management tools like Asana or Trello

- Use of personas/archetypes in design thinking

- Emphasis on professional soft skills and real-world project dynamics

● Suggestions to create mock projects simulating challenging client scenarios.

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7. AI in Design – Workforce Impact & Curriculum Alignment

Type: Discussion
 Facilitator: Zack Darling

● **Zack:** Emphasized that Adobe's AI tools lag behind platforms like Midjourney and ChatGPT.

● **Kathy:** Stressed the need to teach ethical considerations and intellectual property in AI.

● **Summer & Laurel:** Shared strategies for integrating AI into design research and workflow while maintaining creative integrity.

● Discussion included:

- AI's role in enhancing communication between clients and designers

- Training students to be adaptable, curious, and critical thinkers

- Concerns around job displacement in writing and PR

- Balancing AI with authentic, human-centered design

- Need for design education to focus on relevance and irreplaceable creative value

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8. Industry Co-Chair Nomination (AY 2025-2026)

Type: Action
 Facilitator: Stephanie Clark

● **Nominee:** Laurel Gregory

● **Confirmed:** Unanimous Aye

9. Additional Discussion & Future Planning

Topics Covered:

- Reviving portfolio presentations and student clubs

- Leveraging LinkedIn for visibility and networking

- Potential events: Mahoney Library exhibit, live-streamed portfolio shows

- Tentative calendar planning:

    - **October:** Site visits and classroom presentations

    - **March:** Avoid Spring Break for scheduling

- Follow-ups with Zack, Josh Talbot, Summer, Kathy, and possibly Kendra

Table 1.0
Curriculum Table (For reference) Active/Approved Courses.

Dept/Nbr	Course Title	Version	Term Effective
GD 15	HISTORY GRAPHIC DESIGN	5	Fall 2023
GD 20	INTRO TO TYPOGRAPHY	6	Fall 2026
GD 51	INTRO TO GRAPHIC DESIGN	6	Fall 2026
GD 53	TECH IN ILLUSTRATOR	5	Spring 2021
GD 54	LAYOUT AND DESIGN	4	Summer 2025
GD 60	PROFESSIONAL PORTFOLIO	5	Fall 2026

GD 62	COLOR THEORY	3	Fall 2026
GD 65	CREATIVE BUSINESS	4	Spring 2021
GD 90	USER EXPERIENCE	2	Spring 2021
GD 145	PACKAGE DESIGN	2	Spring 2021