IMPERIAL VALLEY COLLEGE
Business Department
Digital Design & Production Program
Advisory Committee
UADOPTED MINUTES

October 4, 2024
12:00 P.M.- 1:00 P.M.
Board Room

Those in attendance were as follows:
David Rodriguez, CUHSD
Bill Gay, Reliance
Robert Rubio, Imperial Printers
Jose Olmedo, IVC Faculty
Aaron Popejoy, Conveyor Group
Tisha Nelson, IVC Staff Secretary
Fonzie Ruiz, IV Design Group

I.The meeting was called to order by Andres Martinez at 12:04PM.

II.Welcome & Introductions
Andres Martinez thanked the Committee for being there and explained what their role was as a committee. The Committee introduced themselves and their roles.

III. Approval of Minutes from 10-25-2022
M/S/C: Mike Nicholas/Bill Gay to approve the minutes from October 25, 2022. Motion carries.

IV. DDP Program and Course Overview
Andres Martinez briefly went over the Digital Design and Production program and went over the following courses that are in the program ART 160 Graphic Design, CIS 137 Web Development Tools, CIS 149 Computer Graphics-Photoshop, CIS 150 Computer Graphics-Illustrator, CIS 151 Digital Video, CIS 180 Advanced Computer Graphics.

Mr. Olmedo explained what he teaches the students in his courses ART 160 & ART 260.

V.Program Performance

The committee was shown the completion rates for the DDP program degree and certificate from 2020-2024.

2020-2021 17 A.S. Degrees/ 15 Certificates

2021-2022 16 A.S. Degrees/ 12 Certificates

2022- 2023 11 A.S. Degrees/ 9 Certificates

2023-2024 11 A.S. Degrees/ 11 Certificates

Andres Martinez mentioned the High School Articulations and showed them the passing rates for 2023-2024 for the CIS 149-Photoshop. 310 students passed the test.

VI.Program Feedback, Changes, and Recommendations
   a. Move to 2023 Adobe Classroom in a Book
   b. Industry Certifications on Campus-Will become a Pearson Vue Testing Center
   c. New Courses?
         i. InDesign, After Effects, Lightroom

Recommendations: Industry felt that the following tools should be integrated into the graphics courses Canva, InDesign, Devinci tools, Final cut Tool, After Effects and Lightroom.

VII. Voting Item: Approval of Computer Systems Purchased for DDP Lab

M/S/C: Robert Rubio/Bill Gay to approve the new computer systems purchase. Motion carries.

VIII.Voting Item: Adoption of Local Drop Box for Instructional Purposes

M/S/C: Robert Rubio/Fonzie Ruiz to approve the drop box for instructional purposes. Motion carries.

IX. Voting Item: Industry Approval of Program Viability

M/S/C: Aaron Popejoy/Fonzie Ruiz to approve the program viability. Motion carries.

X.Next Meeting

Next meeting will be in the Spring around April.

XI.Other

Industry are looking to hire those who have the skills and portfolio and can show that they know what they are doing.

XII. MEETING WAS ADJOURNED AT 12:58PM