

College of San Mateo  
Digital Media Program

Advisory Committee Meeting  
Building 10, Room 181  
October 18, 2012  
6:00-8:00 PM

Welcome and Introductions

- Attendance: **Jonathon Luskin**, Principal, Flying Moose Pictures; **Mark Leialoha**, Principal, Flying Moose Pictures; **Buddy Saleman**, Owner, Potrero Post Studios; **Fabio Fernandes**, Client Training and Publications, Visa Card; **Adam Chin**, Lighter and Filmmaker (Former PDI at Dreamworks); **Thomas Hergenroether**, Senior User Interface (UI) Designer, Greb, Inc. Games. **Patti Appel** (DGME Faculty—Partial Due to Ongoing Class), **Ed Seubert** (DGME Faculty), **Sam Sanchez** (DGME Faculty); **Claudia Steenberg** (DGME Faculty); **Kevin Henson** (Dean, Creative Arts & Social Science Division).

Topics Discussed

All our advisors emphasized that experience and evidence of “skills” were more important than actual educational certificates or degrees. Our advisors, however, had a broad definition of skill which included “soft skills” (internal and external/oral and written communication competency, problem identification, problem solving, work ethic, work focus) and industry specific skills (design aesthetic, ability to learn new software to solve design problems, critical problem solving skills, craftsmanship, attention to details, ability to complete). To this end, our advisors repeatedly emphasized the importance of the student portfolio or demo reel as critical in hiring decisions.

A good portfolio is one which includes excellent work rather than one that includes every assignment completed by a student. Our advisors emphasized that every class should emphasize creating a piece for the student’s portfolio. In fact, our advisors expressed a wish for us to create, as much as possible, an immersive work environment. One possibility would be to introduce a strong carrot such as a desirable internship as a reward (rather than a course grade only). In addition, our advisors stressed the importance of hiring workers who can succeed in a team work environment—group work in courses may be one way to assist students in building these skills. One concrete suggestion endorsed by everyone around the table was to highlight excellent student work in the DGME area—posted on the digital board, displayed in the classroom, galleries on the website. Ideally, students would be exposed to excellent student work and aspire to have their pieces join the galleries.

Our advisors encouraged us to build awareness of the variety of industry positions available in the Bay Area. To this end, our advisors encouraged us to incorporate industry guest speakers whenever possible.

Our advisors indicated that free-hand and Wacom Tablet sketching were desirable skills (sketching is important in communicating design ideas in meetings; the “mouse” may already be old school, technologically, in the design workplace).

Our advisors confirmed the need for the practicum course with an emphasis on external, real-world clients (profit or non-profit). In addition, our advisors confirmed the need for a portfolio (online or CD rather than hard copy bound) as essential in their hiring practices.