



COLTON REDLANDS YUCAIPA
REGIONAL OCCUPATIONAL PROGRAM
Inspiring Possibilities

2017-2018

Graphic Design I Advisory



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Industry Advisors

Mandi B., Art Department Chair, San Bernardino Valley College

Julio Cesar G., Graphic Designer, Consultant

Theresa J., Graphic Designer, Mind Squeeze Creative

Joan R., Graphic Designer Faculty, Riverside City College

Jorge U., Owner, LX Films

Greg Z., Graphic Designer, Consultant

Curriculum Review by Unit

Unit 1– Well covered. Advisors suggested instructor find ways to stress competencies D through F. Understanding and dealing with constructive criticism is very important.

Unit 2– Well covered no suggestions at this time.

Unit 3– Well covered no suggestions at this time.

Unit 4– Good content no suggestions.

Unit 5– Well covered no suggestions at this time.

Unit 6– Competency C and F were too much. Web and print have different set of goals, especially depending on the segment of the audience. Advisors thought competencies were good an overview, but too much for a first year class depending on how detailed the instructor was going to be.

Unit 7– Good content no suggestions.

Unit 8– Good content no suggestions.

Unit 9– Advisors suggested putting in digital or mobile photography due to the updated technology with phones as a main camera and editing tool.

Unit 10– Good content no suggestions.

Unit 11– Advisors suggested possibly changing the wording in competency letter A to “graphic design movement” instead of “art movements”.

Unit 12– Advisors suggested we remove or change the wording in competency E to “Describe the common positioning strategies”. The change is because no one in the advisory knew what the three positioning strategies are and never heard of it. There was also a typing error in competency letter J, with an extra “the” in the sentence.

Unit 13– Advisors suggested that we take out competencies D and E, because they considered this way too advanced for a first year course.

2017-2018 Graphic Design I Advisory (5/24/2017)

To validate the new Graphic Design curriculum, CRY-ROP educators met with business and educational partners from industry sectors. Discussion topics at this advisory meeting focused on unit review, workforce trends, hiring practices, entry-level skills, software, training and certification requirements for students who have knowledge and experience in Graphic Design.

Question 1

What does your hiring process look like for employees or subcontractors?

Question 2

What interpersonal skills are most important in your industry?

Question 3

What foundational/technical skills are necessary for entry-level positions within your industry?

Question 4

What skills/knowledge is being required of new employees to address the latest trends in technology, equipment, regulations, laws, etc.?

Question 5

What skills have become obsolete in your industry due to changes in technology, equipment, regulations, laws, etc.?

Question 6

What types of training, education, certifications, or credentials are desirable for entry-level positions in your field?



Graphic Design I

Question 1: What does your hiring process look like for employees or subcontractors?

Several of the panel members are not in a position to hire employees at this time. However, those who do hire usually hire for tasks that are beyond their scope of expertise, such as programming. Common tools used to find prospective contracted employees are social media, referrals from other professionals in the field. While a strong resume is important, a digital or physical portfolio is more important as it shows tangible evidence of the applicants work.

All the advisors mentioned they would assist CRY-ROP in conducting mock interviews for Graphic Design students to better prepare for possible job openings and to be guest speakers in the classroom.

Question 2: What interpersonal skills are most important in your industry?

All advisors agreed that all interpersonal skills are required to be successful in the graphic design industry. However, as the conversation continued two were found to be crucial to success: networking and public presentation skills. Several of the advisors have found that the younger generation are very talented and creative, yet extremely shy and lack the ability to communicate their ideas verbally. It is imperative in this industry to market yourself and your company.

Question 3: What foundational/technical skills are necessary for entry-level positions within your industry?

Advisors agreed that the ability to proofread their work was very important. The attention to detail, how resolution, color, file format and image size affects the final product whether in print or web is vital, especially if hired for a special project by a client.

Question 4: What skills/knowledge is being required of new employees to address the latest trends in technology, equipment, regulations, laws, etc.?

If freelancing in graphic design there are changes to the tax code. The increased use of electronic files requires how and when you collect taxes from clients. It is very important to stay on top of new tax regulations in this industry, especially if you are a consultant or starting your own graphic design business.

While many graphic designers still store data on their hard drives and other storage devices, it is becoming increasingly difficult. This is due to the large size of digital files to store data on a cloud-based service. The use of “Time Machine” software can assist in loss of information or digital files.

Question 5: What skills have become obsolete in your industry due to changes in technology, equipment, regulations, laws, etc.?

The advisors did not feel as though any skills have become obsolete in the industry. They stated that more skills are continuously added, especially as the industry becomes more technologically advanced. Physical and digital media are always being used in the industry, depending on the type of job Graphic Designers are being hired for.

Question 6: What types of training, education, certifications, or credentials are desirable for entry-level positions in your field?

Many entry-level positions do not require any type of certification, which allow the employee to gain hands on experience and build their portfolio while going to school. However, commonly used software such as Adobe InDesign, Photoshop, Illustrator, After Effects, Mya, Comic Life and Dreamweaver offer certifications that would give a leg up in the field for the applicant. Digital photography is also an important skill to know.

There are free online services such as Lynda.com and MIT that can provide courses to update skills or learn new software in the industry. Learning to code is another important aspect of the industry, but not required. This is mostly for graphic designers who start their own design business or working as a consultant.

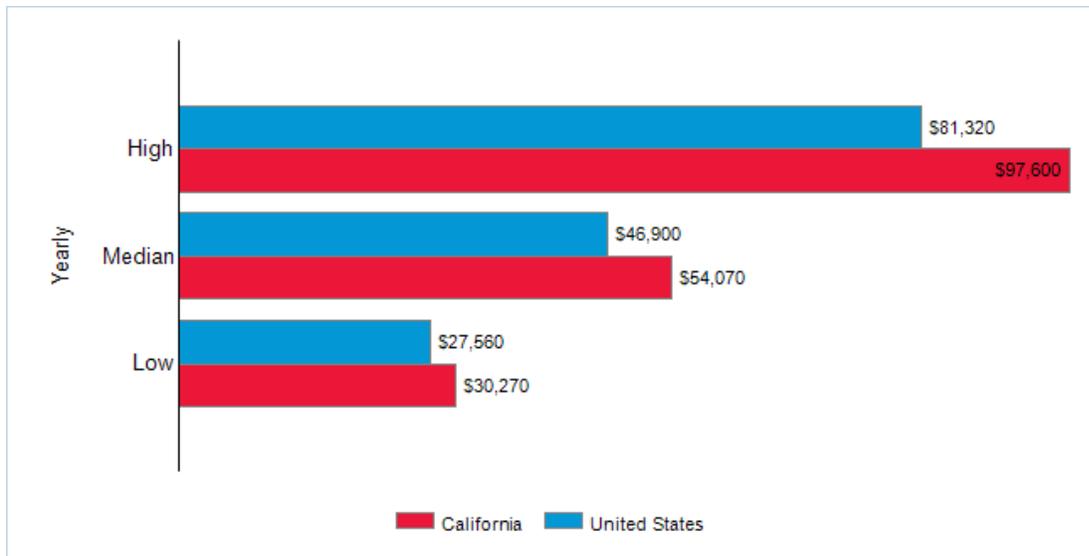
Graphic Designers

State and National Trends

United States	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Graphic Designers	261,600	265,200	+1%	6,580
California	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Graphic Designers	37,000	41,500	+12%	1,340

¹Projected Annual Job Openings refers to the average annual job openings due to growth and net replacement.

State and National Wages



National Data Source: Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections
 State Data Source: California Employment Development Department, Labor Market Information Division

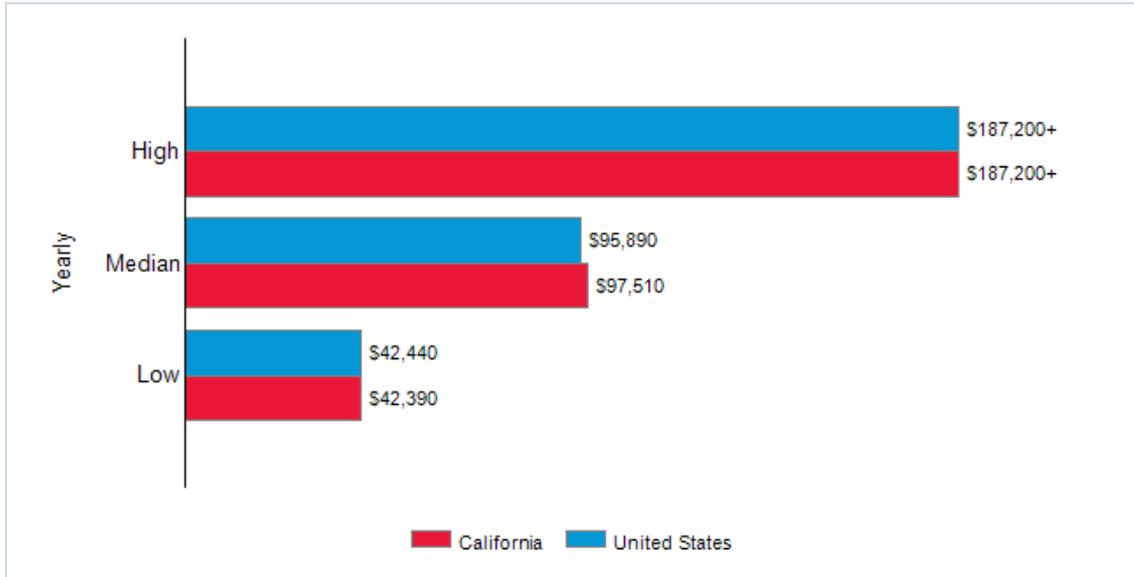
Advertising and Promotions Mangers

State and National Trends

United States	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Advertising and Promotions Managers	31,000	32,400	+5%	1,140
California	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Advertising and Promotions Managers	4,100	4,700	+15%	200

¹Projected Annual Job Openings refers to the average annual job openings due to growth and net replacement.

State and National Wages



National Data Source: Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections
 State Data Source: California Employment Development Department, Labor Market Information Division