

**Art: Graphic Design Certificate
Advisory Council Meeting**

OFF CAMPUS

Friday, February 7, 2020 4 :00PM-6 :00PM

Participants : Joel Mielke, Lynn Harvey, Natalia Margulis, George Potamianos

1. Introductions and meeting schedule
2. Review and discussion of certificate and courses in the certificate

3. Discussion of industry needs (local and regional)
Creativity; history of graphic design; type medieval
Old English/Germanic familiarity with art deco
Had an introduction with history of graphic design
Typography components; color and design; all aspects of
graphic design. Communication: how to write a
meaningful email; acute branding unit; color palettes
logos; typography =really important; widow and
orphan...

Style guide...

Self-marketing...don't become a bitch for your client....

Concept of usability: cognitive science

..web...print..signage...

Understanding of the concept of client first...

How people think top level...a lecture on usability...

Usability has to do with board games...info layout...

Message needs to be clear...

Local industry reps needs to come and talk...

4. CR career center and possible student internships
Kevin Bell Pre-press manager at Western web
4 color process, etc.
Rick Fabrey HsU graphic designer @HSU
5. Discussion of potential additional members of the
advisory committee

6. New business (for next meeting)