

**Art: Graphic Design Certificate**  
**Advisory Council Meeting Summary**  
Friday, February 7, 2020 4 :00PM-6 :00PM

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

**I. Discussion Highlights**

**Background & Basics**

During the meeting, it was emphasized that students graduating with CR's Graphic Design and Visual Communication Certificate need to have a wide set of skills and be able to wear many hats.

They need to be versed in typography, layout, color, logo and branding, etc. They should be able to switch between designing for print vs. the web.

They need to be familiar with the history of graphic design and utilize their knowledge to create a wide array of visual concepts.

**Creativity and Usability**

The professional setting needs designers who can put creativity to the service of usability. Since the final design product is always focused around the prospective user — the teaching process needs to likewise center on training students how to create design products that are message-centered, streamlined, efficient, and creatively executed.

**Communication**

Aspiring design professionals need to be able to communicate effectively verbally and in writing. During their training, they need to learn the basics of professional dynamics between designer and a client.

They need to understand clear, purposeful communication, be able to exchange succinct and meaningful emails, and have a flexible and professional attitude. They should be able to read/draft/negotiate a basic contract.

**Team Work**

Aspiring designers need to have experience being a part of a team. They should be able to interface with other team members, explain and defend their concepts, be able to compromise as well as to hold their own, and to pull their own weight during crunch time.

**Technology**

To maximize their versatility and hiring potential, aspiring designers need to have experience with both Mac and PC platforms.

**Self-marketing**

Since in today's economy many designers work as freelancers, design students must learn the basics of self-marketing and be able to utilize social media to market their skills.

**II. Next Steps**

It was mentioned that Kevin Bell and Rick Fabry would be contacted for potential guidance and participation in future meetings. Both Joel Mielke and Lynn Harvey

expressed their willingness to visit CR classes and speak to students about the industry, advise them on next steps, and share their own experience.