

Present:

INDUSTRY ADVISORS: Gene Hwang/Orange Photography, Joe Budd/Levi Corp and Self, John Greenleigh/Flipside Studios, Matt Osborne/Glass Key
CCSFers: Erika Gentry, Judy Walgren, Bob McAteer, Steve Raskin

- CCSF Photography has Grown 60% in last year, fastest growing department in FACA
- 639 students enrolled Spring 2018
- 19 certificates and 2 degrees awarded this Spring
- Just announced \$38,000 2018 Perkins/SWP updates (drones etc)
- We need advice from you - anonymous survey for salary and other data info
- Changes since last meeting:
 - FREE CITY for SF Residents
 - In Process:
 - Digital Tech certificate/ Photo Criticism Certificate
 - Addtl. Phase One kits, Dynalite Strobes & Intermediate Photoshop Hybrid Class
 - Visiting Artist Program
 - Hybrid course development for Beg Photo
 - Most buildings will be replaced 5-10 years
 - Photo Department Changes:
 - Drone Photography
 - Fashion Photography
 - Internship course
 - Phase one/Capture course
 - Service learning/production course
 - Environmental portraiture course
 - Photo 52
 - New equipment- Tilt Shift lens Peer Mentor Program reinstated
 - Free Chemistry for Dark Room classes
 - Online course are being developed by Judy- Photography as activism & Environmental Portraiture
 - More online classes will be developed soon (hybrid)
 - Funded \$3,000 to support visiting artist program
 - We offer some classes at Mission campus, and Fort Mason, older adults classes
- Is there anything you would add? Labor demand for different certificates or skills?
 - Marketing your work 1 credit course. Marketing course, branded content relating to internship courses too: how to market yourself, how to find people that appreciate your aesthetic, how to talk about work, different vernacular, target the right people, add agencies etc. (Where do you find talent?-Instagram). Students are not comfortable

with shooting on location, lighting on location. LTE Mixed light, lighting technology class. B1 lights are expensive. Getting battery location mono lamps. Advise- get one studio worth of Profoto so students are used to them.

- Based on your experience where are future areas of growth? Desirable skills for internships? Collaboration in the industry?
- How do you approach collab in the industry? With other visual artists/ design/ architecture/ etc. Collabs. constantly, recommends getting students comfortable. Collab is important in school, keep connections for later on. Internships- time investment for those training them. Dean would take an intern. Must start at the bottom and work up the ranks. Matt would too.
- Assisting certificate/ lighting assistant certificate -this is probably an option they will take, they have to learn basic. John- we could teach what it takes to be a good assistant. Vocational thing. Guest Lecturers or workshops to show real world experience. Repeatability, at least 3 times to be comfortable, confidence. 1 unit class, internship.

Steve to update us on what he's been working on:

- Launching a drone program!
- Collab Photo, Cinema, BME and Photo Journalism (FACA)
- Develop basic course, entry level- Introduction to drone piloting, ground school how to fly legally, safely, not about FAA certifications,
- Variety of students: interested in drone for hobby, serious photographers/cinematographers, students who wants to fly and wants to get certified etc. If they make any money they have to be certified.
- Launched next Spring!
- Then Develop a 1 Unit class for prep for certification
- Can fly on for soccer field at CCSF
- This basic class will be a pre-rec for all these departments to develop courses more specialized to their specific needs.
- Are we approaching this in a reasonable fashion? YES
- Should we be looking into integrating drones into other existing classes in the future? Possibly, one step at a time.
- Still and Video are different skills
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TOOLS

- Laptops vs. tablets & mobile devices for studio location?
 - Tablets are good for stylists
 - New- Focus stacking in any camera, in Photoshop, tilt shift component
 - Helicon- for depth of field- John uses it a lot
 - Surface conditioning- Frequency separation
 - Tablets in studio for diagramming the set, programs to that, sketch the shot, for diagramming, for iterations, live capture like Bluetooth, Capture pilot.

- A lot of technical camera depend on iPhone for view finder
- Tablets for remote editing, Lightroom thru the cloud
- Lightroom Mobile- should use more, adobe cloud, for collaborative editing.
- Dean- has to have laptop and tablet all the time, tablet to fire. Get machines to get with Phase one. Laptops are current technology, desktops are old.
- Shooting for Instagram/ social media is very different. Simple, square, centered. Some cameras shoot for 1x1 ratio.
- Mirrorless vs. DSLR vs. Mobile – ALL
- Film is making a comeback!! Almost all users under 20 yrs old
- Mono Lights VS Power packs- both are good, power packs when you need a lot of light, mono lights for weird or small places, a little light.
- Mono Lights are up high, built in remotes. Profotos if we can afford them, output is way better, correct every time. Dyna lights aren't as consistent. Profoto takes beatings a little better, we need what industry is using. Mono lights all work the same. Elinchrom for color output, people rent!! For different situations, good for students to learn it all.
- Constant lights? LEDs for Fashion, change color temp on the fly. Flexible huge panels to place in small random places, cool LED lights coming. They might donate some kits. SMITH VICTOR!!
- Continuing ed this year?
 - Dean- Algebra, for BFA, all online, 3 classes a year, luminance masking for time saving for like mid-tone contrasting, online tutorials. John- online tutorials.

COMMUNITY

Student Gallery at CCSF, loosing Rayko gallery/workshops/community space. Do you feel that loss? The film Scanner was a huge thing, larger format printing RA4 printing. Anything we can do to build community. Using Visiting Artist for gallery, what are some ideas you might have for this program? Guest Photo editor going thru work to make a show? Students connecting what they're doing to connect with students, portfolio review/collab. Tie Photo 52 lecturers to connect with gallery and talk. Time commitment ½ semester, full semester. We think we can get fine art artists, what about commercial artists, You need to pay them because they will be loosing lots of money. One day event might not be enough time. Artist residency. One day event- photo Zine fest! Did it at glass key- DIY, Zines, artists there- tables, raffle giveaway. Artists can propose how they would interact with the students. Gallery- Hosting any group photo related, critique space,

Marketing & Community

Print portfolios are still relevant, Photojournalists all digital but portfolio reviews all print. Look at website and say I want to hire you, sign contract, they said no. Joe- No

plastic pages, French fold in a book. Kids are into books, older people into digital. ZINEEEES. Photographic Book class, VMD has book binding. Needles & Pens has good samples.

SOCIAL MEDIA

How important is it? Extremely important, Instagram is the only one editors care about. Curating and editing- Joe. Gene- events industry is small and gets torn down quickly, but they should use social media more. HASHTAGS- searching by. People hire off Instagram. Social Media class should be taught by someone young, hiring from social media. It's a portfolio outlet. Don't post all at once.

Networking, face to face, invite people to studio. Meet at Joe's studio. Have dialogs see what's open.

Where do you network?

ASMP meetings? All in Oakland. Hold a meeting in City College! Architecture group. Image maker!

APA -RJ? Dogpatch

Have orgs/community meet at city college MUB 140, VART 114

SCHOLORSHIPS

Volunteer Judges! We need you! A few hours at City College

If you want to donate stuff, do it!

Glass Key Scholarship may be to come.