

Graphic and Interactive Design
Equipment Request for Graphic Design and Interactive Design –
Strong Workforce Program
January 18th, 2017

Marco A. Marquez
Instructor of Graphic and Interactive Design

It is best if I begin to answer the question, “**How will the equipment increase enrollment and latter help place students in entry level positions?**” by first explaining the design process, and latter identifying where the equipment fits within the process.

The design process follows this workflow.

Design Process

1. Empathize

- Understand your client. Who is my client?
- Understand your audience. Who is my user?

2. Define

- Create a point of view based on the users' needs.

3. Ideate

Brain storm and come up with as many ideas as possible Steps

- A- Research and inspire: find (Three) Good Examples to follow, Find (Three) bad Examples
- B- Pick three possible design aesthetics, then Create Mood Board for each (Banking)
- C- Sense Make (Find Patterns and other content that stand out, this will help define opportunities and solutions)
- D- Create thumbnails and rough sketches
- E- Create Wire Frame Template, (This may take a few attempts)
- F- Create Ideations (precise drawing) to fit wire frame

4. Prototype

- Build the Home Page and Graphics (this will potentially drive the other pages and content)
- This should be viewed as a draft and open to modification.
- Use your ideations and mood boards as a map

5. Test / Summarize

- Share your project with others (Critique)
- Take feedback and consider revisiting Ideate
- Revisit the prototype and retest
- This is a loop that may take multiple passes

6. Presentation and / or Deliver

- Finalize concept and deliver to your client
- Your client may ask you to return to step 3

7. Reflect

- Consider what was a success and why
- Consider what could have been solved in a different manner
- Use this experience to your advantage in future projects or to revisit

The equipment will be used by students in steps 3 through 6.

In step 3 “Ideate” students are required to collect images, that may be used for the design process or at the very least be used for establishing a design direction.

Equipment: Sony Alpha, Sony Alpha lenses.

In step 4 “Prototype” students are required to create mockups of a potential design solution. This is the phase where one tends to think, “this is where design is being created”. Realistically it’s a rough draft. However, this draft is used in the following step 5. which is “Testing”. For these reasons a number of the outlined equipment will be used to facilitate the prototype and testing process. Students will have the equipment needed to produce the tangible work to physically engage with to simulate testing the design. This practice is completely in line with real world design expectations and practice. These are literally what designers do in the workplace.

Equipment: Pantone Color Monkey, Glowforge, Epson Plotter and Supplies, Rotatrim Rotary cutter, Formax Cut-True 13M Tabletop Manual Paper Cutter, Powis Parker Fast Back Scoring Machine, Rhin-O-Tuff 3000 Desktop Electric Coil Binding Machine with Inserter and Crimper.

Step 6. “Presentation” is the act of gathering the potential design solution and presenting this to the client. Some of the outline equipment facilitates this within the design process. Presenting conceptual or finalized work has a professional expectation. The equipment will help students have the experience of creating presentations that fall in line with professional practices.

Equipment: Epson Plotter and Supplies, Rotatrim Rotary cutter, Formax Cut-True 13M Tabletop Manual Paper Cutter, Powis Parker Fast Back Scoring Machine, Rhin-O-Tuff 3000 Desktop Electric Coil Binding Machine with Inserter and Crimper.

Lastly, and number of this equipment will also help students create their portfolio content. The portfolio is one of the key personal assets designers use to market themselves to clients or employers. The equipment will be used to photo record, print, bind, create portfolio presentations for interviews.

Equipment: Sony Alpha, Sony Alpha lenses, Rotatrim Rotary cutter, Formax Cut-True 13M Tabletop Manual Paper Cutter, Powis Parker Fast Back Scoring Machine, Rhin-O-Tuff 3000 Desktop Electric Coil Binding Machine with Inserter and Crimper

How does all of this connect with increasing enrollment and preparing students for entry level jobs? The department will be better equipped to give students the experience needed to grow into professionals. Having the equipment perpetuates the De Anza Graphic and Interactive Design area as a desirable place to learn, and it provides physical evidence that we are prepared to help students accomplish their goals. The equipment will also retain students because they will have access to equipment that may not be available at other institutions. Lastly students will have the experience with this equipment, used within the design process, thus they will have tangible evidence of prototyping, resume experience, and portfolios to share with potential employers.

Creative Arts Instructional Associate

The request for a Creative Arts Instructional Associate will provide a secondary contact resource in the classroom environment. This resource will engage with students conceptually and technically, helping with assignments, presentations and portfolio content. The AI will also provide evidence of our support to students, and can help students prepare themselves for employment. I believe this will clearly connect with increased enrollment and employment placement. Once again we can provide what other academic institutions cannot.

Equipment Request for Photography – Strong Workforce Program

Qty 4 - Profoto D2 Duo 500/500 AirTTL two light kit	\$13,000.00
Qty 2 - Profoto Air Remote for Sony	\$900.00
Qty 1 - Profoto Air Remote for Canon	\$450.00
Qty 1 - Profoto Air Remote for Nikon	\$450.00
Qty 3 - Nikon Speedlight SB-5000	\$2,000.00
Qty 2 - Sony A7RII Mirrorless Camera Body	\$7,000.00
Qty 2 - Sony NP-FW50 Battery	\$120.00
Qty 2 - Sony FE 24-70 f/2.8 GM lens	\$4800.00
Qty 2 - DJI Phantom 4 quadcopter with 2 batteries	\$3,100.00
Qty 2 - Hasselblad X1D-50c Mirrorless Medium format Camera Body	\$19,600.00
Qty 2 - Hasselblad XCD 45mm f/3.5 lens	\$5000.00
Qty 2 - Hasselblad H-3054752 rechargeable battery	\$300.00
Total equipment cost	\$56,720.00