



SAC Conference Summary

For groups attending, a group summary is preferred.

Email a digital PDF of the completed SAC Conference Summary form to ProfessionalDevelopment@sac.edu.

Names of Attendee(s): Stephanie Clark

Conference Title: Adobe MAX

Conference Date(s): Nov. 2-6, 2019

Conference Sponsoring Organization: Adobe

1. Summary – What can you share with the SAC community about this conference. Provide your takeaways and the impact they will have on student success/equity.

During this conference I focused my attention on new media applications. New applications for developing Augmented Reality were presented and workshops on creating for such applications were also attended. This is important for student success/equity within the program of Digital Media Arts as these students will be the first generation of digital designers that will most likely be expected to launch interactive campaigns and GIS inspired graphics for businesses and clients. In addition, it is important to remember that this shift into Augmented Reality may change the way the college approaches way-finding and outreach as students learn to navigate the campus.

Other aspects of the conference included motion graphics and the field, players and needs of motion graphics, again an important aspect of graphic design for current students to learn. Motion graphics can also play an important role in education and educational presentations, educational graphics and outreach-based communications.

It is important in my field to make sure students are learning about technologies and preparing for future communication needs. Students are more likely to earn more money if they are trained in multiple media applications rather than a single skill such as print-based media. The field of digital media offers a unique space where several tracks support equitable opportunities, including careers that are remote, careers in which certain mobility issues will not impact their earning potential, and careers that overlap into STEM. Attending a conference such as this allows me to improve my professional knowledge of these areas so that I can direct curriculum and students into fields that support an equitable outcomes such as women in technology, high earning positions for all demographics, and computer science aligned fields.

2. How will you share what you learned in this conference? Check one or more boxes below.

- Debrief with department and/or committee.
- Provide Professional Development workshops.
- Lead a community of practice.
- Provide other post-conference debriefing.

Other, please specify: