



# MT. HOOD

## COMMUNITY COLLEGE

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### **INTEGRATED MEDIA PROGRAM**

Base Degree and Options in:

- Broadcasting
- Graphic Design
- Photography
- Video

Associate of Applied Science Degree  
Fall 2010

**APPLICATION DEADLINE:**

Friday, June 25, 2010 @ 5 P.M.



Dear Prospective Student:

Thank you for your interest in the **INTEGRATED MEDIA PROGRAM** at Mt. Hood Community College. This program of study (the first of its kind in Oregon) leverages decades of faculty experience, state of the art facilities, and the building momentum of digital media for the Creative Services industry. Our program has an excellent reputation in the Northwest and we encourage you to call firms in Portland where our graduates work for their feedback and recommendations.

MHCC'S Integrated Media Program is a unique opportunity for you to explore a broad-based digital media education. The creative industry is being pressed to do more, faster — and more effectively. There is growing demand for employees with digital skills. Affordable, powerful computers and access to high-speed Internet has changed the way media is created and consumed. The Integrated Media Program emphasizes a shared core of digital skills across the disciplines of photography, design, audio and video. Classes are small, focused and rigorous. You'll move quickly through the course progression, each term building on the skills gained in the previous term.

During the application process, you can apply the IM Base Degree or to an option: (Broadcasting, \*Photography, Graphic Design or Video) following the specific requirements for each. You may apply to more than one option area. We carefully screen applicants for both academic aptitude and creative promise. Our application deadline is June 25, 2010 at which time we'll review all complete applications at one time.

**MHCC is committed to efficiency.** So that you can easily plan your personal, work and academic schedules during the two-year program, the core Integrated Media and required option courses (three per term) follow this format *every year*: **First-year courses** are on Tuesdays and Thursdays only, while **second-year courses** are on Mondays and Wednesdays.

**MHCC is committed to training for application in the real world.** In your second year, you can participate in a three-term sequence of Integrated Media Practicum, an applied studio simulation that produces creative solutions for real clients at the college and for non-profit agencies in the Portland metro area. You will graduate with skills for entry-level positions as well as have the business knowledge to build a freelance career. You'll also have a firm understanding of the entire creative process and a portfolio in a variety of formats that shows off your skills. Through team project work, you'll learn to incorporate graphics, audio, video and still images as you collaborate with students from Broadcasting, Video, Photography and Graphic Design.

**MHCC is committed to the industry standard in current technology.** Recognizing that computer and technology skills are very important for seeking entry-level employment in today's market, the MHCC Integrated Media program prepares you to be fluent in industry standard software: Adobe Creative Suite 4: Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Acrobat, Lightroom and After Effects; Apple's Pro applications: Final Cut Pro, Final Draft, DVD Studio Pro; and Digidesign's Pro Tools. Our Apple Pro Training Center features Final Cut Pro certification training for students and professionals alike. We have eight production and teaching labs equipped with the latest Mac computers.

If you have any questions about the Integrated Media program, please contact us by calling **503-491-7410** (choose an option at the voice prompt). If you'd like a tour, to sit in on a class or to see examples of student projects, let us know. We sincerely enjoy meeting applicants before they apply to the program. There are four Information Sessions to choose from between January and May. Make plans to attend!

Please take the time to view our Integrated Media web site: <http://www.mhccim.com> for the latest information and to see samples of projects.

If you have questions about the Admission processes, call the Admissions Evaluator at **503-491-7165**.

Thank you for considering the Integrated Media Program at Mt. Hood Community College!

**2010 MHCC Integrated Media Faculty:**

Chris Maier, JD Kiggins, Jack Schommer, Dana Spielmann

Main Integrated Media Department phone: **503-491-7410**

Integrated Media offices: AC 1373

*\*For Fall 2010, MHCC has proposed a name change from Digital Photography to Photography – prompted by the consolidation of the Professional Photography program into the Integrated Media program.*

## INTEGRATED MEDIA PROGRAM OVERVIEW

**DESCRIPTION:** Each of the four options in Integrated Media (Broadcasting, Graphic Design, Photography and Video) represent an unusual partnership that leverages decades of faculty expertise, state of the art production facilities and technology funding to offer interdisciplinary instruction in digital media. Integrated Media offers experience-based learning opportunities that combine the areas of design, photography, video and audio. Businesses require creatives from each discipline to work in collaboration so Integrated Media faculty developed courses where students from each option work in teams on projects requiring varying areas of specialization. By working across traditional boundaries, students achieve fluency in multiple design settings and applications. Students learn to conceptualize, plan, build and promote products/projects in a breadth of digital media. Those involved in Integrated Media projects create solutions that incorporate copywriting, sound, video, photography, lighting, acting, script writing, animation and design.

Computers are the primary tool for the planning and presentation of work that is digital media. Examples include the use of software to design print ads or magazine pages, record podcasts, manipulate photographic images, produce web pages, or create videos. Students use digital media to realize their ideas, creating animations, sound tracks, film titles and an array of special effects. In many instances, the final presentation is viewed only on a computer or via the Internet.

**COMPUTER EXPERIENCE:** While you are not expected to have any previous specific Macintosh software experience coming into the Integrated Media program, you should be **very comfortable working** with a computer, have good keyboarding and mouse skills, the capacity to follow directions and the willingness to learn new software programs. This program is not suitable for those without computer experience. We'll go fast and furious through the various software programs you'll learn and you should be able to comfortably work at a computer for up to 8 hours a day.

**COMPUTER ACCESS:** Required. Students accepted into the program should be prepared to have *significant daily access to a computer connected to the Internet.*

**PROGRAM STARTS IN FALL TERM:** New students are admitted to begin each fall term only. The Integrated Media core and required option classes must be taken in sequence over six consecutive terms (not including summer). Some students find it convenient to spread the degree program requirements over three years. Most general education requirements can be earned over the summer term or through evening and weekend classes.

**TRANSFER STUDENTS:** Transfer students must first meet with an Integrated Media faculty adviser, have their previous coursework evaluated and discuss the possibility of starting in other terms, on a space available basis.

**ENROLLMENT PER YEAR:** 20 students for each of the four option areas. 80 Integrated Media students are in each yearly cohort.

**AVERAGE NUMBER OF COMPLETERS PER YEAR:** 16 in each option

**DEGREE AWARDED WITH COMPLETION OF REQUIRED COURSEWORK:** Associate of Applied Science degree.

**NEW STUDENT ORIENTATION:** The orientation for new Integrated Media students will take place one week before the start of Fall Term classes, on MHCC's New Student Orientation Day. Accepted students will be notified via e-mail about orientation.

**FACILITIES:** The Integrated Media Department operates five high-level Macintosh computer labs and four production studios. Our software is the most current available. The Integrated Media equipment checkout facility, "The Cage" has tripods, lights, digital cameras, sound and video equipment, all available for limited checkout to IM students at no charge.

**EMPLOYMENT OUTLOOK:** Employers favor those who have excellent technical skills as well as the professional behavior to work effectively both independently and in teams. Today's creative worker needs to be able to function beyond the boundaries of a single discipline and is often called upon to contribute in a variety of media. Many graduates find that freelancing (contract work) offers higher pay and more flexibility than being a full time employee.

### INTEGRATED MEDIA FACULTY ADVISERS

JD Kiggins	<a href="mailto:jd.kiggins@mhcc.edu">jd.kiggins@mhcc.edu</a>	503-491-7632	BROADCASTING ADVISER
Christina Maier	<a href="mailto:chris.maier@mhcc.edu">chris.maier@mhcc.edu</a>	503-491-6992	GRAPHIC DESIGN ADVISER
Jack Schommer	<a href="mailto:jack.schommer@mhcc.edu">jack.schommer@mhcc.edu</a>	503-491-7611	VIDEO ADVISER
Dana Spielmann	<a href="mailto:dana.spielmann@mhcc.edu">dana.spielmann@mhcc.edu</a>	503-491-7412	PHOTOGRAPHY ADVISER

Contact any Adviser about the Base Degree

Please view the Integrated Media web site for information about recent graduates, see student projects, job placement and read current news about IM and each option: <http://www.mhccim.com>

## INTEGRATED MEDIA APPLICATION REQUIREMENTS (FOR ALL APPLICANTS)

### ADMISSION GUIDELINES

Admission of all students is centralized in the Admissions, Registration and Records Office. Admission to MHCC does not guarantee admission to any of the options that are part of the Integrated Media Program. The Admissions, Registration and Records Office has the final authority on what constitutes equivalency for all admission criteria and has the sole authority to inform students of their admission status. If you have questions regarding admission procedures please contact the Admissions, Registration and Records Office at 503-491-7165.

### ADMISSIONS PROCESSING TIMELINE

Dates	Action
January 4, 2010	• Applications may be submitted to the Admissions and Records Office
June 25, 2010	• Application deadline – no exceptions. Please note that completed applications must include ALL required documentation listed on the program application checklist. <b>All transcripts must be official.</b> All documents received by mail must be postmarked no later than Friday, June 25, 2010 at 5 p.m.
Early July, 2010	• Applicants will be notified of their admission status
INFORMATION SESSIONS:	<ul style="list-style-type: none"> <li>• 6 p.m. - Wednesday, January 20, AC1364</li> <li>• 6 p.m. - Wednesday, February 24, AC1364</li> <li>• 6 p.m. - Wednesday, April 7, AC1364</li> <li>• 6 p.m. - Wednesday, May 19, AC1364</li> </ul>

*Dates are subject to adjustment.*

### ADMISSION CRITERIA

#### INTEGRATED MEDIA ADMISSION FORM

You must submit this form even if you are a current or previous student. There is a **one-time \$25.00 non-refundable admission fee assessed at the time of registration** for all students registering for credit courses. If you have taken credit courses at MHCC prior to Summer 2003, you will not be required to pay this fee.

**SKILLS PROFICIENCY:** Success in the program requires certain skill levels in three areas: reading, writing and math. The minimum skill proficiencies required for this program are equal to:

	Placement into	or	Completion of
Reading:	Reading 115	or	Reading 90
Writing:	Writing 115	or	Writing 90
Math:	Math 60	or	Math 20

You can demonstrate your skills competency through **ONE** of the following processes:

#### The Mt. Hood Community College Placement Test (CPT)

- The CPT is a non-timed skills assessment test given on a walk-in basis. There is no fee to take the CPT. Your scores will be available upon completion of the test.
- CPT scores are valid for two years
- For purposes of admission to the Integrated Media program, the CPT must be taken at Mt. Hood Community College. Applicants who live more than two hours away may take the test by proctor. Please call the MHCC Testing Services for more information, 503-491-7678.
- If you are only taking portions of the CPT you'll need to obtain a "waiver" form by bringing appropriate transcripts to the Academic Advising and Transfer Center.

- Students who choose to retest in reading, writing or math will need to complete a Retest Self-Referral Form, which is available in the Testing Center or Academic Advising and Transfer Center and pay a \$10 per subject re-test fee. If your CPT scores indicate you are not ready for this program, you will be advised to take a course or courses in preparation to apply to the program at a later date. CPT scores that are older than two years at the time of program application are not valid and applicants will need to re-test for placement.

or

#### **Prior College Coursework**

The CPT may be waived if an applicant has completed college level coursework with a "C" or higher grade in reading, writing, and math (as described above). Official transcripts must be submitted to the Admissions, Registration and Records Office. Students who have completed a bachelor's degree or higher from an accredited school and submit authorized documentation (official transcripts or copy of certificate) may have the reading and writing portion of the test waived and will be considered proficient for reading and writing for admission purposes for this program.

#### **INTEGRATED MEDIA JOB DESCRIPTION WRITING REQUIREMENT**

##### **All applicants are required to complete the following writing requirement**

Research the creative services industry and determine the job you aspire to. Define the type of work you want to do and develop a short job description. The focus of this writing exercise is to allow us to assess your ability to express yourself in written form. Limit your answer to two pages on white paper, typed or word-processed. Use complete sentences, correct grammar, spelling and writing conventions as you explain what interests you about working with digital media and becoming part of the creative services industry. Applicants are required to demonstrate that they have researched the professions within Integrated Media by creating a job description for the position of their choice.

##### **The job description must include the following:**

- Title (you determine based on your research)
- Required qualifications
- Required personal characteristics
- Wages
- Description of the working environment/conditions
- Examples of places of employment
- Duties / Roles and Responsibilities
- Minimum job qualifications
- Hours
- Description of physical demands

**At least three resources must be cited.** Resources may include employment ads, online resources such as (but not limited to) [www.olmis.org](http://www.olmis.org); [www.aiga.org](http://www.aiga.org); [www.asmp.org](http://www.asmp.org); and /or [www.nab.org](http://www.nab.org); or interviews with creative professionals. Submissions must be in a word-processed / typed format and be written in your own words. ***Paraphrase but do not plagiarize.***

#### **PROGRAM OPTIONS / REQUIREMENTS**

In addition to the **IM Base Degree**, there are four options in the IM program: **Broadcasting, Photography, Graphic Design, and Video.**

The Integrated Media Program requires that students be admitted to either the base degree or a specific option of study. Each option (Broadcasting, Graphic Design, Photography and Video) within the Integrated Media Program has specific criteria each applicant must complete to be considered for admission. Students who wish to apply to one of the IM options **must complete the Integrated Media Program Admission Application and complete the requirements** for the selected option of study.

**Students may apply for more than one option** but need to complete the requirements for each option, and then designate a priority ranking of those options so Admissions can process the application properly.

***Review the IM Application Checklist carefully to make sure you've completed all steps.***

Application materials will not be returned to students. You may pick up your submission materials in September 2010 from an Integrated Media faculty adviser or from the Admissions and Records Office.

(Submissions are only kept for the application cycle and may be thrown away after September 2010)

Make sure each part of your application is clearly labeled with your name, in case it gets separated from the rest of your application. Containers/folders will not be returned to students.

## **INTEGRATED MEDIA BASE DEGREE:**

If your interests are not focused on a specific medium or modality and you're more comfortable with blogging, news writing and on-line interactions than perhaps you'd be at home in our IM Base degree. The emphasis here is on journalism and photography with a broader approach to media.

### **EMPLOYMENT OUTLOOK**

Messages relying on the Internet for distribution have brought the future viability of legacy media outlets, like newspapers and television into question. The job market for technology-based communication has not been established but digital journalism is trending along with social networking sites like Facebook, and Twitter as the replacement for news and information outlets. Be a part of this emerging field!

## **INTEGRATED MEDIA BASE DEGREE APPLICATION INSTRUCTIONS:**

### **MEDIA ESSAY**

Writing samples are important tools to help us assess your potential for success in a program where you are expected to do a great deal of research and writing. Format your essay to fit an 8.5 x 11 inch page with one-inch margins and save as a .txt or .rtf and saved to a folder on a CD or DVD (see requirements in personal work). Write at least 500 words on the following quote, speaking to the issues it presents as you think about a career based on digital media.

*Newspapers are now an endangered species. The business of selling words to readers and selling readers to advertisers, which has sustained their role in society, is falling apart. The loss of newspapers also marks the decline in other legacy media and with it journalism. Some experts, especially in America, are worried about the effect of a crumbling Fourth Estate. Is the obvious replacement for this old news organization, the Internet, social media and technology and are they up to the task of sustaining the informed citizenry on which democracy depends?*

### **PERSONAL WORK**

Include 10 samples of articles, recordings, videos, photographs and/or artwork that represent your areas of interest, skills or previous experience. They must be submitted on a CD or DVD, and it is the applicant's responsibility to ensure that they can be viewed on a Macintosh computer. PDF or JPG formats are recommended. Printed work should format to a standard 8.5 X 11 inch page and each of the ten items should have its own unique file name.

## INTEGRATED MEDIA: BROADCASTING OPTION

The Broadcasting curriculum strives to immerse students in the radio production experience. Utilizing professional recording and production equipment, Integrated Media Broadcasting students learn to produce sound-rich audio projects, news-style features, radio imaging elements and sound design for picture. From field recording techniques to narrative development to audio design, the broadcasting curriculum prepares students for work in broadcasting, multimedia and the creative services.

**FACILITIES:** MHCC broadcasting facilities include two television studios, four production/control room studios for radio broadcasting which support our student-run college radio station 89.1-HD2 (KMHD-HD2). This student run radio station affords students real life experience in running a radio station that broadcasts 24 hours a day, 365 days a year on the High Definition secondary digital service of 89.1 KMHD. KMHD, the college's jazz station broadcasting on FM 89.1 is a strategic partnership between Mt. Hood Community College and Oregon Public Broadcasting. This partnership offers opportunities for our students both on the air and in general station operations on the campus station as well as opportunities at OPB in their TV and Radio operations. Software employed in running the station includes BSI Simian, VoxPro and ProTools and a mixing/mastering room with ProTools HD1 and HD3 Systems. Our instruction labs and production studios feature a 20-seat Mac lab featuring training in Digidesign ProTools and RCS Selector software.

**EMPLOYMENT OUTLOOK:** Employers will favor those who have excellent technical as well as the professional skills to work effectively both in teams and independently. As the broadcast and audio industries continue to evolve, radio, television and other media outlets are relying more and more on digital tools. Portland and the greater Northwest area's creative industries provide many opportunities for students after graduation. Graduates can qualify for positions such as *Sound Designer, Radio Program Editor or Producer, On-Air Talent, Sound Editor or Mixer.*

**REQUIRED EQUIPMENT FOR BROADCASTING: Open or Semi-Open back headphones:** This style of headphone allows the user to hear outside sound as well as the sound coming from the headphone coil. This design allows better access to the subtleties of a recording, giving a better sense of true room sound and presentation of an overall mix. Headphones are available in over the ear and an on ear configuration. The price ranges by model and manufacturer. Expect to pay between \$80 and \$150 for a professional-level model. Recommended manufacturers: AKG, Beyerdynamic, Sennheiser.

**RECOMMENDED EQUIPMENT FOR BROADCASTING: Solid state audio recorder.** In the IM: Broadcasting option you will be doing a fair amount of field audio recording, you may find owning your own professional level field recorder will save you time and frustration. Depending on features these professional-level recorders cost around \$200. Solid State recorders are very different than the smaller digital voice recorders you may find at office stores. When purchasing, you want to make sure your recorder can create files in an uncompressed standard formats such as .wav and broadcast wave, and do so at resolutions ranging from at least 16bit/44.1kHz or 24bit/192kHz. Recommended manufactures: Tascam, M-Audio, Sony, Edirol, Zoom. These recorders can be found at various online retailers and at local music stores such as Guitar Center.

## BROADCASTING APPLICATION INSTRUCTIONS:

Broadcasting applicants must complete the supplemental questions and either an Audio Postcard or a Script Sample (*choose one*).

### **SUPPLEMENTAL BROADCASTING QUESTIONS (required)**

Substance, not length, is the standard to address. Write using simple sentences, present tense and active voice. You must type or word-process on 8.5 x 11 white paper with one-inch margins, single spaced, and use 12 point Courier font. Place your name, the title (shown below in bold) and date on three lines in the upper right hand corner.

1. Describe your familiarity with computers, recording equipment, and analog or digital editing?
2. Have you worked with ProTools? If not, have you worked with other digital editing programs?
3. Are there any specific areas of interest or professional goals you would like to mention?

### **AUDIO POSTCARD (In lieu of Script Samples)**

Your audio postcard is:

1. Between two and a half to three minutes in length
2. Relies heavily on ambient (nat) sound and actualities
3. Can incorporate interviews (if you like)
4. Can include narration from you.

\* For examples of audio postcards, you can visit NPR's website at <http://www.npr.org/about/pitch/postcards.html>

From "What is an Audio Postcard?" by Jonathan Kern, NPR Training:

"To start with, they project a strong sense of place. Just as a picture postcard from a far-away vacation spot brings that sunny beach, or brightly adorned Buddhist temple, or multi-lingual corner market right into your suburban mailbox, an audio postcard should put listeners in a place right away -- and keep them there."

#### Technical Requirements: Audio Postcard

The Audio Postcard should be delivered in MP3 format on CD. Your last name must be in the file name AND on the title of the CD itself.

#### SCRIPT SAMPLES (In lieu of an Audio Postcard)

In lieu of an Audio Postcard, you may submit up to 3 scripts for audio production. The format of the script should clearly indicate audio elements (narration, sound effects, dialogue etc). In the script, try to paint an image using sound. Your individual scripts should be no longer than 3 pages in length (shorter for spots). Scripts can include commercial copy (for a radio spot), news features (as heard on NPR etc.) or they can be fictional.

#### Technical Requirements: Script sample

Your Script Samples must be type written or word processed on 8.5 x 11 white papers with one-inch margins, and use 12 point Courier font. Your name, the title (shown below in bold) and date are to be placed on three lines in the upper right hand corner. You can use a free, web based solution called Celtx. To read about Celtx follow this link: <http://www.celtx.com/>.

Celtx automatically formats your script into AUDIO PLAY format:

*An example is shown below*

scene 1

(SOUND GLASSES, CLINKING, SLIGHT  
WHISPERING)

MACBETH  
And so - you'd like a job?

BANQUO  
..yes, yes I would -  
(STOPS SUDDENLY)

SOUND: A LOUD KNOCK AT THE DOOR

MACBETH  
Come in!

SOUND: ANOTHER LOUD KNOCK AT THE DOOR

IAGO  
(FROM BEHIND THE DOOR)  
It's locked!

## INTEGRATED MEDIA: \*PHOTOGRAPHY OPTION

Choosing the Photography option within the Integrated Media degree program means you'll be broadly trained for the Creative Services industry to handle both still and moving images, incorporate sound to enhance a presentation, and have the ability to work effectively with both the words and images in a digital or printed piece. You'll know how to use effective lighting strategies, apply color theory, set exposures, manipulate a Photoshop file to enhance images and create content that works in both a print and web-based environment. Most of all, you'll have the vocabulary, technical and people skills to work in creative design teams. You'll become very comfortable with the give-and-take of close collaboration. If you want to know more about the whole process of digital image-making within the creative services industry, this is the program for you.

This curriculum covers the basics of digital photography with an equal focus on print and web media. There are many elements to the classes including: group work, collaborations with other students in the Integrated Media Department (Broadcasting, Video and Graphic Design), over a dozen sponsored projects for real clients and/or participate in an internship experience, all which prepare students for immediate employment upon graduation. Students can expect to create several portfolios of their photographs by the conclusion of the program: a traditional printed portfolio, a web portfolio and a PDF portfolio suitable for sending to clients and prospective employers via E-mail. We'll also teach you how to operate as a freelancer or subcontractor, a common goal for creative people interested in more flexibility, control over their hours or location, or the kind of work they produce.

The Professional Photography program has been consolidated into the IM: Photography program for Fall 2010. Minor changes to the IM curriculum for photography students will result in a stronger emphasis on business/marketing and additional studio lighting content.

**DIGITAL EMPHASIS:** Applicants should be aware that this option puts particular emphasis on DIGITAL media. There are no courses within the degree program requirements that incorporate darkroom/wet-lab processing or traditional 35 mm cameras. These traditional courses are available for students to take for personal enrichment, under the ART prefix.

**EMPLOYMENT OUTLOOK:** A graduate of this program can expect to find employment within the creative services in a wide variety of settings related to photography or digital imaging averaging \$15 an hour. Many graduates who actively seek employment find work before or shortly after graduation. Current entry-level job titles include *Photography Assistant, Videographer, Digital Imaging Specialist and Photoshop Operator*.

**CAMERA REQUIREMENTS:** Students accepted into the IM: Photography option will need to have access to an adjustable SLR digital camera. An example of an appropriate model is Canon's EOS Rebel T1i (\$800 depending on lenses, source)

## PHOTOGRAPHY APPLICATION INSTRUCTIONS:

### **PERSONAL WORK**

Include 10 samples of personal photography or artwork that represents your areas of interest, skills or previous experience. They can be copies, prints or digital photos. They can be submitted on a CD, but it is the applicant's responsibility to ensure that they can be viewed on a Macintosh computer. PDF or JPG formats are recommended. Printed work or copies should be no larger than 8.5 x 11 inches.

### **PHOTOGRAPHIC SELF-PORTRAIT SERIES**

Include a series of three images that you have taken of yourself (manipulated or straightforward). They should disclose something important about yourself or your self-concept. Find a way to make sure this set of images is set apart from the other photographs in your application.

Photographs/CDs/artwork will not be returned to students. You may pick up your submission materials in September 2010 from an Integrated Media faculty advisor or from the Admissions and Records Office.

(Submissions are only kept for the application cycle and may be thrown away after September 2010)

Make sure each part of your application is clearly labeled with your name, in case it gets separated from the rest of your application.

Containers/folders will not be returned to students.

*\*For Fall 2010, MHCC has proposed a name change from Digital Photography to Photography – prompted by the consolidation of the Professional Photography program into the Integrated Media program.*

## INTEGRATED MEDIA: GRAPHIC DESIGN OPTION

Being a professional graphic designer means solving business and communication problems. Designers provide expert advice and strategic creative services to clients to help them succeed in a competitive environment. The impact and results of the work will be measured by multiple sets of criteria—both yours and the client's. Each project must meet high aesthetic standards as well as specific business objectives. Because many professional design assignments span several different media such as print, online or broadcast, most projects require working in a multi-disciplinary team. Projects evolve through a process of multiple design directions and refinements, so you need to be very comfortable with the give-and-take of close collaboration. Unlike fine art, the focus of design is not on self-expression or the exploration of personal ideas.

This curriculum covers the basics of graphic design with an equal focus in print design and web design. There are many elements to the classes including: group work, collaborations with other students in the Integrated Media Department (Broadcasting, Video and Photography), over a dozen sponsored design projects for real clients and internship experience, all which prepare students for immediate employment upon graduation. Students will create several portfolios of their design work by the conclusion of the program: a traditional printed portfolio, web portfolios and a PDF portfolio for sending to clients and prospective employers via E-mail.

### **Employment Outlook**

A graduate of this program can expect to find entry-level employment in a wide variety of design settings averaging of \$15 an hour. Many graduates who actively seek employment find work before or shortly after graduation. Current entry-level job titles include *Interactive Web Designer, Publication Designer, Graphic Design Assistant, Digital Pre-press Technician or Web Graphics Producer*

## GRAPHIC DESIGN APPLICATION INSTRUCTIONS:

It is very important to follow the directions for the specific exercises regarding size, media and intent so that all applicants can be evaluated equally. Please do not matt or frame your work as we have limited space to store applications.

- 1. Self Portrait:** Draw your face. Use pencil, colored pencils and/or markers. Draw from a mirror rather than copying an existing photograph of yourself. You may interpret or exaggerate your features in order to express something personal about yourself. The final product does not need to be photo-realistic. (No larger than 8.5 x 11 inches).
- 2. Personal Artwork:** Include 5 samples of personal design, photography or art that shed some light on your areas of interest, skills or previous experience. They can be scans or photos of original artwork. They can be submitted on a CD, but it is the applicant's responsibility to ensure that they can be viewed on a Macintosh computer. PDF or JPG formats are recommended. (No larger than 8.5 x 11 inches).
- 3. Dog:** Draw this photo 6 different ways. Each drawing is a 2.5 x 4 inch vertical rectangle (same size as original provided). Your drawings don't have to be photo-realistic but should bear a relationship to the original. Interpret the information using **Line and Shape**. You may use tools (straight-edge, ruler, templates, etc.) or draw the dog freehand.

**Use a black ink pen or black marker on white paper.** If you have used separate sheets of paper, neatly cut out the six rectangles and mount them together so they touch one another on a 7.5 inch by 8 inch rectangular grid. The final arrangement should be attached to a single 8.5 x 11 piece of paper.

- Draw the dog **three** times, each using different types of **LINE** quality. (Heavy, wobbly, angular, rough, variable weight, thin, etc.)
- Draw the dog **three** times using three variations of **SHAPE** (Circles, ellipses, rectangles, squares, etc.)



## INTEGRATED MEDIA VIDEO OPTION:

The Video Option emphasizes digital filmmaking with foundation skills that easily transfer to work in broad creative spectrum—narratives, documentaries, commercial/public-service announcements, music videos and experimental formats. Traditional and digital filmmaking is explored from historical, philosophical, aesthetic and technical perspectives. Video majors collaborate with students in other disciplines, such as with photographers, sound and graphic designers.

### EMPLOYMENT OUTLOOK

The IM: Video option is structured to develop a broad range of skills at the entry level and prepares graduates for opportunities in a variety of creative service industry openings. Basic video production jobs include *Camera Operator*, *Production Assistant* or *Assistant Editor*. Digital video advances have created a different set of openings for people with visual production skills. With some additional computer knowledge, you could move into *Multimedia Design*, working with Internet based media communication. The motion picture and creative services industries continue to grow in the Pacific Northwest presenting a variety of production openings. These are temporary, part time and primarily for independent contractors but offer rewarding work in an exciting field. There are many *mobile sports* and *independent production units* working the metro area that present entry-level opportunities to graduates.

**PRODUCTION FACILITIES:** MHCC features professional production studios and digital editing workstations with Final Cut Studio. Our electronic field production equipment includes professional level camcorders, support, Grip and audio. The facility supports HD, DVD pro [MiniDV](#), DVcam, and Beta SP formats.

**REQUIRED EQUIPMENT FOR VIDEO: Open or Semi-Open back headphones:** This style of headphone allows the user to hear outside sound as well as the sound coming from the headphone coil. This design allows better access to the subtleties of a recording, giving a better sense of true room sound and presentation of an overall mix. Headphones are available in over the ear and an on ear configuration. The price ranges by model and manufacturer. Expect to pay between \$80 and \$150 for a professional-level model. Recommended manufacturers: AKG, Beyerdynamic, Sennheiser.

## VIDEO APPLICATION INSTRUCTIONS:

### WRITING SAMPLES, SUPPLEMENTAL QUESTIONS and STORYBOARDS

Samples of your writing are important tools to help us access your potential for success in the field of video production. Each applicant will be given the same instructions. This allows us to evaluate all applicants according to the same set of criteria, an important factor since you all come from a wide range of backgrounds, ages and experiences.

Please follow the instructions for the specific exercises with regard to word count and topic. Do not submit any additional material, videos, or work samples with this application as they will not be reviewed nor will we return them to you.

#### Writing Samples Instructions

Substance, not length, is the standard to address. Write using simple sentences, present tense and active voice. You must type or word-process on 8.5 x 11 white paper with one-inch margins, single spaced, and use 12 point Courier font. Place your name, the title (shown below in bold) and date on three lines in the upper right hand corner.

#### Supplemental Questions:

1. Describe your familiarity with computers, recording equipment, and analog or digital editing?
  2. Have you worked with Final Cut Pro? If not, have you worked with other digital editing programs?
  3. Are there any specific areas of interest or professional goals you would like to mention?
- **Treatment:** in 200 words, describe a scene from a film.
  - **The Pitch:** in 25 words, explain the last movie you watched.
  - **Image:** Briefly describe the room in which you are sitting.

#### Storyboard Instructions

On letter size white paper draw six rectangular boxes 1  $\frac{3}{4}$  inches high and 3 inches wide. Start at the top of the page and measure down 2  $\frac{1}{4}$  inches then measure in 1 inch from the left. This is the top left corner of the first box. Space them 1 inch apart. You should have a  $\frac{1}{2}$  inch margin on the right and three rows with a little more than an inch at the bottom. Outline the boxes with black ink. About 6 inches in from the left and  $\frac{1}{2}$  inch from the top print your name, under that print the exercise title and under that the date. Use just one page for this exercise but you don't have to use all six frames:

**"The Search":** On these storyboard panels, sketch a sequence of images that tells the story of a person finding his keys.

## INTEGRATED MEDIA PROGRAM COSTS

All Integrated Media students need to have access to a computer connected to the Internet that is loaded with the same software used in class in order to complete their work. While some parts of assignments can be done in class, **students should expect to spend significant out-of-class time on homework.** While owning a computer makes this much more convenient, those students who do not have access to a computer should plan to use the college's Open Computer Lab facilities each week to complete assignments.

*All students should have ear buds or headphones and a 1GB thumb/flash drive.*

**BROADCASTING and VIDEO EQUIPMENT REQUIREMENTS:** Students accepted into the IM: Broadcasting or Video options will need to have access to Open or Semi-Open back headphones. Expect to pay between \$80 - \$150 for a professional-level model.

**DIGITAL PHOTOGRAPHY CAMERA REQUIREMENTS:** Students accepted into the IM: Photography option will need to have access to an adjustable SLR digital camera. An example of an appropriate model is Canon's EOS Rebel T1i (approximately \$800)

**The following are average costs across all the option areas (in addition to tuition fees).** These costs are approximate and are subject to change without notice. They are listed to give you an idea of costs, in addition to tuition, so that you can plan for your financial needs. The costs listed are for the Integrated Media core and required option classes and do not include costs for the General Education or related electives required for the Associate of Applied Science Degree. Most Integrated Media and Option courses carry a Lab Fee (\$10 to \$25) in addition to tuition.

FALL TERM 2010: Books, Supplies, Lab fees: \$150

WINTER TERM 2011: Books, Supplies, Lab fees: \$150

SPRING TERM 2011: Books, Supplies, Lab fees: \$150

FALL TERM 2011: Books, Supplies, Lab fees: \$150

WINTER TERM 2012: Books, Supplies, Lab fees: \$150

SPRING TERM 2012: Books, Supplies, Lab fees: \$200

*APPROXIMATE TOTAL FOR ALL SIX TERMS: \$950*

A complete supply list is presented during the first class of every term. At the beginning of each term, many stores in the Portland area have 20%-off sales.

Many students invest in computer equipment that costs between \$1000 - 3000. (Macintosh computer, printer, scanner).

**Video** students may need a more powerful system than students in the other option areas because of the processing and storage demands for digital video.

Check out Apple's web site for current student pricing: <http://www.applestore.com>.

Click on the Education link at the bottom of that page to see the reduced prices on both hardware and software.

Adobe Creative Suite 4 software: (Illustrator, InDesign, Photoshop, Dreamweaver, Flash and Acrobat) can be purchased at a significant discount for approximately \$300 from the MHCC College Bookstore. Final Cut Pro, Lightroom and other Adobe products are also available at an exceptional discount. (A current MHCC student ID is required to qualify for this price).



# INTEGRATED MEDIA ADMISSION FORM

Admissions, Registration and Records Office, 26000 S.E. Stark Street, Gresham, OR 97030

For new students and students returning after four terms or more. Please fill out and return by one of the following ways: fax to 503-491-7388, mail to the address above or bring to the Student Services Office on the Gresham Campus. There is a one-time \$25.00 admission fee assessed at the time of registration for all new students registering for credit courses. If you have taken credit courses at Mt. Hood Community College prior to Summer 2003, you will not be required to pay this fee.

\*Providing your social security number (SSN) is voluntary. If you provide it, Mt. Hood Community College (MHCC) will use your SSN for keeping records, doing research, reporting, extending credit, and collecting debts. MHCC will not use your number to make any decision directly affecting you or any other person. Your SSN will not be given to the general public. If you choose not to provide your SSN, you will not be denied any rights as a student. Please refer to the Disclosure Statement listed on the MHCC Web site at www.mhcc.edu/ssn, which describes how your number will be used. Providing your SSN means that you consent to the use of your number in the manner described.

Returning Students: MHCC ID Number \_\_\_\_\_

\* Social Security Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Name \_\_\_\_\_  
LAST FIRST M.I.

Previous name(s) \_\_\_\_\_

Address \_\_\_\_\_ Apt# \_\_\_\_\_

CITY STATE ZIP

COUNTY (i.e. Multnomah) \_\_\_\_\_

E-mail \_\_\_\_\_

MHCC Major INTEGRATED MEDIA

Phone \_\_\_\_\_ Gender: M  F

Racial / Ethnic Information:  
(Voluntary questions, but required for federal and state reporting)  
Do you consider yourself to be Hispanic / Latino:  
 Yes  No

In addition, select one or more of the following racial categories to describe yourself:  
 -American Indian / Alaskan Native  -Asian  
 -African American / Black  -White  
 - Native Hawaiian / Other Pacific Islander

Date of Birth \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_

Mother's Maiden Name \_\_\_\_\_

Residency Status – required for assessing tuition charges.  
Will you have lived in Oregon 90 days prior to the 1st day of the term?  
 -yes  -no AND, check one below:

- Permanent resident of Oregon, CA, ID, WA or NV
- Permanent resident outside of Oregon, CA, ID, WA or NV
- International Student (requires an I-20)
- International Visitor (B, J, H or other non-student Visa)  
please tell us your Visa type: \_\_\_\_\_

Term Summer  Fall  Winter  Spring   
Year 2010

Previous college(s) attended \_\_\_\_\_

What is your attendance history at MHCC?  
 -New Student  
 -Attended MHCC more than four terms ago

What is your current high school education?  
 (D)-Adult High School Diploma, Yr \_\_\_\_\_  
 (G)-GED, Yr \_\_\_\_\_  
 (H)-High School Graduate, Yr \_\_\_\_\_  
 (N)-Did not complete  
 (S)-Still in High School  
Name of last high school attended \_\_\_\_\_

State \_\_\_\_\_  
Check here if Home Schooled \_\_\_\_\_

What is the highest level of education / training you have received beyond high school?  
 (0)-None  
 (1)-Some college, short-term training, private vocational school  
 (2)-1-year certificate from a community college  
 (3)-2-year degree from a community college  
 (4)-Bachelor's degree  
 (5)-Master's degree  
 (6)-Ph.D. / Professional degree

Do you plan to earn a degree, certificate or diploma at MHCC?  
 (A)-Yes, a 1-year certificate or 2-year degree  
 (B)-Yes, High School diploma or GED  
 (C)-No, here to take classes  
 (D)-Undecided

Select the one main reason for attending MHCC this term.  
 (A)-Take classes to transfer to a 4-year college  
 (B)-Learn skills to get a job  
 (C)-Improve existing job skills  
 (D)-Explore career or educational options  
 (E)-Take classes to finish High School or GED  
 (F)-Improve reading, writing or math skills  
 (G)-Learn English  
 (H)-Personal interest / enrichment  
 (I)-Other

Will you be employed while attending classes this term?  
 (F)-Yes, full-time (35+ hours per week)  
 (P)-Yes, part-time (Less than 35 hours per week)  
 (N)-No, not employed

Check here if you are a U.S. Veteran:  
 Yes

Check here if you are interested in receiving information about veterans' benefits:  
 Yes

“Student Right to Know” information is available at <http://www.mhcc.edu/pages/1451.asp>

If you need assistance due to a disability, please contact the Disability Services Office at (503)-491-6923 or at (503)-491-7670 (TDD)

Student Signature \_\_\_\_\_ Date: \_\_\_\_\_

There is a one-time \$25.00 admission fee assessed at the time of registration for all new students registering for credit courses. If you have taken credit courses at Mt. Hood Community College prior to Summer 2003, you will not be required to pay this fee.

**INTEGRATED MEDIA APPLICATION CHECKLIST** - Please send this checklist with your application packet.

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Your completed packet must include the items listed below. Include this checklist with your application materials. Any item being mailed must be postmarked per the application instructions. **Please send this checklist with your application packet.**

- This Integrated Media Application Checklist
- Integrated Media Job Description Writing Requirement (*written response to the prompt, typed or word-processed, see page 4*)
- Integrated Media Admission Form
- \$25.00 Restricted Entry Application Fee (non-refundable)
- Skills Proficiency Documentation (submit one of the following):
  - \_\_\_ College Placement Test scores from Mt. Hood Community College
    - \_\_\_ Included
    - \_\_\_ On file at MHCC
  - or
  - \_\_\_ Official College transcripts
    - \_\_\_ Included
    - \_\_\_ On file at MHCC
    - \_\_\_ Being mailed from (name of school(s)) \_\_\_\_\_
    - They were requested on \_\_\_\_\_

**OPTION APPLICATION MATERIALS.** Remember you must complete the requirements for EACH option you apply for:

- IM BASE DEGREE (*see page 5*)
  - o Media Essay
  - o Personal Work
- BROADCASTING (*see page 6*)
  - o Audio Postcard (.mp3) or Script Samples
  - o 3 Supplemental Questions
- PHOTOGRAPHY (*see page 8*)
  - o 10 Photographs or Personal Artwork
  - o Photographic Self-Portrait Series
- GRAPHIC DESIGN (*see page 9*)
  - o Self Portrait
  - o 6 Drawings of Dog
  - o Personal Artwork
- VIDEO (*see page 10*)
  - o Writing Samples: 3 Supplemental Questions, Treatment, The Pitch, Image
  - o Storyboard

**Rank your option.** If you are applying for more than one option; rank in your priority order 1 to 5, (1 being your FIRST choice) for those options you are applying for:

\_\_\_ IM Base degree    \_\_\_ Broadcasting    \_\_\_ Photography    \_\_\_ Graphic Design    \_\_\_ Video

Due to the high volume of program applicants, candidates are not guaranteed notification of missing application items. It is the applicant's responsibility to ensure all items are received by the application deadline. Only complete applications will be evaluated for admission.

Return your completed application materials to:

MHCC Admissions, Registration, and Records  
Integrated Media Application  
26000 SE Stark Street, Gresham, Oregon 97030