



Program applying for:

- GRAPHIC design
- PROFESSIONAL photography
- DIGITAL media

PROGRAMS APPLICATION 2018-2019

Thank you for your interest in the The Isaacson School of Communication, Arts and Media at Colorado Mountain College. If you need assistance regarding the application process, wish to visit our campuses, or have questions about our unique professional programs, please contact:

Vicky Valentine, Isaacson School Admissions Coordinator | Vvalentine@coloradomtn.edu | (970) 947-8276

STUDENT INFORMATION

First Name: _____ Last Name: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Telephone Numbers: HOME (____) _____ - _____ CELL (____) _____ - _____

Email Address: _____

APPLICATION CHECKLIST

- Go to coloradomtn.edu and complete the CMC Application for Admission (can be completed online)
- Request Official Transcripts from your high school or college/university. Official college transcripts must be sent directly from originating college to Vicky Valentine at the address below
- Test Scores (ACT, SAT, Accuplacer, or Compass within the past five years). Or college/university transcripts to show you have completed college level courses
- Application Essay Questions form
- Two completed Reference Forms. Completed references should be provided to you by the references in a SEALED envelope, with the signature of the person providing the reference across the flap. You will include these references UNOPENED with your application packet.
- Completed Technology Survey
- Portfolio of work submitted in the format defined in the Application packet
- If you will be seeking Financial Aid, complete the Free Application for Federal Student Aid (FAFSA) at: <https://fafsa.gov/>
- Apply for scholarships at <https://coloradomtn.edu/scholarships/>. Deadlines vary, however many of the opportunities will close on March 1, 2018. Late applications for Isaacson School-specific scholarships are possible beyond this date.

Application components must be submitted to:

Colorado Mountain College
Attn: Vicky Valentine
3000 County Road 114
Glenwood Springs, CO 81601



TO BE COMPLETED BY CMC STAFF

Date Application Packet received: _____
 Test scores References Essay Questions Tech Survey Portfolio Notes: _____

GENERAL INFORMATION ABOUT THE ISAACSON SCHOOL

For any additional questions about the programs or career options call or email the appropriate Program Director:

Professional Photography Program

Derek Johnston, *Professional Photography Program Director* djohnston@coloradomtn.edu (970) 947-8151

Digital Media and Graphic Design Programs

Brian Tinker, *Digital Media and Graphic Design Program Director* btinker@coloradomtn.edu (970) 947-8203

Acceptance Criteria

- Academic Qualifications – Based on ACT/SAT scores within the past five years, Accuplacer scores, transfer credits in English and math from another college or a prior college degree. CMC provides Accuplacer testing free of charge. If your ACT/SAT scores do not meet the standard, please talk with us — low scores do not automatically prevent admission. Test scores that automatically meet requirements are:

Assessment Area	Accuplacer Score	ACT Score	SAT Score
Reading	80 or higher	17 (Reading)	430 (Verbal)
English	95 or higher	18 (English)	440 (Verbal)
Math	84 (Elementary Algebra test)	23 (Math)	460 (Math)

- Portfolio of work – You will submit a digital portfolio of work (a multipage PDF document is the most common approach). This portfolio should contain examples of your work, including writing, photography, design, videography, etc. **Admission is not dependent upon the portfolio reflecting a specific standard.**
- Personal Interview – After we receive your completed application and portfolio, you might be contacted after the May 15 deadline for a personal phone interview.

FUNDING YOUR EDUCATION

Funding your education is an ongoing process and will need to be considered every year you are in school. Lack of funds is the number one reason students do not complete their programs of study. CMC offers the most affordable tuition in the state of Colorado, but you may still need to utilize financial aid (loans, grants, etc.) to help fund your education. Some tips and resources to help you evaluate the cost of the program and get the money you need:

- Review the expected semester costs located on the CMC website. This gives you a semester-by-semester breakdown of how much money you will need for tuition, fees and books based on tuition classification.
- The professional photography program has additional fees. Please inquire with Vicky Valentine or Derek Johnston for details.

You are encouraged to apply for the following every year you are in school:

- Federal Financial Aid – You must complete a FAFSA application to qualify for federal aid. Federal aid includes grants, student loans and parent loans. Online applications are available at www.fafsa.ed.gov. The CMC code # is 004506.
- Scholarships – For scholarship information, visit: www.coloradomtn.edu/scholarships.

IMPORTANT DATES

March 15 2018	Application deadline for the Fall, 2018 Semester. Late application MAY be available for some programs. Contact Vicky Valentine for late application information
June 21–22 2018	New Student Registration (NSR) required for all incoming Isaacson School Professional Photography students
August 24 – 26 2018	New Student Orientation (NSO) REQUIRED for all new incoming Isaacson School students
August 27 2018	Fall 2018 Semester starts



EQUIPMENT LIST FOR PROFESSIONAL PHOTOGRAPHY

The Professional Photography program has a fairly extensive list of **required** equipment. This list is evaluated annually to keep up with changing products and capabilities. Request the current list from Vicky Valentine, Isaacson School Admissions Coordinator. Professional Photography students are required to attend the June New Student Registration. In addition to registering for fall classes, the required equipment list will be discussed. Applicants will have an opportunity to meet faculty and staff and have any questions answered.

RECOMMENDED EQUIPMENT LIST FOR GRAPHIC DESIGN AND DIGITAL MEDIA * Essential item

- Ruggedized portable hard drive with USB3 and Lightning connections*. Minimum size: 1 terabyte
- USB flash drive*. Minimum size: 16 GB
- Stereo headphones*
- Digital audio recorder: Zoom HD-4®
- Digital SLR Camera with HD video capability*. Recommended: Canon T4i® or T5i® SLR with 50mm/1.8 lens
- Camera Tripod
- Flash card for camera – 32 GB
- Gear bag
- Wacom tablet
- 5-in-1 Reflector
- Remote camera trigger

- Personal computer workstation or laptop

Mac is the platform used by all PHO and MGD-prefixed courses in the curriculum, but it is possible to use either the Mac or PC platform provided you own the appropriate software. A laptop would also be a good choice because of its portability. You should consider the computer's storage capacity (hard drive or SSD drive) expressed in GB, the amount of RAM (random access memory, the more the better) and GHz, which refers to processing speed. A good computer salesperson will be able to help you choose a computer based on your needs. Be sure to discuss the fact that you will be using it for: digital imaging; video editing; running Adobe Creative Cloud applications. You will often be running multiple software applications at once.

The monitor is another important consideration. Laptop screens are not acceptable for the most demanding digital imaging work. Many digital imaging professionals connect their laptop to a high quality external monitor for critical digital imaging work. If purchasing a laptop, be certain you can connect an external monitor. A high quality external monitor is an item that would be better to purchase after getting further into the program because of issues concerning color management and calibration of monitors.

- Software: Adobe Creative Cloud® | Microsoft Office® | Sketchup Pro®

Whatever computer you choose, it's worthless without the right software. Adobe Creative Cloud® offers the most complete line of software applications for an annual cost of approximately \$240 – \$360 (depending on what Adobe special is running at the time). You will also want Microsoft Office 2011® (primarily Word). The student version of Sketchup Pro is free. When purchasing software, it is important to have the same version that is being used at the college.

- Web hosting account

Not only will this provide you with a robust email account that presents a professional tone, but will also enable .ftp file transfers of the large files common in the new media arena.

REFERENCE FORM

(make copies as needed)



Applicant's Name: _____

The above applicant has applied to the Isaacson School of Communication, Arts and Media at Colorado Mountain College. Thank you for taking the time to complete this Reference Form. Any information you provide will remain confidential as part of the Isaacson School admissions process. **Please return this form or a document that answers the questions below directly to the applicant in a sealed envelope with your signature across the flap.**

- How long have you known the applicant? Years _____ Months _____
- What is your relationship with the applicant?
 Teacher Employer Counselor Other _____

Please describe:

- What do you consider the major strengths of the applicant? _____

- What do you consider the major limitations of the applicant? _____

- Do you place full confidence in the applicant's integrity?
 Yes No Comments: _____

- What is your perception of the applicant's interpersonal skills? _____

- What is your perception of the applicant's work ethic and motivation to become a media professional? _____

- Describe this individual's potential as a digital journalist, media producer, photographer or graphic designer: _____

- Please indicate whether or not you endorse the applicant for admission:
 Endorse Do not endorse Date: _____

Signature _____ Position/Title _____

Print Name _____ Phone Number _____

Name of Business _____

Address of Business _____

If you have any questions regarding your reference, contact:
Vicky Valentine, Isaacson School Admissions Coordinator
Vvalentine@coloradomtn.edu | (970) 947-8276





APPLICATION ESSAY

Application Essay must be submitted in typewritten form or computer-generated, not written by hand. Complete your essay in the context of the degree program to which you are applying (digital media, professional photography, or graphic design). Essay scope can go beyond the questions below, but must at least answer these questions, in this order:

1. What is it about the digital media, professional photography, or graphic design field that appeals to you as a degree program?

2. How do you feel that your prior experience prepares you for success in the digital media, professional photography, or graphic design program?

3. What role do you feel digital media, professional photography, or graphic design should play in society?

4. Consider one of your favorite media practitioners (journalist, photographer, designer, director, editor, etc.). What is it about their work that appeals to you?

Applicant Name _____

Please indicate your level of proficiency with each of the following technologies. **Lack of knowledge with any particular technology will NOT prevent you from succeeding at the Isaacson School.** We collect this data only to get a better understanding of your needs as a student.

MICROSOFT PRODUCTS:	None	Beginner	Intermediate	Advanced	Expert
Microsoft Windows® Operating System	<input type="checkbox"/>				
Microsft Word®	<input type="checkbox"/>				
Microsoft Excel®	<input type="checkbox"/>				
Microsoft PowerPoint®	<input type="checkbox"/>				
Microsoft Access®	<input type="checkbox"/>				
APPLE PRODUCTS:					
Macintosh Operating System® (MacOS)	<input type="checkbox"/>				
Aperture®	<input type="checkbox"/>				
Final Cut Pro®	<input type="checkbox"/>				
iMovie®	<input type="checkbox"/>				
Logic Studio®	<input type="checkbox"/>				
GarageBand®	<input type="checkbox"/>				
Motion®	<input type="checkbox"/>				
ADOBE PRODUCTS:					
Adobe Acrobat®	<input type="checkbox"/>				
Adobe After Effects®	<input type="checkbox"/>				
Adobe Audition®	<input type="checkbox"/>				
Adobe Bridge®	<input type="checkbox"/>				
Adobe Dreamweaver®	<input type="checkbox"/>				
Adobe Animate®	<input type="checkbox"/>				
Adobe Flash®	<input type="checkbox"/>				
Adobe Illustrator®	<input type="checkbox"/>				
Adobe InDesign®	<input type="checkbox"/>				
Adobe Lightroom®	<input type="checkbox"/>				
Adobe Muse®	<input type="checkbox"/>				
Adobe Photoshop®	<input type="checkbox"/>				
Adobe Premiere®	<input type="checkbox"/>				
MISCELLANEOUS PRODUCTS:					
AVID®	<input type="checkbox"/>				
Drupal®	<input type="checkbox"/>				
Filemaker Pro®	<input type="checkbox"/>				
Joomla®	<input type="checkbox"/>				
Sketchup Pro®	<input type="checkbox"/>				
Wacom Tablet®	<input type="checkbox"/>				
Wacom Cintiq®	<input type="checkbox"/>				
Wordpress®	<input type="checkbox"/>				
Other video editing software	<input type="checkbox"/>				
Other audio editing software	<input type="checkbox"/>				
Other web design software	<input type="checkbox"/>				
Other 3D software	<input type="checkbox"/>				
Animation software	<input type="checkbox"/>				
DIGITAL CAMERAS:					
Fully automatic	<input type="checkbox"/>				
Manual controls	<input type="checkbox"/>				
Videocam	<input type="checkbox"/>				

Admission to the Isaacson School for New Media requires submission of a portfolio of the applicant's work. Do not be overly concerned: **Admission is not dependent upon the portfolio reflecting a specific standard.** The portfolio is a way for applicants to introduce themselves to the faculty at the Isaacson School, so that the most effective advising and learning can occur.

Examples of the types of work that might be contained in the application portfolio include:

- Writing – both fiction and nonfiction, including journalistic and promotional writing
- Photography
- Videography
- Filmmaking
- Fine art and illustration
- Graphic design
- Audio recording and/or editing
- Web design
- Application design – including game design

The portfolio does not need to include only work from a single category. Students are encouraged to share the diversity of their digital media/design/photography experience and interests.

Ideally, the digital portfolio will be submitted as a single PDF file. However, given the disparate nature of media, multiple files may be submitted, collected in a single folder. Make sure that you convert fonts to outlines, and that your portfolio elements are in **only** these file formats (a website link can be provided for online portfolios):

- .pdf
- .eps
- .jpg
- .tif
- .mov
- .wmv
- .mpg
- .wav
- .aif
- .psd
- .dng

Place the file(s) onto a *single* CD, DVD, or flash drive and mail to:

Colorado Mountain College
Attn: Vicky Valentine, Isaacson School Admissions Coordinator
3000 County Road 114
Glenwood Springs, CO 81601