

Which program are you applying:

- DIGITAL  
**media**
- GRAPHIC  
**design**
- PROFESSIONAL  
**photography**

## Programs Application 2017–2018

Thank you for your interest in the The Isaacson School for New 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 me:

Vicky Valentine, Isaacson School Admissions Counselor

Vvalentine@coloradomtn.edu

(970) 947-8276

### Student Information

Name: \_\_\_\_\_  
First Last

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone numbers:  
(\_\_\_\_) \_\_\_\_\_ (\_\_\_\_) \_\_\_\_\_  
Home Cell

Email address: \_\_\_\_\_

### Application Checklist

- Go online and complete the General CMC Application (can be completed online at [apply.coloradomtn.edu](http://apply.coloradomtn.edu)).
- Official Academic Transcripts (High School and/or College) Official college transcripts must be sent directly from originating college to Vicky Valentine ( address below).
- Test scores ( ACT, SAT, Accuplacer, or Compass- within the last five years). Or college transcript to show you have completed college level courses.

Items to be turned in with your Isaacson School Application Packet  
(all together and mailed to Vicky Valentine)

Please submit the following documents with your application packet all need to come together not piece by piece.

Applications for the Spring 2017 are due by the start of the semester or for Fall 2017 are due March 15, 2017.

Late applications are possible, but will not ensure placement in all required courses.

- Application Essay Questions.
- Two completed Reference Forms: Have them return the form or word document directly to you in a sealed envelope with their signature over the seal. 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.

Application components must be submitted to:

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



Date Application Received: \_\_\_\_\_

# General Info About Isaacson School of New Media

## Questions about the career options in the Isaacson School of New Media

- To better answer any additional questions about the career options call or email one of the follow to get a better idea of job options in your career field of choice.

### Digital Media Program

Rob Martin, MFA, Digital Media Program Director

rmartin@coloradomtn.edu

(970) 947-8183

### Professional Photography Program

Derek Johnston, Professional Photography Program Director

djohnston@coloradomtn.edu

(970) 947-8151

### Graphic Design Program

Brian Tinker, EdD | MFA, 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)	470 (Verbal)
English	95 or higher	18 (English)	470 (Verbal)
Math	84 (Elementary Algebra test)	19 (Math)	500 (Math)

## Important Dates

May 15, 2017	Application Deadline for the Isaacson School for the Spring 2017 are due by the start of the semester or for Fall 2017 are due March 15, 2017. Late applications are possible, but will not ensure placement in all required courses.
January 12-13, 2017	New Student Registration for student starting in Spring 2017 Photography can not start in January but students do come in January to get their generals completed.
January 16, 2017	Classes start for Spring 2017
June 29-30, 2017	New Student Registration (NSR) required for all new incoming Isaacson School students
August 25-26-27, 2017	New Student Orientation (NSO) REQUIRED for All Isaacson School of New Media Students.
August 28, 2017	Classes start for the Fall 2017

**\*\* PLEASE be aware there is a \$300 one time fee for all students in the Isaacson School of New Media.**

## 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 supply 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

- 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 commonly 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 good quality external monitor for critical digital imaging work.

If purchasing a laptop, be certain you can connect an external monitor. This 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.



DIGITAL  
media

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PROFESSIONAL  
photography

## Application Essay Questions

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 well 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 new media practitioners (journalist, photographer, designer, director, editor, etc.). What is it about their work that appeals to you?

## Reference Form (make copies as needed)

Name of Applicant \_\_\_\_\_  
Last First Middle

The above applicant has applied to the Isaacson School for New 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 over the seal.

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 new 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.

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](mailto:vvalentine@coloradomtn.edu) | (970) 947-8276

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 of New Media. We collect this data to get a better understanding of your needs as a student.

**MICROSOFT PRODUCTS:** None Beginner Intermediate Advanced Expert

Microsoft Windows® Operating System \_\_\_\_\_

Microsoft Word® \_\_\_\_\_

Microsoft Excel® \_\_\_\_\_

Microsoft PowerPoint® \_\_\_\_\_

Microsoft Access® \_\_\_\_\_

**APPLE PRODUCTS:** \_\_\_\_\_

Macintosh Operating System® (MacOS) \_\_\_\_\_

Aperture® \_\_\_\_\_

Final Cut Pro® \_\_\_\_\_

iMovie® \_\_\_\_\_

Logic Studio® \_\_\_\_\_

GarageBand® \_\_\_\_\_

Motion® \_\_\_\_\_

**ADOBE PRODUCTS** \_\_\_\_\_

Adobe Acrobat® \_\_\_\_\_

Adobe After Effects® \_\_\_\_\_

Adobe Audition® \_\_\_\_\_

Adobe Bridge® \_\_\_\_\_

Adobe Dreamweaver® \_\_\_\_\_

Adobe Edge® \_\_\_\_\_

Adobe Flash® \_\_\_\_\_

Adobe Illustrator® \_\_\_\_\_

Adobe InDesign® \_\_\_\_\_

Adobe Lightroom® \_\_\_\_\_

Adobe Muse® \_\_\_\_\_

Adobe Photoshop® \_\_\_\_\_

Adobe Premiere® \_\_\_\_\_

**MISCELLANEOUS PRODUCTS** \_\_\_\_\_

AVID® \_\_\_\_\_

Drupal® \_\_\_\_\_

Filemaker Pro® \_\_\_\_\_

Joomla® \_\_\_\_\_

Sketchup Pro® \_\_\_\_\_

Wacom Tablet® \_\_\_\_\_

Wacom Cintiq® \_\_\_\_\_

Wordpress® \_\_\_\_\_

Other video editing software \_\_\_\_\_

Other audio editing software \_\_\_\_\_

Other web design software \_\_\_\_\_

Other 3D software \_\_\_\_\_

Animation software \_\_\_\_\_

**DIGITAL CAMERAS:** \_\_\_\_\_

Fully automatic \_\_\_\_\_

Manual controls \_\_\_\_\_

Videocam \_\_\_\_\_

## Portfolio

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. Place the files onto a single CD, DVD, or flash drive, go give us a website where you show your work.

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 new 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

Application components must be submitted all together in one packet to:

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