

# Digital Media Arts College

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## BACHELOR OF FINE ARTS

### Requirements for Admission

Students of all levels of skill and experience are encouraged to apply for admission. Applicants will be reviewed on an individual basis, taking into consideration prior knowledge, achievement, and creative potential. Applicants who do not demonstrate adequate preparation for or potential to benefit from DMAC's college-level programs may be denied admission. DMAC does not discriminate on the basis of race, gender, age, religion, or disability. The Application for Admission is required for the following degree programs at DMAC:

**The BFA in Graphic Design program** focuses its efforts to preserve the knowledge base in graphic and informational design by giving students a historical and technical understanding of these design areas. This historical knowledge-based transmission allows students to be technically and artistically proficient in their field of study. The program transmits the current state of knowledge through its curricular offerings in each academic year and by achieving its educational goals.

**The BFA in Computer Animation program** focuses on the preparation of the artist to meet the challenges of tomorrow's production workplace. Through a strong foundation in traditional visual and performance arts, students develop their digital content creation skills within a classical framework. During this program students study foundation art skills including illustration, painting, photography, sculpture and filmmaking, as the prerequisites to an equally diversified animation core curriculum.

**Advertising Design** is a concentration within the BFA Graphic Design program. Professionals in the field of advertising design combine skills in design, writing, strategic planning, and branding to develop multimedia marketing campaigns. The technical and artistic strength of the Graphic Design program is combined with marketing strategy and analysis so critical to successful advertising campaigns. The Advertising Design concentration focuses on reaching target audiences, building brand strength and critically analyzing results in order to spend limited advertising dollars effectively. Graduates with a BFA in Graphic Design with a concentration in Advertising Design prepares them to be a value-added advertising manager who can bring not only artistic talent, but also critical analysis to planning and delivering a successful advertising campaign.

**Game Art** is a concentration within the BFA Computer Animation program. Professionals in the field of game art combine skills in matte painting, concept art, modeling, texturing, lighting, animation, level design and strategic planning to develop game prototypes. The technical and artistic strength of the Computer Animation program is combined with the usage of an industry standard game production software, tools and techniques necessary for successful game art creation and implementation.

### BFA Requirements

**High School Diploma:** DMAC requires all degree-seeking students to have a high school diploma or equivalent credential. A certificate of General Educational Development from the Department of Education is considered equivalent to a diploma from a U.S. high school. With the applicant's written approval, DMAC will order an official or certified copy of the applicant's high school transcript or equivalent credential.

**Drawing Portfolio:** The portfolio for admission should include 4-5 life drawings. These drawings must demonstrate a proper understanding of line, mass, value, and form. Acceptable subject matter includes still lifes, figures, portraits, and landscapes. Do not submit abstract, surrealistic, cartoon, or digitally enhanced drawings. Acceptance of the portfolio assumes the student has the understanding and skills necessary to begin an undergraduate degree at Digital Media Arts College. Students submitting portfolios deemed to be lacking sufficient knowledge and skill will be required to take FA0900 Introduction to Drawing. Transfer credit for Fine Arts courses will be accepted only after the portfolio evaluation.

**Essay:** This personal statement, better than any other document we require, tells us about your aims and aspirations, your previous experience, interests, and career goals. In a one-page, typed essay, tell us why you want to attend DMAC and become a media artist.

**Assessment:** DMAC requires all incoming freshmen students to demonstrate the ability to be successful in required communication components of the curriculum. Students must submit one of the following:

1. Advanced Placement High School English courses with a grade of B or better, as demonstrated on the applicant's high school transcript; or
2. Accuplacer Online Writeplacer ; or  
(Scores on the Writeplacer will be used for scheduling.)  
Developmental English: <80  
Freshman Composition: ≥80
3. Verifiable written/published work by the applicant, such as an article or essay in a journal, magazine, newspaper or a submission in a competition; or
4. Successful completion of English Composition from an Accredited University.

*\*\* If a student shows an inability to provide efficiency in at least one of the ways listed above, the student will be automatically placed in GE0100 Developmental English I.*

### **How to apply: Undergraduate Programs**

Admissions application process to DMAC Undergraduate programs consists of the following:

- **Application for Admission Form** can be submitted either online or by sending a hard copy of the Application Form. After filling out the Application Form, please send it to the DMAC Admissions Department along with the following:
- **Non-Refundable Application Fee of \$50.00**
- **Drawing Portfolio (as described above)**
- **Essay (as described above)**
- **Signed Transcript Request Forms** must be filled out for all previous secondary and post-secondary schools attended, whether or not a degree was earned at the institution. With the applicant's written approval, the DMAC Admissions Coordinator will order an official or certified copy of the applicant's high school transcript or equivalent credential. Official, sealed transcripts are also accepted. Transcripts must be in English or must be official translations to English.
- **Signed Information Release Form** must be filled out and included with the application package

### **International Students**

Applicants whose native language is not English are required to provide proof of English language proficiency by submitting scores on the Test of English as a Foreign Language (TOEFL<sup>®</sup>) exam. The minimum required TOEFL score for students in different categories is as follows:

Written TOEFL <sup>®</sup> :	<b>500/173 CBT</b>	
Internet-based Test (IBT)	<i>Level</i>	<i>Total Minimum Score</i>
	<i>Writing</i>	<i>25</i>
	<i>Speaking</i>	<i>20</i>
	<i>Reading</i>	<i>19</i>
	<i>Listening</i>	<i>16</i>
	<b>Total</b>	<b>80</b>

DMAC's TOEFL<sup>®</sup> code number is 8427. This number should be used when a student sits for the examination and on the Score Report Request Forms (for previously-taken tests). As an alternative, DMAC has approved both the Michigan English Language Assessment Battery (MELAB) and the International English Language Testing System (IELTS<sup>™</sup>) as a demonstration of English Language proficiency with the minimum score requirements:

MELAB	Undergraduate student: 69
IELTS <sup>™</sup>	All levels score: 6 (competent user)

**Credit Requirements for BFA:** International students must take 12 credits (Full-Time) each semester. Students may only drop below 12 credits in their *final* semester.

### **Transfer Students**

As a service to the applicant, DMAC will request the transcripts be sent directly to the Registrar's Office and bear the cost of the transcripts in order to ensure timely processing of the student's application.

**Undergraduate transfer students:** At the time of application, the applicant will sign a transcript request form for each institution he/she has attended since high school. Once a student matriculates, no more transfer credit will be considered without prior approval.

**BFA Students:** In order to ensure the integrity of the DMAC BFA programs, the maximum number of credits that can be transferred into a program is 87. The minimum number of credits that must be taken at DMAC is 40, and each student's program requirements will be evaluated holistically based on his/her individual talents and academic history. Courses with a 2.0 grade point or better and/or degrees will be considered for transfer credit into a BFA program.

### **Credit for Prior College Coursework**

DMAC will evaluate and consider awarding academic credit for credits earned at institutions accredited by agencies recognized by the United States Department of Education.

### **Provisional Acceptance**

If a complete transcript is not available at the time of application, the student may be accepted on a provisional basis. Provisional admission allows a student to enter based on merits deemed acceptable by the DMAC Admissions Committee. The merits that will be considered can be, but are not limited to, artistic ability or work experience and the result of a personal interview. However, admissions requirements must be met by the end of the first session of initial attendance at DMAC to achieve acceptance in good standing. This provisional acceptance and criteria to achieve acceptance in good standing will be clearly articulated in a formal letter of provisional acceptance mailed to the provisionally accepted student. Students who do not provide official transcripts to Digital Media Arts College by the end of their second semester of study will be placed on hold and will not be able to register for any further classes until any missing documents are received by the Admissions Coordinator.

### **Readmission**

Students who withdraw from DMAC and subsequently want to be readmitted must complete an application for readmission, available in the Admissions Department. Transcripts from all institutions attended since leaving DMAC must accompany the application. All applications for readmission must be approved by the Admission Committee. The degree requirements governing readmitted students are those in effect at the time of re-entry. Readmitted students are enrolled on a space-available basis. Students who withdraw from DMAC should be aware that there is no guarantee that they will later be able to continue studies in their major. Space is limited in all programs. For this reason, we request applications be submitted early.

### **Admission Consideration Based on Disability**

If you wish to request special admission consideration based on a disability, DMAC will consider this information within the following guidelines: (1) documentation regarding the disability will need to be provided on a voluntary basis, (2) all information will be kept confidential, (3) refusal to provide information will not subject the applicant to adverse treatment, and (4) information will only be used in connection with the college's voluntary efforts to overcome the effects of conditions that may have resulted in limited participation of persons with disabilities.

## Application for Admission

Last Name	First Name	Middle Name	Primary Phone
Permanent Address (All correspondence will be mailed to this address)			Cell Phone
City	State	Zip Code	Country
E-Mail address			
Social Security Number	Country of Citizenship	Gender	Birth Date MM/DD/YY
		M <input type="checkbox"/> F <input type="checkbox"/>	
<b>Marital Status</b> <input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Divorced <input type="checkbox"/> Separated <input type="checkbox"/> Widowed			

### Degree Program

<input type="checkbox"/> BFA Graphic Design	<input type="checkbox"/> BFA Computer Animation
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### Program Concentration

<input type="checkbox"/> Advertising Design Concentration	<input type="checkbox"/> Game Art Concentration
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<b>Start</b>	<b>TERM 1</b>	<b>TERM 2</b>	<b>TERM 3</b>	<b>TERM 4</b>	<b>TERM 5</b>	<b>TERM 6</b>
YEAR:	JAN <input type="checkbox"/>	MAR <input type="checkbox"/>	MAY <input type="checkbox"/>	JULY <input type="checkbox"/>	AUG <input type="checkbox"/>	OCT <input type="checkbox"/>

### Enrollment Type

<input type="checkbox"/> First-time College Freshman	<input type="checkbox"/> Undergraduate Transfer
<input type="checkbox"/> Returning DMAC Student	<input type="checkbox"/> Second Bachelor's Degree Seeker

### Previous Education

High School	City & State	Years Attended	Graduation Date
College	City & State	Years Attended	Degree Received
College	City & State	Years Attended	Degree Received
G.E.D.	Testing Center City & State	Year Taken	Degree Received

*If your transcripts, test scores, or other documentation list another name other than listed above, enter here:*

**Current High School Students:** Please list art, technology, English, and math courses you are currently taking or plan to take before entering DMAC. Use a separate sheet if necessary.

**If you have taken or plan to take any of the following tests, enter month and year:**

<input type="checkbox"/> ACT (MM/YYYY) ____/____	<input type="checkbox"/> SAT (MM/YYYY) ____/____	<input type="checkbox"/> TOEFL (MM/YYYY) ____/____
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**Person to notify in case of an emergency**

Name		Relationship	
Address	City	State	Zip
Residence Phone	Mobile Phone	Work Phone	

**If you wish to request special admission based upon a disability, check here**

**Diversity inspires artistic creativity, and DMAC encourages a variety of perspectives. If you feel so inclined, please let us know your race or national origin:**

<input type="checkbox"/> Black	<input type="checkbox"/> Native American
<input type="checkbox"/> Hispanic	<input type="checkbox"/> Asian/Pacific Islander
<input type="checkbox"/> White	<input type="checkbox"/> Other _____

**Are you a veteran of the US Military?**  Yes  No

**Failure to answer the following questions may delay or revoke your admission to DMAC:**

Are you currently or have you ever been charged with or subject to disciplinary action for scholastic or any other type of misconduct at any educational institution?  Yes  No

Have you ever been convicted with a violation of the law which resulted in, or, if still pending, could result in probation, community service, a jail sentence, the revocation or suspension of your driver's license (including traffic violations which resulted in a fine of \$300 or more)? If your records have been expunged pursuant to applicable law, you are not required to answer yes to this question.  Yes  No

**International Students**

City and Country of Birth	
Current Visa <input type="checkbox"/> F1 <input type="checkbox"/> F2 <input type="checkbox"/> J1 <input type="checkbox"/> J2 <input type="checkbox"/> None <input type="checkbox"/> Other _____	Expiration Date (MM/DD/YYYY) ____/____/____
VISA applied for <input type="checkbox"/> F1 <input type="checkbox"/> F2 <input type="checkbox"/> J1 <input type="checkbox"/> J2 <input type="checkbox"/> None <input type="checkbox"/> Other _____	If you are a permanent resident, enter the alien registration number shown on your I-551: _____ <i>Please allow your admissions representative to make a photocopy of your Alien Registration Card.</i>
Which institution issued your last I-20?	Did you attend this institution? <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, provide date range _____

## ENROLLMENT AGREEMENT

You must read and sign the following section in order to complete your application to DMAC.

I understand that this application is for admission to DMAC and is valid only for the term indicated in item 2 above. I also understand and agree that I will be bound by the DMAC's regulations concerning application deadline dates and admission requirements. I further agree to the release of any transcript, student record, and test scores to this institution. I certify that the information given in this application is complete and accurate, and I understand that to make false or fraudulent statements within this application or residence statement may result in disciplinary action, denial of admission and invalidation of credits or degrees earned. If admitted, I hereby agree to abide by the policies of the Florida Board of Education and the rules and regulations of DMAC. I will immediately notify the Office of Admissions in the event that any of the above information changes prior to my enrollment.

### Tuition and Fees

A schedule of registration and tuition fees for all programs is published prior to each semester and can be obtained in the Admissions or Financial Aid Departments. Since fees often change in the fall semester, the above fees should be used for information purposes only. The current schedule of fees contains the most accurate fee information.

- 1. Application Fee:** For undergraduate and graduate applicants, a \$50.00 non-refundable Application Fee must accompany the application. This fee is used to reimburse DMAC for costs incurred during the application review process, such as transcript fees and administrative overhead for creation of academic/financial aid files.
- 2. Tuition:** Tuition rates are given on a credit-hour basis and are subject to change. While DMAC is committed to provide exceptional value for its students, it may from time-to-time be required to raise tuition rates to account for increasing costs or program enhancements, though tuition will not be increased more than once per academic year. Notice of tuition rate changes will be given 30 days prior to the effective term's registration. Tuition and fees for each semester must be paid in advance of the enrollment start date.

International students are required to pay their first academic year (two semesters) tuition upfront prior to the issuing of their I-20. If for any reason the student does not start or their VISA is denied, tuition payment will be refunded 100% upon written request.

### 3. Avoidable fees per semester

#### **Late Registration**                      \$100

In order to ensure the best possible learning experience for our students, we need time to develop the course schedule, hire the best faculty, and plan semester events. To that end, we ask that you register for classes four (4) weeks before the start of the following term. Be aware that all continuing registrations not done at minimum a week prior to start will be assessed a late registration fee.

#### **Change of Course Fee**                \$50

We understand that many things can happen in the four weeks between registration and the start of the following term. Students may make course changes at no charge during the first two weeks of the semester. After the first two weeks of the semester we may charge a Change of Course Fee and no course changes are allowed without the program chair's authorization.

#### 4. Costs not included in the fee structure above

Books and supplies are not included in the fee structure above. Students should budget \$400 per semester toward this expense.

Laptops and degree-appropriate software are required for all new students as of March 11, 2010. Depending on the program of study, students should budget \$2,500 to \$3,500 toward this expense.

Living accommodations are not included in the fee structure above.

#### 5. Graduation Fee

A one-time fee of \$150 must accompany the application for graduation. This fee covers costs associated with graduation, such as printing of diplomas, preparation of final transcripts, and the graduation ceremony.

### Cancellation and Refund Policy

#### Tuition and Fee Disclosures

Tuition is calculated on the supposition that a student will continue for the duration of the academic year. In view of the fact that a seat in class has been held in reserve, tuition will be refunded in accordance with Digital Media Arts College withdrawal policy. Students withdrawing from the college must comply with the proper authorization policy and procedures as defined in the catalog. Students will be responsible for all tuition, fees, books, laptop, software, and supplies for each semester they are presently attending in addition to any prior account balance.

This withdrawal calculation only applies to students who recently applied; we process the refund calculation based on what student's enrollment agreement says; all refund calculations might not be the same.

#### Withdrawal Calculation

Withdrawal from the program during the first week of the semester will result in a 100% refund of tuition and fees. DMAC will retain the application fee. This application fee will remain current for 364 days, after which a new application and fee will be required.

- > Withdrawal at any time during the **first** week of the semester – 100% refund of tuition only.
- > Withdrawal at any time during the **second** week of the semester – 75% refund of tuition only.
- > Withdrawal at any time during the **third** week of the semester – 50% refund of tuition only.
- > Withdrawal at any time during the **fourth** week of the semester – no refund.

All registration fees will be refunded if the applicant is denied entrance into his or her program of study.

#### Rescission Agreement

If a student decides to cancel his application in writing within three (3) business days of signing the application, the application fee and any tuition deposits made will be refunded to the student. Refunds will be sent to the student within 30 days of the rescission.

#### Transfer of Credits from DMAC

In the event that a student wishes to transfer from Digital Media Arts College to another education institution, transfer of credit is at the discretion of the accepting institution. It is the student's responsibility to confirm whether or not credits will be accepted by another college of the student's choice.

## ACKNOWLEDGMENT OF THE TERMS OF THIS AGREEMENT

The student designated in this agreement is enrolled for the entire program of study. If subsequent to enrollment an alternative matriculation date or a new program of study is selected, a new application is required. No specific claims or promises of job placement are stated or implied.

As DMAC reserves the right to impose and enforce rules and regulations as the officers of the college deem appropriate. DMAC may suspend or expel a student at any time because of unsatisfactory spirit, conduct, or scholarship without having to make specific charges.

I agree to all of the above terms and, if this application is accepted by the Admissions Committee, agree to pay the tuition, fees and other charges that may accrue. I have received a copy of the Catalog and agree to abide by the policies contained in these documents.

## MARKETING OF STUDENT WORK

DMAC is justly proud of the artwork its student artists produce for coursework, competitions, campus events, and internships. DMAC reserves the right to display, advertise, duplicate, distribute or use in promotional pieces any artwork the artist creates and any image of the artist, whether captured in film, photography or caricature while he/she is a student at DMAC. **The artist's image, whether captured in video, film, photography, or caricature will not be used without an additional release.** In support of our student artists' professional development, DMAC will provide the artist with a copy of the promotional piece for inclusion in his/her portfolio.

I understand that DMAC reserves the right to use, duplicate and distribute the artwork I produce during my undergraduate program in its promotional materials. I also understand that the DMAC may select my work and/or my image to be displayed on campus or in an art-related event off campus for the purpose of displaying the talent of the student body to employers, accreditation representatives, regulators, and the public at large in perpetuity. I understand that I own the rights to the artwork I have represented as my own and will indemnify and hold DMAC and its representatives harmless from and against any and all claims, damages, liabilities, costs, and expenses arising out of a breach of the foregoing warranty.

I understand that my artwork may be used for the aforementioned purposes.

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Date

Student Signature

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Date

Parent/Guardian (Required for applicants under 18 years of age)

I have ensured to the best of my ability that the applicant (and his/her parent/guardian) understands the terms of this agreement, and I accept this application on behalf of Digital Media Arts College, LLC.

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Date

Admissions Representative