

Bachelors of Applied Science (B.A.S.)
Multimedia and Video Production Technology



3000 NW 83rd St., N-309
Gainesville, FL 32606
tel. 352.395.5579
fax 352.395.4156

Instructions for applying for admission

New students are admitted in August and January for the Multimedia and Video Production Technology Program (MVPT). Before you apply to MVPT, please check that you have completed your A.S. degree requirements for Digital Media Technology/Multimedia at Santa Fe College, or a similar A.S. degree track at another regionally accredited college. A.S. degrees obtained at another college will be reviewed by the MVPT faculty to determine that your prior course work will define acceptance to the MVPT program. Each new class consists of approximately 20 students. Before you apply to MVPT, you should apply to the college, and complete any required prep classes.

See the MVPT information page for information on General Education requirements, (www.sfcollege.edu/ite) visit us in N-309 or contact us by email at Kelly Cartier, kelly.cartier@sfcollege.edu or Eric Flagg, eric.flagg@sfcollege.edu. You may also call the office at 352-395-5579.

Once your application packet is completed, the MVPT faculty will rate your packet. Points are awarded in the following areas:

- GPA in prerequisite coursework
- Work and/or volunteer experience
- Prior degree
- Demo Reel

The Bachelor of Applied Science in Multimedia and Video Production Technology will provide students with extensive hands-on-training and knowledge in multimedia, video production, motion graphics, and video editing. The program is designed for students with an Associate of Science in digital video or similar multimedia production from a regionally accredited educational institution. Upper division course work will consist of 33 credit hours addressing topics related to video production, advertising graphics, lighting and new media production. Graduates from the proposed BAS program will be competitive in the digital video production and multimedia job market due to their extensive hands-on-training and knowledge of the application of modern technology and software.

The Bachelor of Applied Science in Multimedia and Video Production Technology adheres to the state's common course prerequisites and curriculum framework. Students will be admitted into this program after they have completed an Associate of Science in Digital Video Production or similar Multimedia Technology program.

All Bachelor of Applied Science degree seeking students must complete the same basic requirements as traditional baccalaureate students, including 36 hours of General Education and demonstration of foreign language competence. Students are encouraged to consult with an academic advisor when applying for admission.

Getting Started

Santa Fe College expects all students to acquire or have access to the computer hardware and software necessary for the program.

- Complete an SF application for admission or readmission online at www.sfcollege.edu.
- Arrange for official transcripts from high school to be sent to the Office of Records and Admissions.
- Arrange for official transcripts from each post-secondary institution attended to be sent to the Office of Records and Admissions at least one month prior to the start of the term.

Qualifying for Admission

In order to qualify for admission to the Bachelor of Applied Science in Multimedia and Video Production Technology you must:

- Have a 2.5 overall GPA.
- Have earned a minimum of an Associate of Science in a digital video or similar multimedia production from a regionally accredited educational institution.*
- Have completed the College Level Academics Skill Test (CLAST), unless exempt. See testing section below for more information.

*Degrees and course work must meet SF accreditation standards in order to be applied toward program admission criteria.

All students are required to apply for a baccalaureate admissions through a separate and selective process.

Foreign Language Competency and General Education

Individuals who have not completed their foreign language requirement prior to enrolling at SF must complete two semesters of college-level sequential foreign language study before finishing the B.A.S. program. Students may select their General Education classes from any eligible courses within SF's approved General Education package. The B.A.S. program requires 36 credit hours of General Education in order to meet graduation standards.

B.A.S. in Multimedia and Video Production Technology – Overview of Credits Required

A.S. degree transferred credits.....	64 credit hours
General Education.....	21 credit hours
Program Core.....	33 credit hours
Electives.....	2 credit hours
Total Required for Program.....	120

Multimedia and Video Technology Core Courses Credit Hours

ADV4202	Advanced Advertising Graphics	3
DIG3025	History of Digital Media	3
DIG3347C	Digital Cinema—Short Film	3
DIG3823	Creative Digital Media Problem Solving	3
DIG4345	Digital Effects	3
DIG4940	Internship	3
DIG4970	Thesis Project	6
GRA3734	New Media Production and Planning	3
PGY3205	Digital Photographic Lighting	3
TPP3246C	Acting and Directing on Camera or Similar	3

Total MVPT Required Courses 33

Program Capstone Course and Exit Requirements

Students will complete a thesis project and internship as part of the exit requirements for the program. These courses will include on-campus attendance as well as placement at a site approved by the program coordinator. The B.A.S. degree in Multimedia and Video Production Technology will be awarded upon satisfactory completion of the college's curriculum totaling 120 credit hours. Students must have a 2.5 average overall and a grade of C or better in all 3000 and 4000 level courses.

No citizen of the United States or any other person within the jurisdiction thereof shall on the grounds of race, color, national origin, religion, creed, gender, marital status, age, veterans status, or disability be excluded from participation, be denied the benefits, or be subjected to discrimination in employment or in any educational program or activity of Santa Fe College.

Notification & Acceptance of a Place in the Program

All applying candidates will receive a letter notifying them of their status. To accept a position in the Digital Media Technology Program, you must return the response card that will be enclosed with your acceptance letter by the date indicated on that card. Failure to do so will result in the forfeiture of your seat in the class, and an alternate will be awarded the seat.

**'BAS in Multimedia and Video Production Technology at Santa Fe College
is Pending Approval from the Southern Association of Colleges and Schools (SACS)'**

Instructions: Type or print in ink.
 Mail completed application to:
 Multimedia and Video Production
 Santa Fe College,
 3000 NW 83rd Street N-309
 Gainesville, Florida 32606

NAME (LAST NAME FIRST) SANTA FE ID NUMBER

PRESENT ADDRESS CITY STATE ZIP CODE

PERMANENT ADDRESS CITY STATE ZIP CODE

(_____) _____
 AREA CODE TELEPHONE E-MAIL

Have you previously applied to the Multimedia and Video Production program? YES NO
 If so, when? _____

Education History

	NAME & LOCATION OF SCHOOL	YEARS ATTENDED	DID YOU GRADUATE?	DEGREE
GRAMMAR SCHOOL				
HIGH SCHOOL				
COLLEGE				
GRADUATE SCHOOL				
TRADE, BUSINESS OR CORRESPONDENCE SCHOOL				

References

Please list names and addresses of three persons to whom you are sending reference forms.

NAME	ADDRESS
_____	_____
_____	_____
_____	_____

Term starting date:

- FALL 2017 Deadline for application is June 9, 2017
 - SPRING 2018 Deadline for application is Nov. 21, 2018
-

How did you hear about us?

- TV
- WEB
- NEWSPAPER
- FRIEND/RELATIVE
- HIGH SCHOOL ADVISOR
- GRAPHIC DESIGN STUDENT
- TEACHER
- SFCC ACADEMIC ADVISOR
- ORIENTATION/INFORMATION SESSION
- COLLEGE CAREER FAIR
- OTHER _____

(optional question not used in admission decision, for statistical purposes only)

With which ethnic or racial group do you identify yourself?

- AMERICAN INDIAN OR ALASKA NATIVE
- BLACK OR AFRICAN AMERICAN
- ASIAN
- HISPANIC OR LATINO
- NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
- WHITE
- OTHER _____

(optional question not used in admission decision, for statistical purposes only)

Marital Status:

- Single
- Separated
- Widowed
- Married
- Divorced

Applicant Information *To be completed by applicant*

NAME (LAST NAME FIRST)		SANTA FE ID NUMBER	
PRESENT ADDRESS CODE	CITY	STATE	ZIP
PERMANENT ADDRESS	CITY	STATE	ZIP CODE
() AREA CODE	TELEPHONE	E-MAIL	

Former Employers (List below last four employers, starting with last one first)

DATE MONTH AND YEAR	NAME & ADDRESS OF EMPLOYER	POSITION	DUTIES
FROM TO			
FROM TO			
FROM TO			
FROM TO			

Volunteer Work Experience (List below last four volunteer jobs, starting with last one first)

DATE MONTH AND YEAR	NAME & ADDRESS OF EMPLOYER	POSITION	DUTIES
FROM TO			
FROM TO			
FROM TO			
FROM TO			

Applicant Signature _____ **Date** _____

Submission of Sample Work:

Applicants to the **BAS in MAVPT** are required to submit a sample of video work or works completed within year prior to application. The work(s) submitted must include examples of proficiency with digital cinematography, non-linear digital editing, as well as motion graphics and/or animation.

The intention of the sample work is to provide application reviewers with enough evidence of proficiency in these areas so that it is clear and obvious that the prospective student will be able to complete projects assigned with minimal reintroduction to these 3 major areas of skill. If you wish to submit a demo reel, be sure to make it explicitly clear what skills you are representing as yours/original in each segment, for example: if you present a scene in a reel for which you were a production assistant holding a boom microphone and not a cinematographer/editor, this should be indicated so as not to mislead the application reviewer. You will be held to the standard of what you are submitting as your work while you are in the BAS program.

If your contribution to a work is in specific portions of a longer piece of work, for example, at 6:15-7:02 of a 15-minute video is solely your camera work, please indicate the time-code. Likewise, you are welcome to indicate specific time-code within any work to indicate your work. Please note, it is at the reviewer's discretion to contact the owner/purveyor of the submitted work (if other than your own) to verify your contribution to the work.

Please submit a URL or online link to your work/works along with a brief description of the work and role in each one in the email to:

eric.flagg@sfcollge.edu and **kelly.cartier@sfcollge.edu**

Please include the email subject heading: MVPT Work Sample "Your Name"

Vimeo.com is an ideal service to provide a link so that you can password protect your video as 'For Your Eyes Only' to the reviewers. If you need to send a downloadable file, please use www.wetransfer.com which only asks for your email address and recipient's email address (no need to sign in or add personal information) however, each file/message sent with [wetransfer.com](http://www.wetransfer.com) will need to be less than 2GB for the free service.

Due to the possibility of damage, loss or general technology error to a DVD/CD, DVD's and CD's will not be accepted for video submissions, however, you can submit a DVD in addition to the online link.

If you have any further questions about the work submission, contact the Coordinator of Digital Media Technology and MAVPT, **Eric Flagg** .

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PRESENT ADDRESS	CITY	STATE	ZIP CODE
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()			
AREA CODE	TELEPHONE	E-MAIL	

Your assessment of this candidate:

Please use this form to assess this candidate's qualifications for success in our program. On the back of this form or on a separate piece of paper, please elaborate on any aspects of the candidate's qualifications you believe are pertinent. Be advised the candidate's application can not be processed until the recommendation is received. If you have questions, please call 352.395.5579 or 352.395.4145. You may fax this form to 352.395.4156.

Your Name _____

Your address _____

Your school/organization/company _____

How do you know the applicant? _____

How long do you know the applicant? _____

Your signature _____

Date _____

Attribute	Excellent	Good	Average	Below Avg.
Artistic skill				
Academic performance				
Attention to detail				
Character				
Creativity				
Ambition				
Perseverance				
Interest in sharing ideas				
Initiative and self-motivation				
Ability to work with others				
Ability to meet deadlines				
Ability to assimilate new information				
Ability to accept criticism				
Skill in verbal expression				

Please mail recommendation to:

Multimedia and Video Production
 Santa Fe College
 3000 NW 83rd St., N-309
 Gainesville, FL 32606.

Cut in dotted line and have it filled by evaluator.

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Excellent
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How do you know the applicant?

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Date

Excellent Good Average Below Avg.

Attribute

Attribute	Excellent	Good	Average	Below Avg.
Artistic skill				
Academic performance				
Attention to detail				
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Interest in sharing ideas				
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General MVPT Computer & Software Requirements:

NOTE: If you already own a laptop/mobile computer it may be more suitable to upgrade your computer rather than purchase a new one, however a 2010 MAC or later with at least 8GB of RAM and other system requirements needed to run current versions of Final Cut Pro, Adobe Premiere or AVID, Adobe After Effects, Motion and Cinema 4D or Maya is required.

Course assignments will require you own and use a laptop computer (computer must be mobile) for a variety of tasks including (but not limited to) non-linear digital video editing, motion graphics and 3D modeling for animated graphic sequences, audio post-production, digital image illustration and manipulation, email, web access, multimedia, computations, and word processing. Instruction in the MVPT program may require you to use your computer in a variety of ways:

- In your classes you may be able to email your instructor and your classmates and participate in online discussions via email or chat. Classes may also have material available on the web.
- Certain classes may require you to purchase additional software specifically for the course. Software is supplemental to your textbooks and provides additional learning opportunities and in most cases will be available by download.
- Courses in the MVPT program may require you to bring your computer)
- NOTE: Some of your classes in the MVPT program will make no direct use of your computer. However, you may choose to use your computer to do word processing or communicate with classmates or instructor via email. In all cases your instructor will determine how computers will be used, if at all.

Camera and Sound Equipment

You are required to provide your own high-definition video camera (preferably DSLR or camera with interchangeable lens system) that will record in at least 1080p (with capability to shoot in 24p in 1080 resolution). You must have equipment to record high quality 48K 16bit sound that you can synch with your video recordings. Ideally you will have an external microphone that either synchs balanced audio directly to your camera or to an external audio recording device that you will synch to video in post-production. On-board/in-camera microphones will not be suitable for projects in this program for producing high-quality and professional work. You will need some kind of stabilizing platform for your camera, such as a tripod, mono-pod or the like, but preferably a fluid-head video tripod. If you are unsure about your hardware set-up and gear/equipment, please make an appointment with the Coordinator or one of the BAS or AS Multimedia instructors in the Digital Media Technology department.

Name: _____
Phone: _____
e-mail: _____

Agreement:

- I understand that if I get admitted to the MVPT program, some of my class projects may be used to promote the program.
- I understand that admission to the MVPT program is contingent upon admission to Santa Fe College upon satisfaction of all college admission criteria.
- I understand that all documents not required for selection will be destroyed
- I understand that the MVPT Program is a full time, lockstep program and recurrent grades of D or lower and/ or recurrent withdrawal from classes can and will result in my dismissal from the program. I have read the department policy manual and agree to abide by it.
- I understand that I must submit my application in person or by certified mail.

Please make sure that your application is complete before submitting it to the **Multimedia and Video Production:**

- I have applied or reapplied to Santa Fe College.
- My College Placement Test (CPT) results are recorded at Santa Fe College, and I have completed all required prep classes.
- I have arranged for three admission recommendation letters and ranking forms to be delivered in person or mailed by Certified Mail.
- I have provided official sealed transcripts to **Admissions/Records office**.
- I have completed the MVPT application form, including the letter of purpose and the Work / Volunteer Experience Form., and arranged for delivery in person or by Certified Mail.
- I have completed the video project and submitted the link.

* If you have NOT COMPLETED the AS in Multimedia, earning a grade of C or better, please contact our Advisor BEFORE applying to the program!

Advisor • office: N309 • phone: 352-395-4145 • email: kelly.cartier@sfcollge.edu or eric.flagg@sfcollge.edu.

I certify that all information included on this application is true and complete to the best of my knowledge. I further certify that I have read the above and agree with all points stated.

Applicant Signature _____

Date _____

SF | SANTA FE
COLLEGE

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www.sfcollege.edu/ite
Eric Flagg
Program Coordinator N-309
Phone352.395.4145
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