

# BASE CAMP

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(614) 352-8413 693½ High Street, Suite C, Worthington, Ohio 43085 [DrJay@collegeboundadvantage.com](mailto:DrJay@collegeboundadvantage.com)

## Around the Fire with Dr. Jay



Snow falls on our “Old Worthington” Office

What an exciting time of year: the holidays are in our rear view mirror and the New Year is on our doorstep! Yesterday I packed away the office holiday decorations and began work in earnest on a number of 2018 projects including a stream of presentations to Ohio high schools – their students and parents. Most excitedly, we are progressing on our upcoming book on Ohio’s best colleges. We will announce the title in our next issue! We hope to have it available no later than the end of August.

I have received notes from a number of you who have noticed that my blogging has declined. I am afraid that most of my writing these days is going into the new book, but I will continue to offer one blog entry monthly until we get the book out the door and then I will return to weekly entries. Remember that the blogs are organized topically and you can select a topic and pull up all blogs on that subject.

Thank you for all the comments you have sent regarding our last issue, and particularly for your interest in Ohio’s Conservatories of Music. I also appreciate your comments on our fall Ghost Story series in our blog. For some reason, those entries get the most views of anything we have ever written – go figure!

Finally, while we expected December to be a slow month, it was the busiest in our history and we enjoyed working with many Ohio families, helping them build a “Trail Map” and customize their journey of exploration to Ohio’s best colleges. Thank you for choosing to work with us and for your ongoing referrals.

In this issue of Base Camp, we will review some critical college application deadlines, explore Ohio’s three colleges of art and design, continue our series discussing the anatomy of a college curriculum, and identify the difference between an applied and research major.

## Important College Application Dates to Keep in Mind



Colleges vary in terms of the dates below – you will need to identify the specific dates for each college you are considering and follow them carefully.

### Ideal Time for Early Application for Admission and Scholarships:

September - November Senior Year

### FAFSA (Financial Aid) Opening Date:

October 1 Senior Year

### Early Action or Early Decision Deadlines:

November 1 or December 1

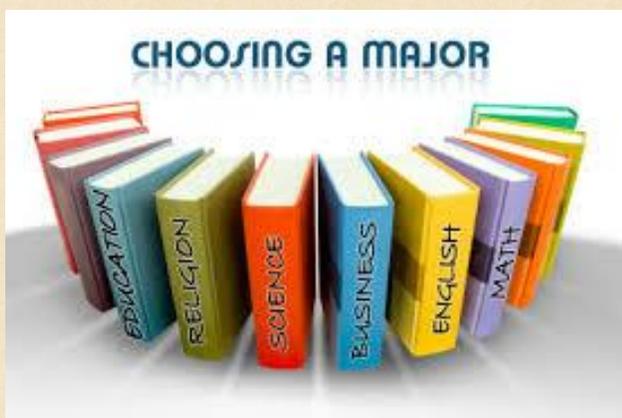
Regular Application Deadline:  
January 1 or February 1

Transfer Admission Deadline:  
Most Often May 1

Rolling Admission Deadline:  
Most Often March 1 up to May 1

National College Response Deadline:  
May

## Helping Students Pick a Major: Applied Majors vs. Theoretical or Research Majors



One important distinction we make is the difference between a research or theoretical major and an applied major. This distinction helps students begin to consider a broader set of options than they might otherwise. The best way to make the distinction is with examples. Mechanical Engineering is, fundamentally, applied Physics. So a student interested in Physics as a major (pure discipline) might also want to explore its practical application in Engineering (applied major). The fields of Journalism and Public Relations draw heavily on writing skills. So, students who enjoy English (pure discipline) might also want to consider the majors in other fields that draw heavily on writing skills. Students with strengths in Art (pure discipline) may also want to consider Graphic Design, Interior Design, or Industrial Design – all applied majors.

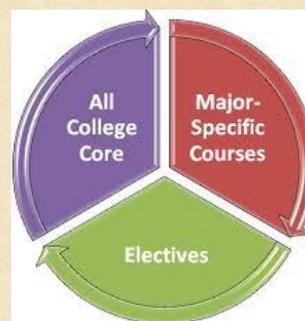
A benefit of applied majors is that they offer a clear progression to career opportunities, internship options, and typically lead to larger starting salaries than their pure discipline major counterparts. While pure

discipline majors typically lead to graduate school, applied majors lead to work.

Students may choose to partner applied majors and minors with pure discipline majors and minors such that real synergies are realized. For example an Art major may be combined with a Graphic Design minor or vice versa. These types of combinations are powerfully motivating to students, offering both intellectual growth and practical application.

The campus visit is a great way to help students explore these options. As an ex-faculty member, I recommend that students meet with a faculty member from each major they are considering in order to learn about what they would be studying in the major and where the major might ultimately lead them. We believe that students benefit when they explore multiple related options and make decisions with their “eyes wide open.”

## Anatomy of a College Curriculum



We previously discussed that a college curriculum is composed of three components including the Core Curriculum, Major Courses, and Free Electives. In our last issue we looked closely at the Core Curriculum. In this issue we will proceed down the trail and take a look at the Major Courses.

Major requirements may vary significantly from Major area to Major area, or between colleges in the same Major area. For example, an Accounting Major will typically be much more extensive (require more credit hours) than a History Major. So, it would be much easier for a History major to add a Minor or Double Major as compared to an Accounting major. Additionally, the requirements for a History or Accounting major may differ markedly between colleges. The tradeoff – the more significant the Major requirements, the fewer electives are available for students to Double Major or select a Minor.

As a general rule of thumb, Professional Majors such as Business, Nursing, or Engineering tend to require more credit hours than those in other disciplines. The reason for this is that Professional Majors are often informed by specialty accreditor requirements, state licensure requirements, or other professional standards that extend required coursework.

The Major curriculum is typically composed of (1) Major courses (courses IN the Major area of study); Correlatives (courses outside the Major area of study, but required by the Major), and; (3) Major “Pick From” lists of courses from which students may choose a prescribed number of courses. These courses may be in the Major area of study or outside it and typically allow students to specialize a bit.

So, for example, a student majoring in Accounting will be required to complete a set of Major Accounting courses such as Financial Accounting, Managerial Accounting, Personal Taxation, Auditing, and others. Additionally they might be required to take Correlatives (additional courses outside of Accounting) such as a course in Management, Statistics, Finance, Marketing, Human Resources, or others. Finally, they may be required to select a small number of elective courses from a longer list. These options allow students to tailor their Accounting Major to respond to more specific career objectives. Options might include Entrepreneurial Accounting, Introduction to QuickBooks, Non-Profit Accounting, etc.

Each Major is structured differently and differences exist in the same Major at different colleges as well. For example, at the University of Akron, all Geology majors have to take 4 semesters of a foreign language and 2 semesters of Chemistry, whereas at Ohio University only 1 semester of foreign language and 1 semester of Chemistry is required. Now that is a big difference! We recommend that families compare course requirements at each school and in each major they are considering.

## Ohio’s Renowned Schools of Art and Design



According to the Association of Independent Colleges of Art and Design there are 42 specialty colleges of art and design in the United States and Canada combined. As you might expect, Ohio has more than its fair share with three of these fine colleges within our border.

Ohio is home to Columbus College of Art and Design, Cleveland Institute of Art, and the Art Academy of Cincinnati. These schools date back to the 1800s and are located in the center of the urban art districts of our state. Major offerings typically fall in either the Fine Arts (Painting, Ceramics, Sculpture, etc.) or Design (Graphic Design, Interior Design, Animation, Industrial Design, Fashion Design, etc.)

So, why study art and design at a specialty art college versus an art department within a more comprehensive university? Simply put, for students at these colleges, their entire world is integrated by shared artistic concepts and connected to a network of other artists practicing in a variety of art forms. Additionally, these colleges are networked to the art and design world in a way that ensures an ongoing stream of speakers, teachers, professionals, and creative organizations through their doors.

So enough talk, let’ take a look at these Ohio jewels.

## Columbus College of Art and Design



Originally founded in 1879 as the Columbus Art School, CCAD is one of the oldest private art and design colleges in the U.S. They are also the largest private art and design college in Ohio.

Located next door to the Columbus Museum of Art, CCAD offers students 10 major areas of study, 16 minors, and 12 concentrations. The largest majors are Illustration, Advertising & Graphic Design, Industrial Design, Animation, and Fashion Design but all are strong.

Most importantly for artists and designers, students declare one major area of study, but enjoy plenty of elective space to integrate course work relevant to their unique set of interests and professional goals. CCAD is a creative think tank; ideal for artists who take their craft seriously and can appreciate working alongside others who do too.

## Cleveland Institute of Art



Cleveland Institute of Art has been educating professional artists and designers since 1882. CIA is located in the heart of University Circle, Cleveland's cultural center. University Circle is home to over 8,000 students from Case Western Reserve University, the Cleveland Institute of Music, and CIA. The area abounds with cultural opportunities including Cleveland Botanical Gardens, Cleveland Symphony Orchestra, and six museums including the world-renowned Cleveland Museum of Art.

CIA is the 2<sup>nd</sup> largest of 3 art colleges in Ohio. Nationally known for their programs in Industrial Design and Biomedical Art, CIA offers 15 majors including growing majors in Game Design, Illustration, and Animation. A close relationship with Case Western Reserve University opens courses, team projects, and co-curricular activities, across schools.

## Art Academy of Cincinnati



The Art Academy of Cincinnati began in 1869 as a Department of the University of Cincinnati. In 1887 they separated from UC and moved to a location physically connected to the Cincinnati Art Museum and became their "Museum School." Until their separation and move in 2005, AAC's affiliation with the Cincinnati Art Museum impacted them in a number of ways. First, space limitations put limits on student enrollment, capping it at around 200 students. Second, synergies with the museum led to a curricular emphasis in the Fine Arts (sculpture, painting, photography, and printmaking) versus Design.

In the fall of 2005, The Academy became an independent college of art and design and moved to a new location at 1212 Jackson Street in the struggling

but emerging Over-The-Rhine section of Cincinnati. A marriage made in heaven, AAC contributed to the development in the Over-The-Rhine and both are flourishing. In recent years, AAC has extended their academic offerings and are now beefing up their Design and Illustration majors, which have become their largest, and are adding new majors (Creative Writing in 2017 and Film Video Audio under construction) and planning to grow their enrollment. The new location, with six full floors of space, provides plenty of room for growth and puts their students close to the Contemporary Arts Center, 21C, and the Weston Art Gallery as well as in the center of the revitalized Over-the-Rhine Arts District.

## Happy Trails



Well, it's time to re-pack the backpacks and get on down the trail. Thanks for joinin' us for the fun. See you next time!