



Trail Map Prepared for
John Doe
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Trail Map Table of Contents

- What you said you want in a college
- Major /Career possibilities defined
- Our recommendations of “best fit” colleges to visit; explanations why we recommended them; and what to achieve on your campus visit.
- High School Course Recommendations for Consideration
- How to conduct your campus visits
- Cost comparison among recommended colleges
- Our Guarantee



What you said you want in a college.

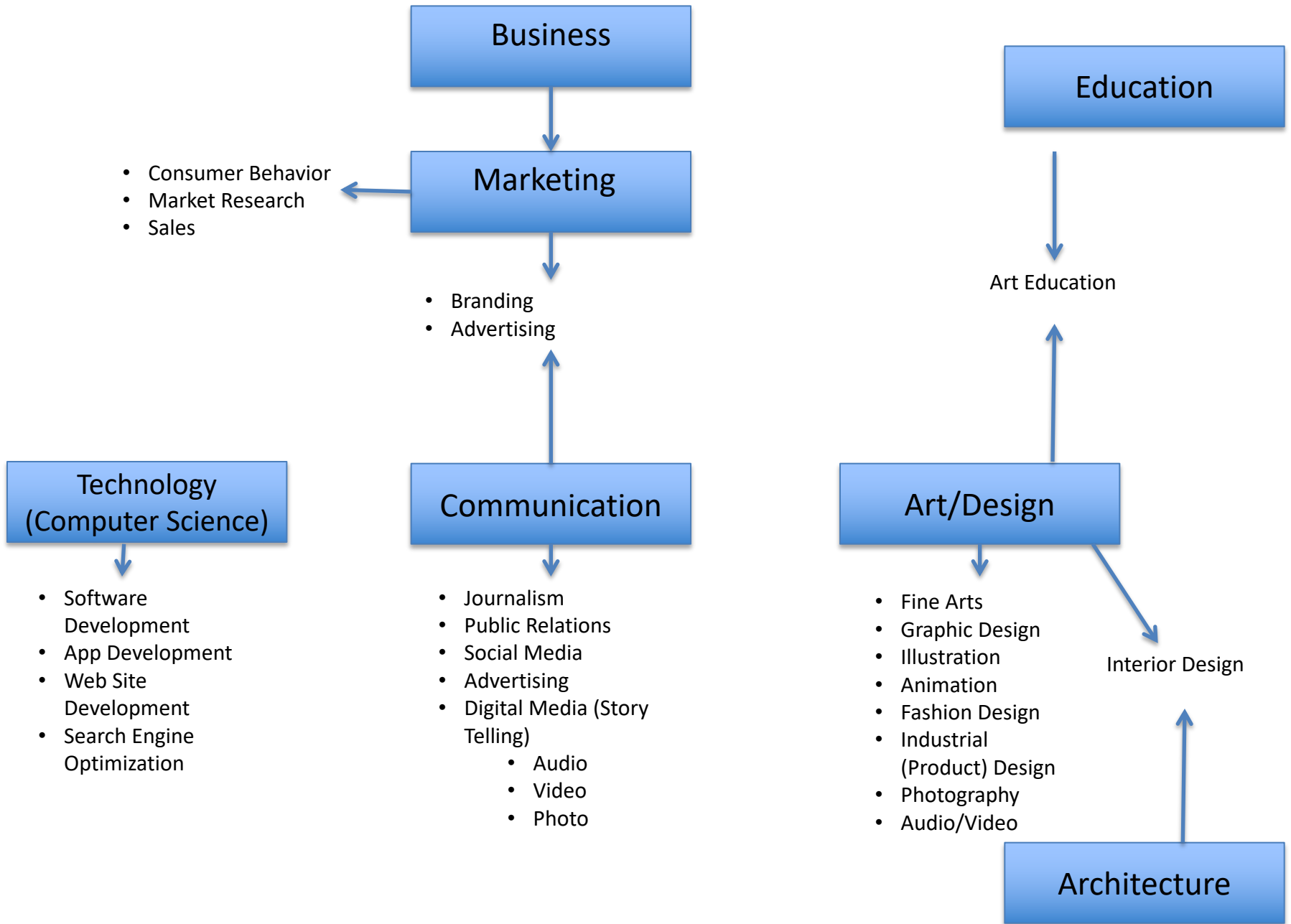
- **Academic Interests:** English (particularly creative writing), Art (particularly drawing/illustration), World History, Philosophy, Math (less so – not as interesting), Spanish
- **Other Interests:** Fashion
- **Career Comments:** Fashion Merchandising (more fashion and less logistics), Journalism (particularly if focused on fashion)
- **Sports:** Good workout facility
- **Sorority:** Interested in exploring
- **Other Interests:** Drawing, Music appreciation,
- **College Size:** Open but mid-size attractive
- **Town size:** Open
- **Distance from Home:** 60 miles +
- **Colleges considered:** Miami U., NYU (due to fashion)



Your Major Choices

Fashion Merchandising

- Fashion merchandisers combine marketing and advertising skills, with their creative and imaginative talents and their knowledge of fashion and the fashion industry. Fashion merchandisers on the **apparel production side** track and analyze market trends, production costs, and previous sales numbers to determine the product direction that the manufacturers will take each season. If high rise jeans are going to become the next big thing, a fashion merchandiser needs to be one of the first in the industry to spot the trend. Fashion merchandising professionals on **the retail side** are responsible for tracking consumer trends and the latest styles to determine store inventory and to price clothes. In addition to arranging the receiving and storage of apparel, retail merchandisers supervise the creation of visual displays and the overall appearance of the store. They may also be responsible for tracking profits and losses. Merchandisers are some of the most important employees within an apparel company.
- <https://www.fashion-schools.org/fashion-merchandiser.htm>
- <https://www.fashion-schools.org/fashion-careers-1>
- Salaries of a few related positions are as follows;
 - Visual Merchandiser with 3-5 years experience: \$32,881 - \$52,785
 - Merchandise Buyer Assistant with at least 2 years experience: \$37,310 - \$46,036
 - Senior Merchandise Buyer Assistant with 2-4 years experience: \$47,378 - \$62,400
 - Merchandise Buyer with 2-4 years experience: \$68,814 - \$91,800
 - Senior Merchandise Buyer with 4-6 years experience: \$83,408 - \$116,750





Your Major Choices

School of Business Majors

Marketing

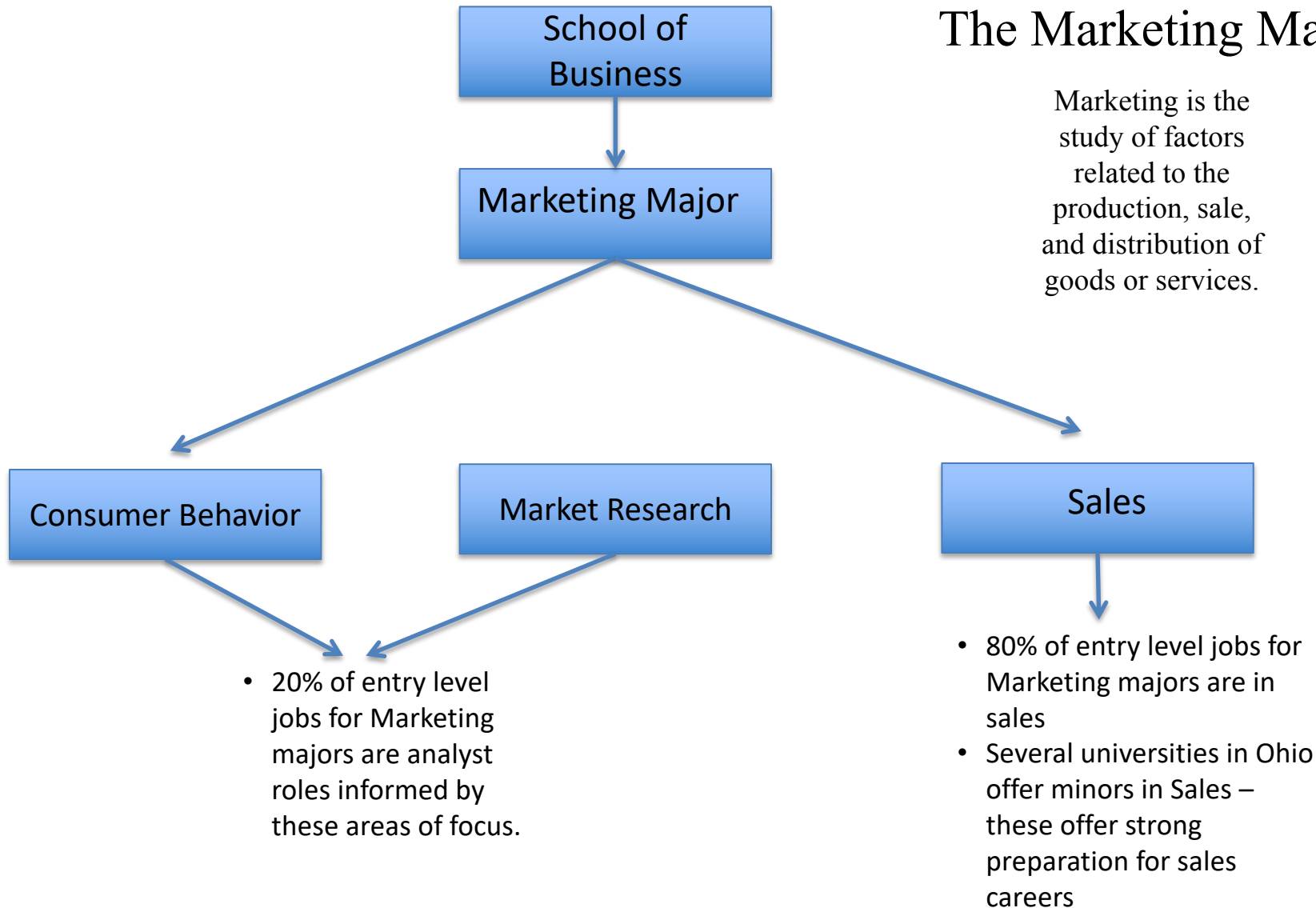
- Marketing is housed in Schools of Business. It focuses on how to develop customers and move products from producers to consumers. This major is excellent for individuals who enjoy working in teams and are creative in developing new ways to accomplish their company's goals. Contemporary marketing managers understand not only the traditional areas of marketing channels, sales management, advertising, and research, but must also be familiar with customer motivation. Marketing majors take a general business sequence of courses and then a number of marketing focused courses. Graduates often go into sales and then move into management roles in the marketing function of their organizations. In 2016 Marketing Managers earned a median salary of \$95,000. Average salary for a sales representative was \$58,000 in 2016, but variance is significant with many earning over \$100,000.

Integrated Marketing Communication

- IMC refers to the process of coordinating a firm's communication programs to create a consistent position and image in the marketplace. IMC includes traditional and digital channels of communication. Digital channels include websites, digital advertising campaigns, search engine optimization (SEO), social media, webinars, podcasts, email and blogging. Traditional channels include TV, print, radio and billboard advertising, mail order, telemarketing and public relations. Additionally, students also study the traditional Marketing Major topics including consumer behavior and marketing research and analytics. In 2016 Marketing Communication specialists averaged \$50,000 and Marketing Communication Managers averaged \$96,000.

The Marketing Major

Marketing is the study of factors related to the production, sale, and distribution of goods or services.





Your Major Choices

School of Communication Majors

Digital Media

- This major, often housed in Schools of Communication, integrates a variety of digital media including video, music, web, animation, and/or digital game production in the service of Story Telling. A digital media specialist uses design skills and technology to produce content used in video games and on websites, as well as audio content, video content, special effects, and animation. Graduates work in a wide variety of digital media professions including web design, music or video production, animation, or video game development. In 2016 Digital Media Specialists median salary was \$44,387.

Public Relations

- Public Relations specialists are charged with generating positive publicity for their clients and enhancing their reputation. PR professionals cultivate and maintain close and productive relationships with journalists, bloggers and opinion leaders. They create print and web-based communications materials – which may include story pitches, press releases, Q-and-A interviews, presentations, video scripts and speeches – that are consistent with their client's image and message. They also may act as a company spokesperson for a variety of media inquiries and speak directly to the press on behalf of their client (sometimes deflecting negative criticism). They also may prepare clients for press conferences, media interviews and speeches. Social media outreach has become an integral part of a PR specialist's job in recent years. Strong written and verbal communication skills are critical in this field. In 2016 the average salary for a Public Relations Specialist was \$49,000. Average salary for a Public Relations Manager was \$100,000.



Your Major Choices

School of Communication Majors

Media Production

- This major focuses on the creation of video or audio content to be delivered to audiences through traditional television and radio channels as well as on-line and social media platforms. While the methods for capturing and delivering sounds and images have evolved, the fundamentals of video production, such as lighting, framing, and editing remain the foundations of professional media production. Similarly, recording and mixing of audio remains the essence of audio production and careers in the radio, music and allied audio industries. The average salary for a Media Production Manager in 2016 was \$79,000.

Journalism

- Journalism, often housed in Schools of Communication, is the activity of gathering, assessing, creating, and presenting news and information. A journalist can work with general issues or specialize in certain issues such as is the case with sports journalism. The world of journalism is changing as the way people receive and absorb information is changing. Much of journalism today is interconnected to the world of digital media which drives its presentation and dissemination. The average salary for a journalist in 2016 was \$38,000.



Your Major Choices

Advertising

- Many advertising majors ultimately work for an advertising agency as a marketing consultant. They help a client-for example, a consumer goods manufacturer such as Nike or a service provider such as Charles Schwab-with all aspects of marketing their product or service, from strategy and concept through execution. Strategy involves helping the client make high-level business decisions, such as determining which new products to develop, or how to brand or define itself to the world. Concept is where the agency takes the client's strategy and turns it into specific ideas for advertisements-such as a series of ads featuring "extreme sports" athletes for a soft-drink maker with a strategy to enter the teen market. Execution is where the agency turns the concept into reality with the production of the actual ads: the print layout, the film shoot, the audiotaping. Full-service agencies also handle the placement of ads in print and electronic media so that clients reach their intended audiences. Salaries for advertising professionals vary significantly depending on duties and the organization, but can be very high.
- Average salaries in 2016 for several positions are noted below:
 - Advertising Coordinator \$60,119
 - Advertising Manager \$92,230
 - Advertising Sales Director \$163,349

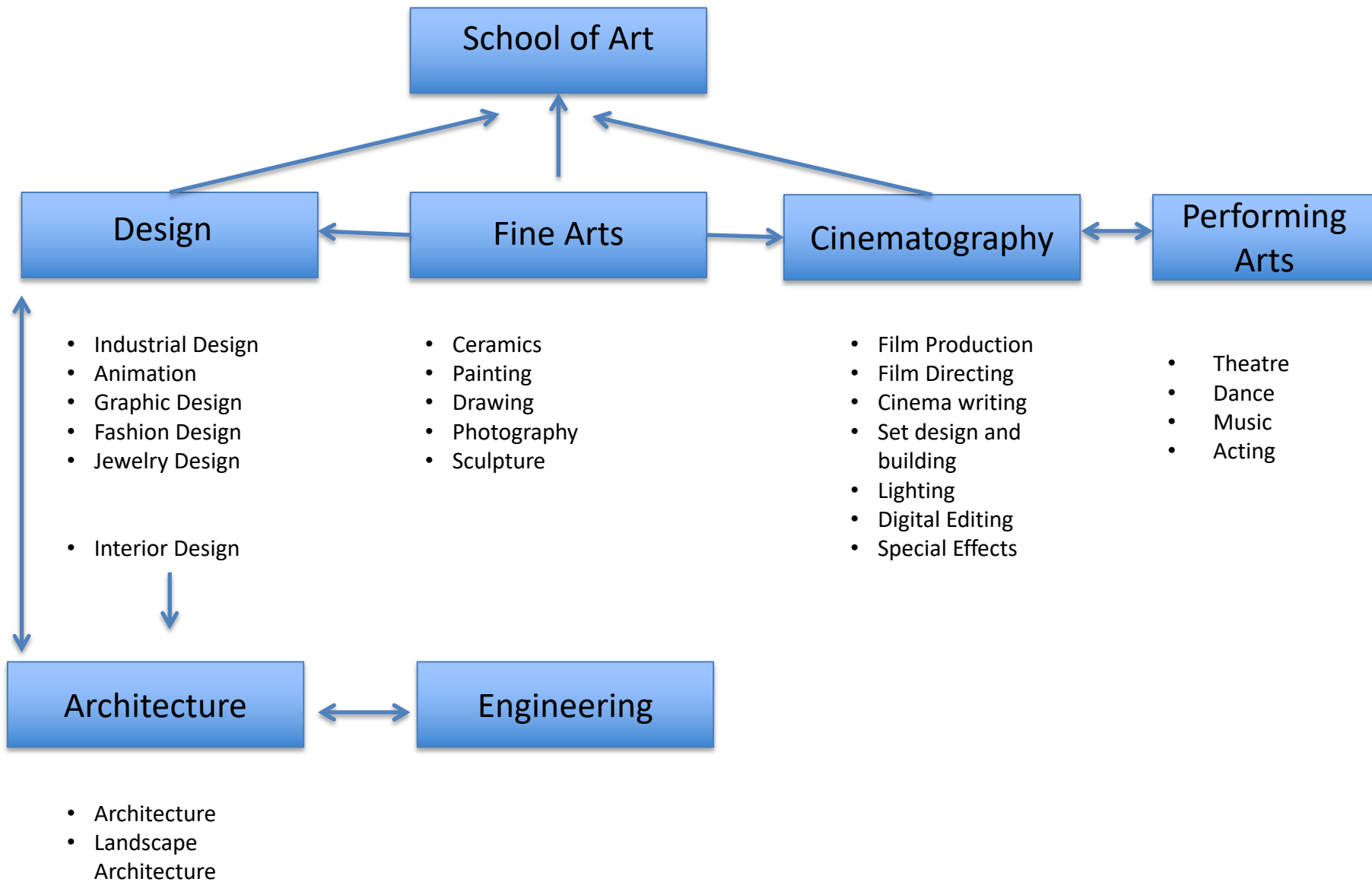


Your Major Choices

Majors in Schools of Communication

Photojournalism (Sport or Fashion Photography are sub specialties)

- Photography with journalistic intent. For example, sport photographers capture photographic images of different sporting events. They must be able to move and adjust their cameras quickly to focus and capture high quality images of the action. Sports photographers may use digital cameras and then go back and enhance or edit some images with computer software. They may work for newspapers or magazines or on their own. Median salary for a sport photographer is \$30,000.





Art College Degree Options

Bachelor of Arts (BA)

According to the National Association of Schools of Art and Design (NASAD), the **Bachelor of Arts** is a liberal arts degree that focuses on design and illustration "in the context of a broad program of general studies." To achieve this end, many B.A. degree programs requires a secondary area of study in the form of a minor.

Bachelor of Fine Arts (BFA)

According to the National Association of Schools of Art and Design (NASAD), the **Bachelor of Fine Arts** is "the professional degree" and "focuses on intensive work in the visual arts supported by a program of general studies." Many B.F.A. degree programs require approximately two-thirds of program coursework in the "creation and study of the visual arts," with the remainder in general studies.



Your Major Choices

School of Art Majors

Fashion Design

- Students focus on color, design and trend research; technical sketching and rendered illustration; pattern-making and garment construction; analysis of appropriate fit and fabric selection; and the ability to communicate specifications for production using industry standards appropriate to specific markets. In 2016 the median salary for a fashion designer was \$63,000.

Art Education

- Art teachers teach students technical skills involved in creating art. Through studio sessions, they teach students how to draw, sketch, paint and sculpt. They might also advise artistically inclined students on how to create a portfolio, set up an exhibition or apply for postsecondary art schools. (Median income for an art teacher is \$55,000)



Your Major Choices

Majors from the School of Art

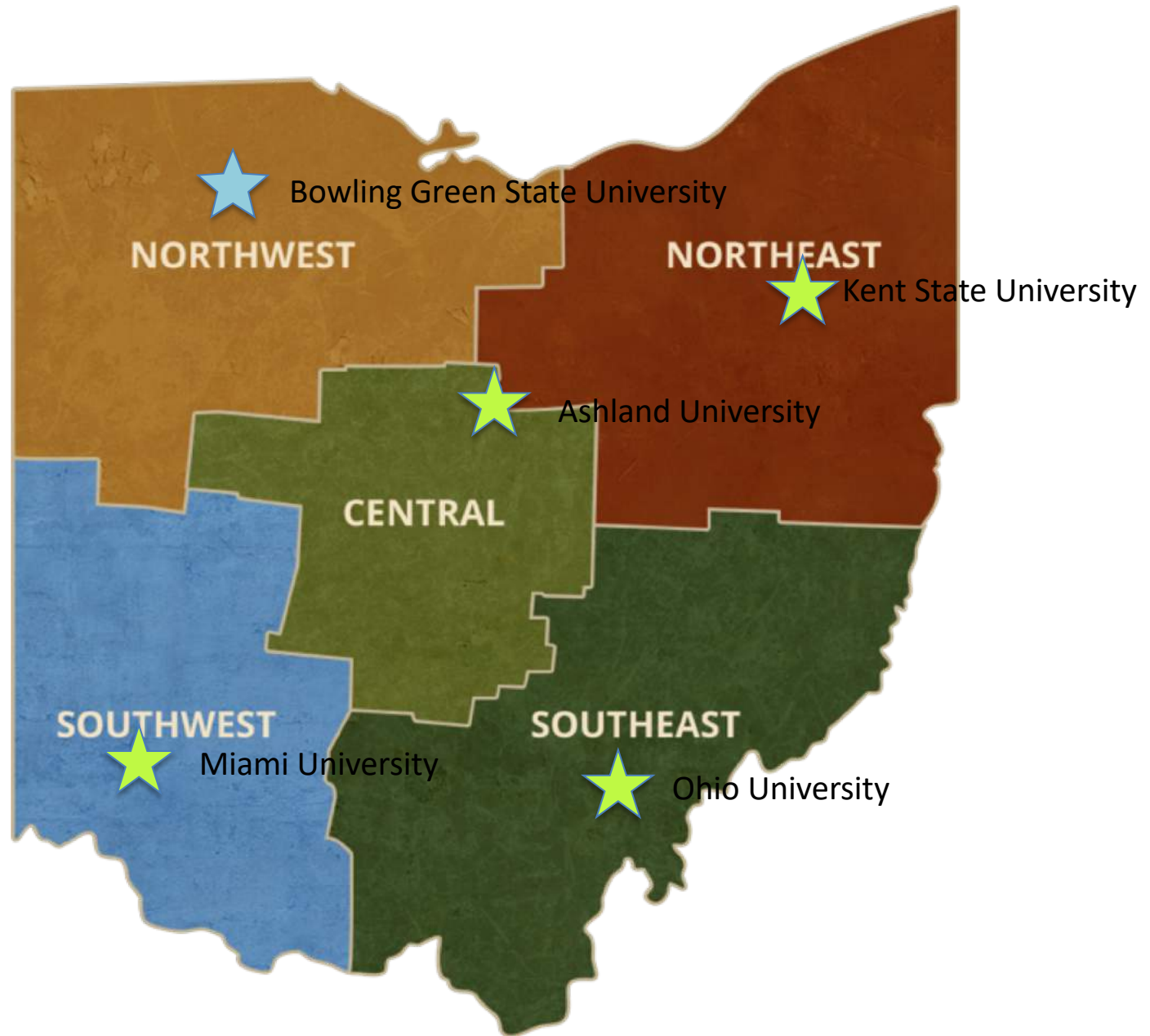
Graphic Design

- Graphic Design is typically housed in art schools. It blends the worlds of art, technology and marketing. Graphic designers work with images as well as text in order to design and create visually appealing elements, including brochures, logos, advertisements, and websites. Graphic Designers work with a variety of images including photographs, paintings, and digital media. Photo and image editing software is used to manipulate images and create the designs. (2016 Graphic Designer median salary is \$46,900)
- <https://www.youtube.com/watch?v=Tg4zi7adn2U>

Interior Design

- This major, often housed in Schools of architecture or art, teaches students to create distinct, responsive, functional, attractive, and dynamic environments for living and working. This program uses traditional drawing, model making, and computer-based design software in the development and planning of interior space. (Interior Designer median salary is \$48,840)

Recommended Colleges to Visit





Women's
Water Polo
Club

Majors

- Architecture, Construction & Applied Design: Apparel Merchandising and Product Development; Interior Design; Visual Communication Technology
- Communication: Journalism with concentrations in Public Relations, or Broadcast, or Multiplatform; Media Production
- Art: Graphic Design (BFA); Digital Arts (BA & BFA); Studio (BA or BFA); Art Education (BFA)
- Business: Marketing

Minors

- Architecture, Construction & Applied Design: Apparel Merchandising and Product Development
- Communication: Advertising or Journalism or Media Studies or Digital Arts
- Humanities: Creative Writing, Spanish, or Philosophy
- Art: Art or Art History
- Business: Marketing

Bowling Green State University (15,000 UG Students)

Student Organizations:

- BGSU offers over 350 student organizations
- Strong Greek system with 11 PanHellenic sororities, a dedicated "Greek Village," and 1700 students involved
- Women's Club Water Polo
- American Society of Interior Designers
- National Retail Federation Student Association (Fashion Merchandising Org)
- American Society for Interior Designers
- Public Relations Student Society of America
- Graphic Design Club
- Student Art Education Association
- Philosophy Club
- Visual Communication Technology Organization
- Society of Professional Journalists
- Association of Women in Communication,

Residential Living Learning Communities:

- Arts Village
- Chapman Learning Community

<https://www.bgsu.edu/arts-and-sciences/arts-village.html>



BGSU Greek Village

Interior Design

- The Interior Design Program prepares students for entry-level careers as interior designers who creatively address the visual, technical and aesthetic aspects of the interior environment. The curriculum provides for the study of the foundational design elements such as space, form, color and light, as well as the functional and pragmatic application of construction systems, building codes and regulations, and the selection of appropriate finishes, materials and furnishings. The curriculum also includes the study of design theory, behavior science and human behavior, as well as the history of the interior environments.
- <https://www.bgsu.edu/education-and-human-development/family-and-consumer-sciences/id/general-information.html>

Bowling Green University

School of Family and Consumer Sciences

Apparel Merchandising and Product Development

- This is a comprehensive program that focuses on preparing future professionals in the fashion industry. This four-year, nationally ranked, program of study includes: fashion forecasting, apparel buying and merchandising, textiles and textile product analysis, product development, 20th century fashion, global issues in apparel and textiles, and supervised work experiences. Students are prepared for a wide variety of career options such as merchandising, product development, retail management, marketing, and fashion forecasting. As a part of the program students choose between a Marketing Minor, for those most interested in the business side of fashion, or Fashion Institute of Technology in New York, for those most interested in the Advertising and Communication side.
- <https://www.youtube.com/watch?v=uByxPA0OLuY>



Kuhlin Center

Bowling Green University

School of Media and Communication

<https://www.bgsu.edu/admissions/academics/undergraduate-majors-and-programs/media-productions.html>

Minor in Advertising

- The Advertising Minor gives students a background in the advertising industry, interactive advertising, effects of advertising, and advertising campaigns for careers in advertising and media. The Advertising Minor will be beneficial to students interested in broadcasting, online media, marketing, promotion, and other media-related industries and culture.

Journalism

- In Journalism, students select one of three sequences: broadcast journalism, multiplatform journalism or public relations. All students receive training to prepare them for the modern mobile and multimedia world. The Kuhlin Center allows students to practice their skills using some of the latest audio, video and multimedia technologies. BGSU's journalism program is nationally accredited by the ACEJMC, and has a two-internship requirement for students.

Media Production (Communication)

- Students specialize in the creation of video or audio content that will be delivered to audiences through traditional television and radio channels as well as on-line and social media platforms. While the methods for capturing and delivering sounds and images have evolved, the fundamentals of video production, such as lighting, framing, and editing remain the foundations of professional media production. Similarly, recording and mixing of audio remains the essence of audio production and careers in the radio, music and allied audio industries.



Bowling Green State University

College of Arts

College of Technology Architecture & Applied Engineering Majors

Visual Communication Technology

- A cross-media program, integrating photography, print, and video. The major is complemented by a core of business and liberal arts classes, which differentiate it from most others of its kind. Three co-op work experiences are required. Official admission to the program occurs after the first or second year.
- <https://www.youtube.com/watch?v=5at1fF2WhVI>

Digital Arts

- One of the leading programs in the US for studying digital arts and animation. Animation Career Review ranked BGSU's Digital Arts program as #6 in the Midwest in 2013. They also have one of the top two programs in Graphic Design in the state.
- https://www.youtube.com/watch?v=_ltlZQZFQKQ

Graphic Design

- <https://www.youtube.com/watch?v=PDB9AK9QmbA>

Kent State University

(23,000 undergraduate students)



Majors

- Fashion School (Arts): Fashion Merchandising
- Architecture & Env. Design: Interior Design
- Communication: Advertising; Public Relations; Digital Media Production (Digital Film & TV options); Journalism (specialty areas in broadcast news, magazine media, multimedia news & photojournalism); Visual Communication Design (similar to Graphic Design - BFA or MA)
- Business: Marketing
- Arts: Studio Art (various options); Art Education

Minors

- Fashion School (Arts): Fashion Media
- Communication: Digital Sciences, Public Relations, Advertising, Digital Media Production; Advertising
- Business: Marketing; Sales (Certificate)
- Art: Art History, Drawing
- Arts & Sciences: Creative Writing, Philosophy

Student Organizations

- Over 400 student organizations
- 7 women's sororities and over 2,000 students involved in Green Life at KSU
- Modista Fashion Group
- Prodigy Fashion Organization
- American Marketing Association
- Franklin Advertising
- Public Relations Student Society of America
- American Institute of Graphic Arts
- American Society for Interior Design
- Interior Design Student Collaborative

Living-Learning Communities

- "Fine Art Community," "College of Communication Commons," and "Business Learning Community" are available.
- Students in the Fine Arts Community participate in the graffiti wall, community murals, gallery shows, fashion shows, tutorials, paper making, card making, and jazz bands. Also they have available studio space.



Kent State University

College of Communication

Visual Communication Design (same as Graphic Design - BFA or BA offered, but these programs are in the College of Communication)

- Prepares students for the graphic design and illustration professions. The program develops technical proficiency and design expertise in the organization of imagery and typography to communicate information in both the two-dimensional and three dimensional form. Students produce work for print, video, screen displays and interactive experiences.

Digital Media Production (Major and Minor) (The major offers Film and TV options)

- The Bachelor of Science degree in Digital Media Production allows students to gain first-hand experience in all aspects of single camera and live multi-camera production, including shooting, audio recording, editing, writing, directing and producing digital films and live television. Film styles covered include narrative fiction, documentary, commercial and corporate productions.



Kent State University

College of Communication

Digital Sciences (Minor)

- The minor in Digital Sciences is designed to complement a wide range of majors, including Visual Communication Design. The minor includes two courses that focus on developing a content-rich website and on making a web page or software application easier to use.

Advertising (College of Communication)

- **Advertising involves** developing a brand and connecting the brand with people who will buy it. Kent State University Advertising graduates are prepared to contribute productively to the ever-evolving, ever-expanding, global industry of persuasive communication in a variety of settings, including agencies, corporations, media companies, not-for-profits and government agencies.



Kent State University

College of Architecture & Environmental Design

Interior Design Major This nationally ranked program focuses on human needs that can be fulfilled by the design of one's surroundings. This program teaches interior designers to identify, research and creatively solve problems relative to the function and quality of one's near environment. Competencies achieved in the program include fundamental design; design analysis; space planning and programming; and the design of all interior spaces with an understanding of health, safety and welfare of the public as they relate to all aspects of environmental design.

College of Art

Center for Visual Arts

A new facility housing all the arts programs at KSU.

<https://www.youtube.com/watch?v=0A6qVAn4vm0>

College of the Arts at KSU

<https://www.youtube.com/watch?v=mnr0N0UjM2g>



Kent State University

KSU'S Fashion Museum

Fashion School

Fashion School

- At the Fashion School, design and merchandising majors showcase their talent and innovation in real-world settings. This energized atmosphere has earned the school a consistent ranking among the best fashion programs nationally and globally. Students are required to complete both an approved internship and study-away experience before graduating, and more than 3,000 alumni can be found throughout the industry working for the world's most recognized brands.
- <https://www.kent.edu/fashion>
- <https://www.youtube.com/watch?v=n2JFHJupkA4>

Fashion Merchandising

- KSU is known for its world-class Fashion Design & Merchandising programs. At KSU Rockwell Hall is the home of Fashion Design and also houses the Fashion Museum. Students in Fashion Merchandising acquire a thorough background in the business aspects of the fashion industry, developing competencies in fashion theory, development and marketing of fashion goods, merchandising for apparel manufacturing, retail operations, management and buying, and fashion forecasting and promotion.



Kent State University

KSU'S Fashion Museum

Fashion School

Fashion Media (Minor) (College of Communication)

- This minor is open to Journalism and Mass Communication and Fashion Merchandising majors. It is a two track minor. Fashion students complete the Media Track in the minor to learn about fashion media and gain a better understanding of the media and publishing industry. Journalism and Mass Communication students complete the Fashion Track in the minor to gain a better understanding of the fashion industry. The Fashion Track includes a trip to New York City to study Fashion Media. The Media Track has a New York City trip as a requirement.

Combined Bachelor's Degree in Fashion Merchandising and Master of Business Administration (M.B.A.)

- Fashion Merchandising majors who qualify may enroll in the combined Bachelor of Science in Fashion Merchandising/Master of Business Administration (M.B.A.), with a concentration in Fashion Design and Merchandising program (5 ½ year program).



Kent State University

KSU'S AACSB Accredited Business School

College of Business

Marketing

- The Marketing major provides you with a general approach that can be applied to many areas of business. The program covers a wide array of topics in marketing including consumer behavior, research, personal selling and more, giving you a generalist's perspective and working knowledge of the theory and practice marketing.

Professional Sales Certificate

- The Sales Certificate is an excellent complement to most majors and opens employment opportunities. Students will acquire vital tools needed to become a successful sales professional in any business environment. It requires 15 credits including 3 for a sales internship. Named by Sales Education Foundation as a top program for sales education.



Ohio University

(17,000 Undergraduate Students)

Majors

- Education: Retail Merchandising and Fashion Product Development
- Business: Marketing
- Art: Graphic Design; Interior Architecture
- Communication: Journalism: Strategic Communication (integrated Public Relations & Advertising) or Journalism: News & Information; Media Arts & Studies: Integrated Media Emphasis; Visual Communication (options in Photojournalism, Information Design: Interactive or Information Design: Publication)

Minors

- Education: Retail merchandising and Fashion Product Development
- Business: Marketing
- Art: Studio Art; Art History
- Communication: Journalism
- Arts & Sciences: Philosophy, Spanish

Certificates

- Social Media Studies
- Sales (The Schey Sales Centre)

Student Organizations

- OU has 10 sororities and over 2,500 students involved in Greek Life
- Women's Water Polo Club Sport
- Association of Women in Communication
- OU Multi-Media Society
- 1804 Communications (Student run PR Firm based in Athens)
- Public Relations Student Society of America

Learning Communities

- College of Business
- Scripps College of Communication



Ohio University

Scripps College of Communication Majors

Information Design: Interactive

- Located in the School of Visual Communication (VISCOM), this **major** combines the professional practice of interactive design, user experience, and web development. Students do their storytelling through interactive websites, mobile platforms, and other methods including motion graphics (animation), video, and informational graphics. Graduates of this program work as interactive designers, website developers, motion graphics designers and mobile app designers.

Journalism: Strategic Communication

- The strategic communication track responds to changes in the journalism world in which print and digital media are converging and communication professionals are expected to have skills in a wide variety of traditional, digital and social media. This program gives students the ability to study in-depth the joint role of advertising and public relations in communicating topics and issues to target audiences as part of a solid liberal arts education.

Media Arts and Studies: Integrated Media Emphasis

- The School of Media Arts and Studies offers this nationally recognized major (700 majors and 24 faculty). In addition to media production, students learn media history, media theory, and media business concepts. Admission is competitive, typically requiring a 3.2 high school GPA and 23 composite ACT.
- Integrated Media: The Integrated Media emphasis area offers students the most flexibility to design their own curriculum. We encourage students to explore a variety of creative production skills while still emphasizing the context in which their media is created.

Certificate in Social Media Studies (18 credits)

- The certificate explores such topics as: • Cultural influences • Information sharing • Entertainment values • Organizational behavior • Marketing practices • Identity and geopolitics



Ohio University

Sales Certificate

- The sales certificate is for undergraduates in any major who want to develop knowledge and skill in professional selling. The certificate is offered through the Ralph and Luci Schey Sales Centre. The Schey Sales Centre was founded in 1997 as one of the first collegiate sales programs in the country teaching sales readiness in the classroom, fostering self-discovery through personality assessments and professional development, and engaging students to lead the Centre.
- They have a 98 percent placement rate prior to graduation – 99 percent of Schey Sales Centre graduates have a great job secured before they graduate from Ohio University. The sales certificate program requires a minimum of 18 hours in required courses and electives. Admission is competitive, an internship is required, and students must apply for admission.
- <https://www.youtube.com/watch?v=brvKbT5jdRA>

Retail Merchandising and Fashion Product Development

- This major is housed in the Department of Human & Consumer Sciences in the College of Education. In addition to course requirements, students may opt for study tours to New York City and abroad to enhance classroom instruction. The program works cooperatively with an advisory board composed of retailers, business people and educators in related fields, many of whom provide opportunities to students. Two internship experiences are required in the program.



Ashland University

(3,400 UG Students)

Student Organizations

- AU offers over 100 student organizations
- Approximately 20% of students are active in the Greek system. Ashland has 4 fraternities and 4 sororities – all national.
- Art Club
- Fashion in Action Organization
- Accent on Public Relations
- Public Relations Student Society of America
- Literature Club

Living and Learning Communities

- Arts and Sciences
- Business
- <https://www.ashland.edu/cas/about-college/living-learning-community>

Majors

- Business: Fashion Merchandising, Marketing
- Arts: Commercial Art, Art Education, Fine Art (with concentrations in Painting, Digital Art, Printmaking, Ceramics, and sculpture) (Graphic Design and Digital Video Production Concentrations available)
- Communication: Digital Media Journalism; Digital Media Production; Public Relations & Strategic Communication
- Arts & Sciences: Creative Writing

Minors

- Business: Fashion Merchandising, Marketing
- Art: Studio Art, Art History
- Communication: Digital Media (Journalism or Media Production options)
- Arts & Sciences: Creative Writing, Spanish, Philosophy



Ashland University

Fashion Merchandising (Business School)

- Ashland's program is ranked in the top 20 percent of fashion merchandising programs in the U.S. in 2013 by Fashion-Schools.org. The curriculum focuses on fashion analysis, textiles and fashion evolution, as well as business courses in marketing, retail merchandising and advertising. Housed in the School of Business, students must complete the Business Core (37 hours) as a part of this program. Students may choose to study in New York City or Paris as a part of their program. Through an affiliate, students can take their junior year to complete an associate of arts degree at the Fashion Institute of Technology in New York City and return to Ashland to finish their bachelor's degree. Or, students may spend a month in Paris at the Paris Fashion Institute earning credits that transfer to Ashland.

Commercial Art Major (Art)

- Ashland's program in Commercial Art is accomplished through their affiliation with the Art Institute of Pittsburgh and the Art Institutes International. Students spend the first two years at Ashland taking classes in the Art Foundations Sequence and University core classes. Upper-level work, usually the junior year, is spent at A.I.P studying in one of their areas of concentration: game art & design, **graphic design**, **interior design**, industrial design technology, media arts and animation, video production, photography or visual effects & motion graphics. Students return to Ashland for their senior year, receiving upon graduation a baccalaureate degree and a certification in their field from the Art Institute.



Ashland University

Digital Media (Journalism & Production options) Major (Communication)

- This is one of the only fully integrated media programs in the state of Ohio. Ashland offers this innovative, state-of-the-art converged media program (major) for today's digital storytellers. Students immerse themselves in print, web, radio and television content creation using the latest digital hardware and software tools while working with JDM's multi-award winning faculty. (Department of Journalism and Digital Media)



Miami University

(Undergraduate Students)

Majors

- Arts: Fashion; Interior Design; Art Education; Communication Design (Graphic Design)
- Business: Marketing
- Communication: Journalism: Interactive Media Studies; Strategic Communication (Public Relations)

Minors

- Business: Marketing
- Art: Art & Architectural History; Fashion; Fine Arts
- Communication: Interactive Media Studies
- Arts & Sciences: Philosophy & Law; Spanish

Student Organizations

- OU has 10 sororities and over 2,500 students involved in Greek Life
- Women's Club Water Polo
- Miami University Fashion & Design
- Association of Women in Communication
- OU Multi-Media Society
- 1804 Communications (Student run PR Firm based in Athens)
- Miami Advertising Club
- American Institute of Graphic Artists
- MU Association of Creative Writers
- National Art Education Association
- Public Relations Student Society of America

Learning Communities

- Celebrate the Arts: This community is open to students who have been active in the arts or want to take up an artistic interest for the first time.
- Innovation, Design Thinking, Creativity: This community explores the roots of original thought and its role in the evolution of different areas of human endeavor.



Miami University

Fashion

- Students selecting this major must double major. The co-major in Fashion emphasizes creativity and experimentation, and offers students the opportunity to develop basic skills in product making, fashion business decision-making, historical contexts, materials, design foundations, and the opportunity to build skill depth in one of three option areas: fashion corporate business, fashion design, or fashion entrepreneurship. Admission to the Fashion Co-Major is limited and by application only. Students can apply as early as their second semester at Miami

Interior Design

- Interior Design involves the study and creation of interior environments. Interior designers use their knowledge of visual aesthetics, spatial perception, human factors, design history and theory, and building technology to create functional and pleasing interior environments. Miami's four-year professional degree program qualifies students to enter the interior design profession (and ultimately become licensed interior designers after examination).

What to do on a campus visit

- **Admissions Routine:** Take the student led Campus Tour and attend the information session. The tours are offered on a regular basis and can be easily scheduled through admissions. These are typically connected to either an Admissions led information session or a meeting with an Admissions Counselor. It is here you can ask questions about residence halls, meal plans, tuition and other costs, admission, and student organizations.
- **Faculty Visits:** When you call to schedule your visit, also ask to visit with a faculty member from your major or majors of choice. Ask questions such as: Can you tell me more about this major and what your graduates are doing now? What are the requirements for getting into the major? Are there student organizations connected to the major? Are there study abroad opportunities connected to the major? Is there a residential learning community that your majors join? Do your students do internships or coops and if so, how do they get them? You might also ask to tour the labs/studio spaces students utilize.
- **Residential Learning Community:** You may want to visit with a representative from any Residential Learning Community you are interested in.



Recommended High School Junior/Senior Year Courses

Consider the following course work as a part of your high school experience:

Courses related to major/career exploration. Spring semester of your Junior year or Fall semester of your senior year will be best choice – earlier the better.

- Graphic Arts/Design
- Media-related course (audio/video/photo story telling)
- Studio Art (illustration, drawing, or painting)
- Journalism (school newspaper)

College Credit Plus Courses to complete college core requirements (make sure the courses you take will satisfy college core requirements). Spring semester of your senior year may be best choice for these.

- English Composition (2 semesters)
- Communication course (may satisfy a core social science requirement)
- Philosophy course (may satisfy a core humanities requirement)
- World History (may satisfy a core history requirement)
- Natural Science (Consider geology, astronomy, oceanography, meteorology or other natural science with a lab that satisfy intended college core requirements. (Chemistry, Physics, and Biology will be more challenging if you choose.)



Cost Comparison

Bowling Green State University

Tuition	\$ 5,626 (11,057-5,431)
Room & Board	\$ 8,690
Books/Supplies	<u>\$ 1,010</u>
Total	\$ 15,326

Ashland University

Tuition	\$ 10,789 (\$20,392 -\$9,603)
Room & Board	\$ 9,602
Books/Supplies	<u>\$ 912</u>
Total	\$21,303

Miami University

Tuition	\$ 4,483 (\$14,736 -\$10,253)
Room & Board	\$ 12,454
Books/Supplies	<u>\$ 1,216</u>
Total	\$18,153

Ohio University

Tuition	\$ 7,186 (11,744-4,558)
Room & Board	\$ 11,176
Books/Supplies	<u>\$ 1,030</u>
Total	\$ 19,392

Kent State University

Tuition	\$ 4,476 (10,012 – 5,536)
Room & Board	\$ 10,720
Books/Supplies	<u>\$ 1,200</u>
Total	\$16,396

These calculations are based on data provided by the National Center for Educational Statistics and is only an estimate. It does not include miscellaneous university fees or discretionary spending. Tuition is shown reduced by average institutional discount that will vary depending on student ACT score and high school GPA. So, actual cost will vary by student and is subject to change by each school.



Our Guarantee

As a part of your Trail Map Package, we will remain available to you, at no additional cost, for your entire journey. We will help you process what you are learning, consider new possibilities, or just answer questions. Please let us know how we can help!