

Jason W. Howell, MFA, AIGA

Assistant Professor

Department of Communication, Arts and Media

(918) 760-8143 • jhowell@oru.edu

Design Technology Requirements 2011-2012

Rationale

As stated in the Student Handbook, ORU expects students to own a computer while attending the University. The Graphic Design program seeks to further standardize this expectation to improve organization and consistency. To accommodate the demands of the design profession, yet still provide the best use of resources, individual students majoring in Graphic Design Print or Video (GRP or GRV) are required to purchase a minimum software and hardware platform.

Benefits of Purchasing

- Portable device allows student greatest possible access, whether lab, dorm or internship.
- Consistent minimum standards make classroom instruction more efficient.
- Individual ownership facilitates repairs, licensing and updating
- Investment remains with the student after institutional departure
- Experience in maintaining machines is a valuable asset to many employers

When to Purchase

- After completion of ART 218
- Generally before the fourth semester of a four-year degree plan
- Before enrollment in the following courses: ART 205, 318, 355, 378, 442 and 453

What to Purchase

Hardware

Option One

- MacBook Pro 15-inch
- 2.4GHz Intel Core 2 Duo
- 4GB Memory
- 320GB hard drive
- Video Memory: 256 MB
- 8X DL "SuperDrive"
- OSX 10.6

Approximately \$1,800

Option Two

- MacBook Pro 13-inch
- 2.26GHz Intel Core 2 Duo
- 4GB Memory
- 250GB hard drive
- Video Memory: 256 MB
- 8X DL "SuperDrive"
- OSX 10.6

Approximately \$1,200

Software

- Adobe Creative Suite 5.5 Design Premium Student and Teacher Edition
- Adobe CS 5.5 After Effects
- Apple Final Pro X (10.0)
- Adobe Font Folio Education Essentials
- FontExplorer X Pro
- Microsoft Office Mac 2011

Approximately \$1,300

Total Commitment: \$2,500-3000

Who to Contact

Assistant Professor Jason W. Howell, jhowell@oru.edu, (918) 760-8143

Common Questions

What is the difference between the 13-inch and 15-inch MacBook Pro options?

The obvious major difference is the cost. The 15-inch has better performance, more screen area, and more device ports (ie USB and Firewire) than the 13-inch.

Which one should I purchase?

The 15-inch is preferred because of performance issues. Students interested in studying video production will also need to meet the standards required by those courses, which generally require higher performance. For more information, contact Mr. Don Eland at doneland@oru.edu or (918) 495-7510.

I purchased a computer before I came to ORU. Can I use it?

Yes, as long as the computer fits the requirements. The system and software requirements are always determined a year before the standards take effect, so it is likely that the machine will meet the standards.

Why can't I find the machine you require?

The requirements are set to make the largest number options available to the greatest number of people. Depending upon when you are searching, the current models for sale are often better equipped than the models and titles required.

When do we learn the software we are buying?

Unless you purchase it early, you will have basic software training prior to needing the skill or technology required in class. Software instruction occurs in ART 118 Design Technology.

What if I am not sure I want to be a design major and do not want to waste my money?

The program allows students to use a lab for ART 218 Graphic Design I and ART 118 Design Technology to ensure each is willing to make the commitment to the requirements and rigors of the program before the purchase is required.

Where can I purchase these items?

You can purchase these items from ORU bookstore <http://oru.bkstr.com/>, or the portal to the Apple Store via the ORU website http://store.apple.com/us_edu_102776/. An Apple Retail Store is located in Tulsa, as well as around the world <http://www.apple.com/retail/storelist/>. Software is available for purchase via a retail box or direct download. You may also shop private vendors.

- CDW <<http://www.cdw.com/content/brands/apple/default.aspx>>
- MacZone <<http://www.maczone.com/site/home/index.html?zone=mac>>
- Mac Mall <<http://www.macmall.com/home>>
- Adobe Education Store - North America <<http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-EDU&event=displayEduConditions&nr=0&promoid=FCRWP>>
- Adobe Font Folio Education Essentials <<http://www.adobe.com/education/products/fontfolioeducationessentials/>>
- FontExplorer X Pro <<http://www.fontexplorerx.com/pro/>>
- Final Cut Pro X is only available digitally through the App Store (on all Macs with OSX 10.6+). <<http://www.apple.com/mac/app-store/>>

My total cost exceeds the estimate provided above. Is something wrong?

Possibly. The estimates do not include tax, shipping, or additional promotions such as free printers or upgrades. If the amount is considerably more, please make sure you are fulfilling any terms published by the vendor to earn the appropriate educational discount.

Is this all I need?

This purchase will cover 90% of the activities planned in the process of instruction. Additional items needed for class, such as blank media, portable hard drives, cameras and printers are covered by course fees, but students may still have incidental expenses related to the completion of course assignments. A case, a padded bag for protection and a backup hard drive are also good investments.

My Friend has a copy of these titles. Can use them?

Students should purchase software and hardware from a reputable vendor, though no official source is recommended. Purchasing and registering the products allows benefits, upgrades, and protections should the situation merit such action. The University cannot condone the illegal use of software and sees such action as a violation of the Student Honor Code. Violation of these policies could result in severe punishment. Exercise extreme caution when purchasing used hardware or software as doing so may inadvertently violate the policies.

Why should I buy this equipment and not the school?

By owning this equipment the student is provided with best use his or her time and money without having to raise fees or tuition. The equipment belongs to and is transportable with the student. The funds that normally go to support labs are now used to provide support for advanced printers, cameras, various subscriptions, licenses and supplemental software.

Should I get the extended coverage via AppleCare?

The answer largely depends on the end user. One of the disadvantages of portable devices is the increased probability for damage during transport or use. While the option is not required, it is recommended.

What is covered in the Adobe Design Premium package? What do they do?

The Design Premium package includes: Adobe InDesign (page layout), Adobe Illustrator (vector drawing), Adobe Photoshop Extended (advanced photo manipulation), Adobe Acrobat Pro (pdf creation), Adobe Flash (interactive), Adobe Dreamweaver (web design), Adobe Fireworks (web image). Other titles include Adobe After Effects (motion design and animation), Apple Final Cut Pro (digital video editing), FontExplorer X Pro (typeface management) and Adobe Font Folio Education Essentials (typeface licensing).

How does the Adobe Design Premium Package differ from the Adobe Master Collection?

The Master Collection includes the same titles as the Design Premium, with the addition of several titles not used in normal course instruction. For instance, Final Cut Pro is used instead of Premiere Pro for video editing.

My computer has fonts, why do I have to buy more?

The quality and flexibility of the default fonts on a computer is less than professional, though many are used in a public setting. In order to meet the quality standards and expectations of the industry, students need to use fonts that demonstrate the complexities most projects require. The Adobe Font Folio Education Essentials is a special package that has high quality standards, professional approval and is priced substantially lower than normal retail.

What if my computer is broken during the semester?

Alternative machines and software are available for temporary use in campus labs.

I have a typical PC, not an Apple computer as specified. Can I use it?

Unfortunately, Microsoft based PC's are not acceptable to fulfill the requirement. A majority of design professionals use the Apple platform and expect future interns or employees prepared to use the same. Apple machines are comparable in price and performance when similarly specified. Given these variables, the benefit of the Apple's integrated set of systems increases the equipment's performance, efficiency and longevity. If necessary, Apple machines can operate Microsoft software with some additional upgrades.

I am really interested in video production as well as design, which computer should I get?

Many students wish to pursue a minor in a related area. ORU's Multimedia Production degree has a technology requirement that differs from this one. The demands of digital video production require a significantly higher level of performance, and different professional software packages, though many areas overlap. These courses require a different set of software and hardware. For more information, contact Mr. Don Eland at doneland@oru.edu or (918) 495-7510.

What if I fail to fulfill my requirement on time?

The standards are well established and published, so a failure to meet the requirement is rare. Student may petition their situation to the program advisor, but students may lose enrollment in any course with a technology requirement as published in the University Catalog.

Can financial aid assist with this expense?

Yes. Students should contact ORU's Financial Assistance Office <http://www.oru.edu/financial_assistance/>.