

catalog addendum

Addendum 46-02 issued June 20, 2019

This addendum effects
information in Volume 46

■ **FACILITIES** | page 3

The Specs Howard School is located at 26700 Lahser Road, Suite 100, Southfield, MI 48033. The Specs Howard School facilities include editing labs equipped with iMacs, Mac Pros and other PCs, audio and video editing software, a wide range of electronic news gathering equipment, access to the 24/7 News Source website, on-campus radio stations and practice studios, graphic design software and a matte room which includes a high-quality printer.

As part of our Learning Resource System, the SHARE Program (Specs Howard Access to Resources for Education) lends all students a computer device for the duration of their enrollment at the Specs Howard School. To further augment their education, the Learning Resource Center (LRC), which is a part of the Learning Resource System, provides all Specs Howard students with access to computers, software, a printer, WiFi, books and periodicals related to each curriculum, and training videos.

■ **ENTRANCE EVALUATION** | page 4

Complete an entrance evaluation: application to the Specs Howard School is open to students who have earned a high school diploma or equivalent, including a GED certificate, at the discretion of the Specs Howard School. High school seniors who satisfy all other admissions requirements may register for Specs Howard School programs, but their enrollment will be contingent upon receiving a high school diploma or equivalent.

All applicants must pass an entrance evaluation, which measures the applicant's general aptitude, grammar application and reading comprehension. In addition, Broadcast Media Arts (BMA) applicants must also pass a vocal evaluation, which tests the applicant's ability to speak without serious deficiencies, read written copy aloud and comprehend the type of writing regularly occurring in the broadcast industry. Applicants must obtain a passing score to be admitted to their respective program. An official of the Specs Howard School scores this evaluation.

Results of entrance evaluations are valid for two years from the date of successful completion of the initial exam. Applicants who pass the exam but do not enroll in any SHS program within those two years, must, at the discretion of the Specs Howard School, retake all parts of the evaluation in order to be considered for acceptance to the Specs

Howard School. Graduates returning to the Specs Howard School to take an additional program do not need to retake the entrance evaluation.

■ **DIGITAL MEDIA ARTS CURRICULUM** | page 9

SEMESTER 3 | WEEKS 33-48 | 11 credits MEDIA FOR THE WEB

You will establish a personal brand by creating a portfolio website with WordPress while learning to manage media for the web. Increased awareness is placed on presentation within social media and the outlets which provide best exposure. Focus will be placed on clearly and confidently presenting yourself to potential clients and employers, by drafting professional resumes, speaking about your work, and engaging in mock job interviews.

Clock hours: 136 (32 lecture; 40 lab; 64 online) Credit hours: 5.5

ADVANCED PORTFOLIO

In Advanced Portfolio you will continue to improve and master your production skills, integrating additional post-production tools and techniques used in the industry. Your visual storytelling and production techniques will be further challenged with a longer mini-documentary, giving you greater creativity in producing content. Finally, you will be responsible for creating your demo reel, which will showcase your talents and abilities developed throughout the three semesters.

Clock hours: 136 (16 lecture; 56 lab; 64 online) Credit hours: 5.5

■ **GRAPHIC DESIGN CURRICULUM** | page 11

SEMESTER 2 | WEEKS 17-32 | 11 credits WEB DESIGN ESSENTIALS

You will be introduced to skills in web design and development by integrating many of the powerful tools found online. By the end of this course you'll be able to describe the design, structure and functionality of the web; create modern web pages using WordPress; select an appropriate web hosting service and publish your web pages for the world to see. Explore the use of Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) to incorporate emerging web trends and technologies in the ever-evolving field of web design and development.

Clock hours: 136 (48 lecture; 24 lab; 64 online) Credit hours: 5.5

SEMESTER 3 | WEEKS 33-48 | 10.5 credits PORTFOLIO DEVELOPMENT

Through hands-on exploration, you will learn effective ways to professionally brand and promote yourself by means of the web, social media networking platforms and print. Working one-on-one with the instructor, you are challenged to create your own professional online and printed portfolio, featuring projects completed throughout the program. You will explore advanced topics in design, personal brand strategy, resume writing and interviewing techniques. In preparation for your new career, design portfolios are created and refined.

Clock hours: 136 (22 lecture; 50 lab; 64 online) Credit hours: 5.5

ADVANCED PROJECTS

In this course, you will work on graphics projects that simulate the type likely to be found in the graphic design industry. You will select projects that showcase your design-thinking process, creativity, craft, time-management and computer skills. Under individual guidance from your instructor, you will further develop your design skills and increase your body of work. These projects can then be incorporated into your professional design portfolio.

Clock hours: 136 (26 lecture; 46 lab; 64 online) Credit hours: 5.0

■ TRANSPORTATION | page 15

The Specs Howard School is located at 26700 Lahser Road, just south of 11 Mile Road in Southfield, Michigan. A number of bus routes service the Specs Howard School area. Additionally, the Specs Howard School is located near several major freeways, including I-696 and the Lodge Freeway/Northwestern Highway. The Student Success Department may be able to assist students in forming carpools and making ride-sharing arrangements. For more information, see the document Student Resources.pdf on the Student Success page within our online learning management system.

■ SMOKING | page 18

The Specs Howard campus is smoke-free, including e-cigarettes and vaporizers.

■ DISABILITY AND REASONABLE ACCOMMODATIONS POLICY | page 25

The Specs Howard School facilities are wheelchair accessible. Wheelchair-accessible restrooms are located at the north end of the building.

No qualified student shall, by reason of disability, be denied access to, participation in, or the benefits of any program or activity operated by the Specs Howard School. Reasonable effort will be made so that each qualified student receives appropriate accommodations to ensure equal access to educational opportunities, programs and activities in the most appropriate setting. This policy is consistent with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990 ("ADA") and Michigan Persons with Disabilities Civil Rights Act ("MPDCRA").

Students with disabilities are not required to identify themselves as such, nor to request accommodation. However, the Specs Howard School cannot accommodate an individual who does not inform school officials about his or her disability and his or her need for accommodation. If a student believes that accommodation is needed, the request for accommodation may be made at any time during their enrollment at the Specs Howard School. However, requests for accommodation must be made in

advance of the coursework to which the request applies. Medical documentation of condition/disability must be provided. Any student wishing to request accommodation should contact his or her Admissions Advisor or a member of the SHS Student Success Department.

■ VOCATIONAL REHABILITATION – CHAPTER 31 | page 28

The following three paragraphs are to be added to page 28:

Once the Specs Howard School receives a valid VA (VAF 28-1905) authorization from an individual who has been admitted to the School, the School will permit that covered student to attend classes at the School while awaiting payment from the VA for a period of 90 days from the date the School submits a valid invoice to the VA for tuition for that student, or until the VA makes a payment for that student, whichever is earlier.

Note that Specs Howard student conduct, SAP and other policies still apply, and that a student's enrollment may be terminated for other reasons, regardless of the status of VA payments.

Specs Howard School will not impose any penalty, including the assessment of late fees; the denial of access to classes, libraries or other institutional facilities; or require any covered individual to borrow additional funds due to delayed payments from the VA.

■ TEMPORARY LOCATION

Specs Howard School of Media Arts is operating out of a temporary location at **26700 Lahser Rd, Suite 100, Southfield, MI 48033**. All students and staff will be informed of any changes to this location when they become available.