ABOUT UC BLUE ASH COLLEGE

The University of Cincinnati Blue Ash College is committed to educating, inspiring and enriching the lives of our students. We provide one of the best values in higher education by offering a nationally recognized University of Cincinnati education, affordable tuition, exceptional teaching, small class sizes, personal attention, and convenient schedule options.

FOUNDED
1967
UC’s first regional college.

NEARLY
5,000
STUDENTS
Plus, another 1,000 students from other colleges attend classes at UC Blue Ash.

PROCESS OF HIRING AN INTERN

STEP 1
Indicate interest to Angie Lucas, Internship Program Manager, by phone at (513) 936-1640 or angela.lucas@uc.edu

Sign the Employer Agreement Form, outlining responsibilities and expectations of UC Blue Ash and the Internship Site Sponsor

STEP 2
Create an account on the UC Blue Ash job posting web site (details on page 11)

Receive applications/resumes from interested students, conduct interviews

Select a student intern!

STEP 3
Fill out a midpoint evaluation about the student intern halfway through the semester

Fill out a final evaluation about the student upon completion of the internship
PRE-BUSINESS AND BUSINESS MANAGEMENT TECHNOLOGY
Accounting, Financial Services, Marketing, Customer Service

Skills:
- Oral and written communication
- Document creation and interpretation
- Information collection and evaluation
- Data Analysis

Coursework in:
- Accounting
- Business Law
- Communications
- Economics
- Information Systems
- Management
- Marketing

ADMINISTRATIVE MANAGEMENT
Administrative Assistant, Meeting & Event Planning

Skills:
- Oral and written communication
- Document creation and interpretation
- Information collection and evaluation
- Desktop Publishing (optional)

Coursework in:
- Administrative Accounting
- Communications
- Computer Applications
  - Word Processing
  - Spreadsheets
  - Databases
  - Presentations
  - Customer Service
  - Workplace Technologies

BUSINESS PROGRAM STRENGTHS

The Business & Economics Department features experienced professors who have real-world business experience, demanding academics, and opportunities for hands-on learning through internships with leading companies throughout the region.

Our comprehensive curriculum prepares students to transition to the UC Lindner College of Business or other Business/Economics programs at most colleges and universities across the U.S. We also provide associate degrees that can help students get started right away on your professional career.
ELECTRONIC MEDIA
COMMUNICATIONS INTERNSHIP

WEB DESIGNER/WEB DEVELOPER

Skills:
• Use of XHTML5 for standards-based, valid code
• Use CSS to separate content from presentation and generate grid-based designs
• Graphic design principles and web standards applied to dynamic page elements
• Development of website based on purpose, audience, primary elements, and task flows
• Applies Document Object Model (DOM) for scripts able to dynamically access and update content

Coursework in:
• Adobe Dreamweaver CS6/CC
• Adobe Flash CS6/CC
• CSS3
• JavaScript
• XHTML5

VIDEOGRAPHER/VIDEO EDITOR/SPECIAL EFFECT ARTIST

Skills:
• Single-camera field production
• Equipment system set-up, operation and troubleshooting
• Lighting and image acquisition
• Video-editing and special effects
• Visual design, communication skills and team orientation
• Interviewing and storytelling techniques

Coursework in:
• Adobe Creative Suite CS6/CC
  (Acrobat, Illustrator, InDesign, Photoshop)
• Adobe After Effects CS6/CC
• Adobe Premiere CS6/CC
• Avid Media Composer
• Continuous and strobe lighting
• DSLR and Pro HD cameras
• Studio and location shoots
PHOTOGRAPHER/PHOTO IMAGE EDITOR/DIGITAL ARCHIVIST

**Skills:**
- Equipment system set-up, operation and troubleshooting
- Photographic principles, imaging technique and lighting
- Digital image acquisition, manipulation, output, and editing
- Color, resolution, file formats and compression for print and screen applications

**Coursework in:**
- Adobe Photoshop CS6/CC
- Continuous and strobe lighting
- DSLR (Digital Single Lens Reflex)
- Image Manipulation - color correction and retouching
- Studio and location shoots - portraiture, product, landscapes, documentary

---

GRAPHIC ARTIST/LAYOUT ARTIST

**Skills:**
- Digital media design, visualization and production for print, screen and motion
- Problem solving approach to meet communication goals
- Elements and principles of design, aesthetics and visual communication techniques

**Coursework in:**
- Adobe Creative Suite CS6/CC
  (Acrobat, Illustrator, InDesign, Photoshop)
- Photo - Studio/location shoots
- DSLR (Digital Single Lens Reflex)
- Photographic lighting
- Image editing and manipulation
- Print and web output

---

AUDIO ENGINEER

**Skills:**
- Equipment system set-up, operation and troubleshooting for analog and digital recording, microphones, mixers and recorders
- Audio editing, manipulation, digital file formats and outputs

**Coursework in:**
- ProTools
- Live sound
- Microphones – handheld, lavalier, shotgun
- Mixers
- Sound booth (Whisper Room)

---

ANIMATION 2D/3D/MOTION GRAPHICS

**Skills:**
- Application of elements of principles of design and aesthetics
- Animation walk cycles (biped, quad)
- UV mapping and texturing
- NURBs and polygon modeling workflow
- 3D environment navigation (zoom, pan, rotate)
- Animation of character, objects and motion graphics

**Coursework in:**
- Adobe Creative Suite CS6/CC
  (Acrobat, Illustrator, InDesign, Photoshop, Flash)
- Autodesk Maya
- Autodesk Mudbox
- Unity Technologies Unity

---

ELECTRONIC MEDIA PROGRAM STRENGTHS

Electronic media technology prepares students to bridge the gap between traditional media production disciplines and the new digital technologies of media production and communications. It includes instruction in research skills, critical studies in media and portfolio development.

Central to the curriculum are opportunities for students to work on projects for actual clients, under faculty supervision. These real-world experiences complement academic course work. Many of these experiences are provided in regular production courses, but options also exist for professional internships, individual and group studio projects and a professional capstone experience.
“UC Blue Ash gave me the opportunity to develop a whole new side of myself as an artist and graphic designer. Because the curriculum was strong, and the professors gave me constant attention and focus, I was able to follow my passions in design.”

- Eunha Chung (Graphic Design, ’10)

When the World Choir Games came to Cincinnati in 2012, Eunha’s design for a unique trophy was selected to represent the event. Her design incorporates elegant lines inspired by the Ohio river, leading to the opening of the vase which echoes singing mouths of the choir members, with their individual voices coming together in a single harmony.

Eunha (left) with son, Jayu, in her California studio

**GRAPHIC DESIGNER**

**Skills:**
- Industry-standard Adobe Creative Suite software applications
- Foundational design principles
- Excellent verbal and written communication skills
- Color theory, design layout, typography, and production

**Concentrations:**
- **Print Design:** positions in print design including brochures, stationery, invitations, cards, announcements, postcards, direct mail, and advertisements.
- **Publication Design:** positions including magazine and book layout, and multiple page documents.
- **Package Design:** positions including package design layout and production of prototypes.
- **Branding and Identity:** positions designing logos, brand strategy, and promotional material.
- **Production Design:** positions in production including cutting, and mounting, file preparation, image retouching, scanning, and developing comps and boards for presentations.
- **Web Design Layout:** positions designing front-end layouts for webpages. (Limited coding).
APPLIED GRAPHIC COMMUNICATION PROGRAM STRENGTHS

Graphic Communication is a professional field encompassing a broad range of design formats for both print and web-based media. Included among these are advertisements, newsletters, brochures, magazines, technical literature, identity and branding systems, package design, web pages and multimedia.

Through the Applied Graphic Communication program, students develop the ability to be creative thinkers who solve problems visually. They learn the process of developing multiple solutions to given design problems through research and experimentation.

PRODUCTION DESIGNER

Skills:
• Adobe Creative Suite software applications
• 2D and 3D form
• Excellent craft and production skills
• File preparation
• Excellent verbal and written communication skills
• Foundational design principles, image retouching, design layout, and typography

MARKETING

Skills:
• Ability to work in office or studio environment requiring a design background
• Development of marketing materials
• Basic design layout
• Excellent verbal and written communication skills
• Foundational design principles, typography, and basic production isolated or completely independent settings.

SOCIAL MEDIA DESIGNER

Skills:
• Industry-standard Adobe Creative Suite software applications
• Social media applications such as Facebook, Twitter, Instagram, Pinterest, Blogs, TweetDeck
• Image and file preparation
• Excellent verbal and written communication skills
• Foundational design principles, color theory, design layout, typography, and production
COMMUNICATION INTERNSHIPS

PRE-COMMUNICATION
Transfer-oriented degree

PRE COMMUNICATION PROGRAM STRENGTHS

Communication focuses on discourse among people and within organizations and social institutions. Communication faculty members share a distinctive focus on contemporary social problems. The pre-communication program at University of Cincinnati Blue Ash College (UCBA) covers issues of voice, identity, public participation and advocacy/leadership across communication domains including interpersonal, organizational, political, rhetorical, environmental, health and mediated communication.

Skills:
- Critical-thinking
- Writing
- Public Speaking
- Listening
- Oral Communication
- Understanding of society and how to improve social institutions and the well-being of individuals
- Ability to work with people and groups in a variety of fields

Coursework in:
- Public Speaking
- Foreign Language
- Persuasion and Civic Engagement
- Communication in Problem-Solving Groups
- Media Literacy
- Mass Communication
- Public Relations
- Business Communication
LIBERAL ARTS
History, Philosophy, & Political Science Department

Skills:
- Critical thinking and analysis
- Writing
- Communication

Coursework in:
- English Composition
- History
- Foreign Language
- Math
- Humanities & Literature
- Contemporary Topics
- Social Science
- Natural Science
- Fine Arts

LIBERAL ARTS PROGRAM STRENGTHS

In addition to fulfilling all of the core requirements for a bachelor’s degree, the Liberal Arts program helps students develop core skills in critical thinking and analysis that are vital to successful undergraduate education. The program starts with Introduction to the Liberal Arts, a first-year seminar, which develops writing, communication, and critical thinking skills, and explores the disciplines that students can major in once they transfer. A liberal arts education prepares students for a variety of careers in education, public service, and business, and is especially helpful for those considering graduate study, especially law school.
INFORMATION TECHNOLOGY PROGRAM STRENGTHS
Students study in a hands-on environment with small classes and flexible laboratory hours as they progress from introductory courses through higher level courses. Studies include the latest visual productivity software and tools as well as object-oriented program design with structured techniques popular in today’s workplace. Students work with faculty who have over 30 years of real-world experience and knowledge and who are available and approachable. In addition, students learn networking technologies, database technologies, client-side and server-side programming technologies, as well as develop technological skills in problem solving and critical reasoning.

Skills:
• Hands-on classroom environment
• Familiarity with the latest visual productivity software and tools
• Knowledge of object-oriented program design with structured techniques
• Networking technologies, database technologies, client-side and server-side programming technologies
• Technological skills in problem solving and critical reasoning

Coursework in:
• Computer Programming
• Web Development
• Database Management
• Computer Networking
• Client-Side Web Programming
• System Administration
• Web Server Application Development
POSTING YOUR INTERNSHIP OPPORTUNITIES

To post an internship position on the UC Blue Ash job posting website, please follow these instructions:

STEP 1
Go to www.hireuc.com

STEP 2
Click on “New Employer Registration”

STEP 3
Search for your company, to determine whether you already have an account, if not, create a new one

STEP 4
Once your account has been set up, you can post any open positions you have available. You will also be able to request resumes of qualified candidates and register to attend career fairs and events.

CONTACT INFORMATION

Questions? Contact Angie Lucas, Internship Program Manager at UC Blue Ash, at (513) 936-1640 or angela.lucas@uc.edu.