



# MCBS SURVIVAL GUIDE

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We've all been there, starting a new class not knowing what to expect, half way through a project and you forgot the principles of design or what an aperture is, lost on campus and can't find the right building with minutes before class, someone in Friday Blend used a word you've never even heard of, what even is Friday Blend? This survival guide aims to answer all those problems and more! Cramped full of resources and information about photography, design, video, and even your course directors - It's your one stop shop to everything MCBS to help you make your way through the program successfully and come out on the other side with your diploma, or at least help you design your own!

- LETTER FROM THE PROGRAM DIRECTOR -



@KATHY CRAVEN

MCBS Program Director

Joined: 2008

Interests: Podcasts, Travel, Outdoors,  
Storytelling

Abilities: Collaboration

Media Communications is more than a higher education degree. It is more than a series of rich courses preparing media strategists with relevant industry knowledge and skills. It is more than media projects that empower you to build an impressive résumé and portfolio of work by the time you graduate. It is more than crafting an impactful message through photography, video, audio, design, and social media. It is more than managing a complex media projects or events. Media Communications is a family. We are a family of learners and mentors who support each other's highest selves. And we are so honored to welcome you into the MCBS family.

*-Kathy Craven*

# WHAT IS MCBS?

MY CHANCE TO DO MEANINGFUL WORK

THE MODEL OF THE FUTURE MEDIA INDUSTRY  
WHERE STUDENTS CAN CLAIM THE FUTURE

A FAMILY OF LEARNERS

A CONNECTION TO CREATIVE MINDS

A CHANCE TO DEVELOP YOUR CREATIVE SKILLS AND EXPERIENCE

FAMILY OF CREATIVE AND AMAZING INDIVIDUALS

A YELLOW BRICK ROAD WHERE STUDENTS WILL FIND A HEART - WITH INSTRUCTORS AND PEERS THAT CARE,  
A BRAIN - WITH KNOWLEDGE BEYOND THEIR EXPECTATIONS, AND COURAGE TO HELP THEIR DREAMS COME TRUE

# POSSIBILITIES!

CROSS-TRAINING MEDIA BOOT CAMP

A COMMON GOAL OF BECOMING A MEDIA PROFESSIONAL

THE HOLISTIC APPROACH NECESSARY TO GET AHEAD IN A CHANGING MEDIA LANDSCAPE

# THE BEST KEPT SECRET

THE KNOWLEDGE AND EXPERIENCES TO PURSUE A MEDIA RELATED CAREER OF THEIR PASSION

# MY FAMILY

IT REPRESENTS A COMMITMENT, PASSION, AND INTEGRITY FOR BOTH FACULTY AND STUDENTS



- 1: SONNY'S BARBEQUE
- 2: THE HANGR
- 3: SECURITY
- 4: ALE HOUSE
- 5: FULL SAIL LIVE VENUE
- 6: THE BACKLOT
- 7: FISHBOWL/JET FUEL
- 8: LIBRARY
- 9: MCDONALDS
- 10: BUILDING 110—CAREER DEV
- 11: BUILDING 120—FINANCIAL AID
- 12: BUILDING 130—BUSINESS OFFICE
- 13: FULL SAIL LABS
- 14: CHILI'S
- 15: ZACKLEY'S
- 16: WENDY'S
- 17: CRISPERS
- 18: FIREHOUSE SUBS
- 19: THE TREEHOUSE



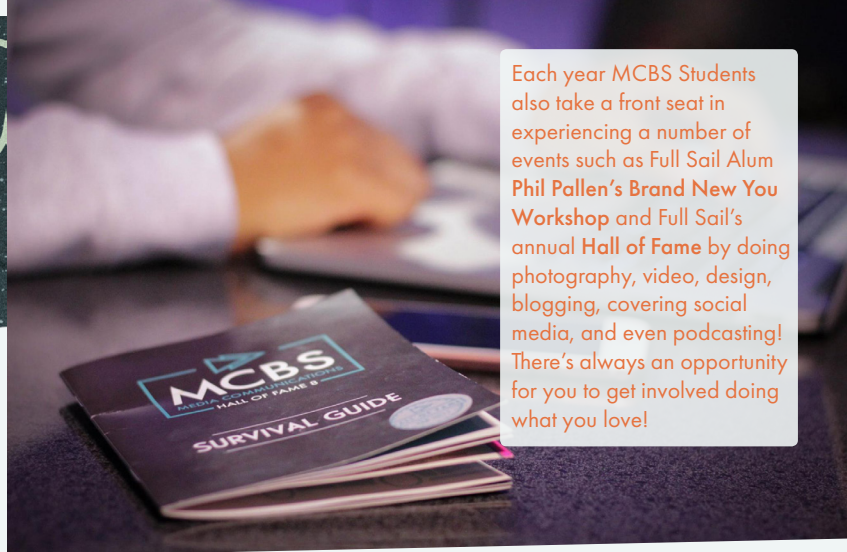
## A UNIQUE CREATIVE EXPERIENCE

Full Sail hosted one of Adobe's Creative Jams. A number of MCBS students were selected to participate and even took away some of the top awards and prizes in the Video & Photography categories! Be sure to keep an eye out for similar events you can participate in!



Above: Photo taken by MCBS Student Asiha Shrestha and won both the People's Choice Award and Judge's Choice award.

Left: MCBS Students Alec Green & Christian Trono working on their Creative Jam video which also won both People's Choice Award and Judges Choice Award.



Each year MCBS Students also take a front seat in experiencing a number of events such as Full Sail Alum Phil Pallen's Brand New You Workshop and Full Sail's annual Hall of Fame by doing photography, video, design, blogging, covering social media, and even podcasting! There's always an opportunity for you to get involved doing what you love!





# FRIDAY BLEND

- FROM THE DESK OF BETH STRUDGEON, FRIDAY BLEND GURU -

When it comes to Friday Blend, we can't describe what it will be since it is ever evolving, but we can share the objective and intentions behind this specific MCBS collaborative program. The intention of Friday Blend is to bring all MCBS students together to apply the material taught in their courses, while practicing collaboration/cooperative skills that are critical in being successful in any media industry. It can be the perfect place to take risks, fail forward and build an even stronger network of people, all while producing solid media pieces for a resume and portfolio.

*-Beth Strudgeon*

# INDUSTRY PARTNERSHIP PROGRAM

Are you ready to start working on  
REAL projects for REAL clients now?

Head over to [wearemcbs.com](http://wearemcbs.com) and check out the 'PARTNERSHIPS' tab for all current available opportunities. These are updated all the time as new clients come to us looking for help, some are paid, some are volunteer, all are amazing opportunities to gain real world experience and build your résumé. A lot of these partnerships could even lead to something bigger down the road! #networking



Favorite thing about the USA: In the USA people can make their dream come true.  
 Favorite thing about Full Sail: If you believe in your dream and work hard they will give you the opportunity to make it happen.  
 What I miss most: My family, they are the most important part of my life.

**SANGI ZÚÑIGA**  
**CALI, COLOMBIA**

**INTERNATIONAL**

If you're from outside of the US you're not alone! If you have any questions while you're here make sure you reach out to other friends, course directors, or directly to The Office of International Admissions!  
 FS4C - Suite 467 | intlstudentsupport@fullsail.com

Favorite thing about the USA: The beautiful landscapes and culture so I can meet people from all over the world.  
 Favorite thing about Full Sail: People. In MCBS they care about me like a family. Especially my classmates. I don't want to leave because I know I'm going to miss them a lot.  
 What I miss most: My family, friends, and the great foods that my mom makes.

**HYOJEONG SO**  
**BUSAN, SOUTH KOREA**

"Don't forget why you're here. If the opportunity comes, don't hesitate, make the most of your little time here."  
 - Hyojeong So

APERTURE ALLIANCE BLACK STUDENT UNION COMIC BOOK CLUB COSPLAY CLUB  
 DIGITAL U ENTREPRENEUR NETWORK E-NET ENTERTAINMENT NETWORKING SOCIETY  
 FSEDM INTERNATIONAL STUDENT SOCIETY INTERTAINMENT MARKETING ASSOCIATION  
 INTENCITY DANCE CLUB LIVE FM PRIDE TABLE TOP GAME CLUB UNITED ARTS VETER-  
 ANS STUDENT UNION WOMEN OF FULL SAIL YOUNG AMERICANS FOR LIBERTY








CHRIS-SONG-WRITER GROUP THECOMP-OSERS SOCIETY THECREW ARMADA ESPORTS TABLE TENNIS CLUBUL-TIMATE FRISBEE WAKE-BOARD CLUB AP-ERTURE ALLIANCE BLACK STUDENT UNION COMIC-BOOK CLUB COSPLAY CLUB DIGITALU

**GET INVOLVED!**

Whether you love playing Ultimate Frisbee or the only sports you've ever played involved a controler or a mouse, Full Sail has a club for you! Clubs are an awesome way to start putting those networking skills to use in any group of students from the Pre-Law Society to the Cosplay Club. Check out the Clubs portal on Connect and learn about all the options available to you or even learn how to start your own! The Student Community Association (SCA) is there to help you with all your club needs.



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## 31 CALENDAR NOTES TASKS

-  **Todoist [Free]** - This is a fantastic task manager that directly syncs across platforms.
-  **TeuxDeux** - A cross calendar and task manager, \$3/month - but Tracy Wu, a production manager in Platinum Creative has used it for years so it must be worth it!
-  **Timepage** - A \$5 calendar app that really shines in combining functionality with design (pictured on phone below).
-  **Fantastical 2** - \$50 on Mac & \$5 for phone. A full feature calendar app Shannon Gillett (Research in Media Communications) swears by!
-  **Evernote [Free]** - Easily sync and access notes of all kinds across 2 devices for free!
-  **Bullet Journal** - "The analog system for the digital age!" Easily turn any notebook into a bullet journal to easily track everything in your life. A calendar and task manager that gives you full creative control.
-  **Moleskine** - Quality notebooks of all sizes and styles, great for sketching and note taking. Or simply use one with the Bullet Journal method listed above!

## COMMUNICATION

We are a communications major, this is your place to shine! Helpful tip: If working with a group - set up a communication plan with expectations in the beginning. (ie. must check messages and reply within 12 hours so no one misses important information or responsibilities)

-  **Slack [Free]** - If you don't use this, start now! An excellent industry standard for project management and communication.
-  **Spark [Free]** - An email app to easily and efficiently keep track of all your emails!

# GET ORGANIZED!

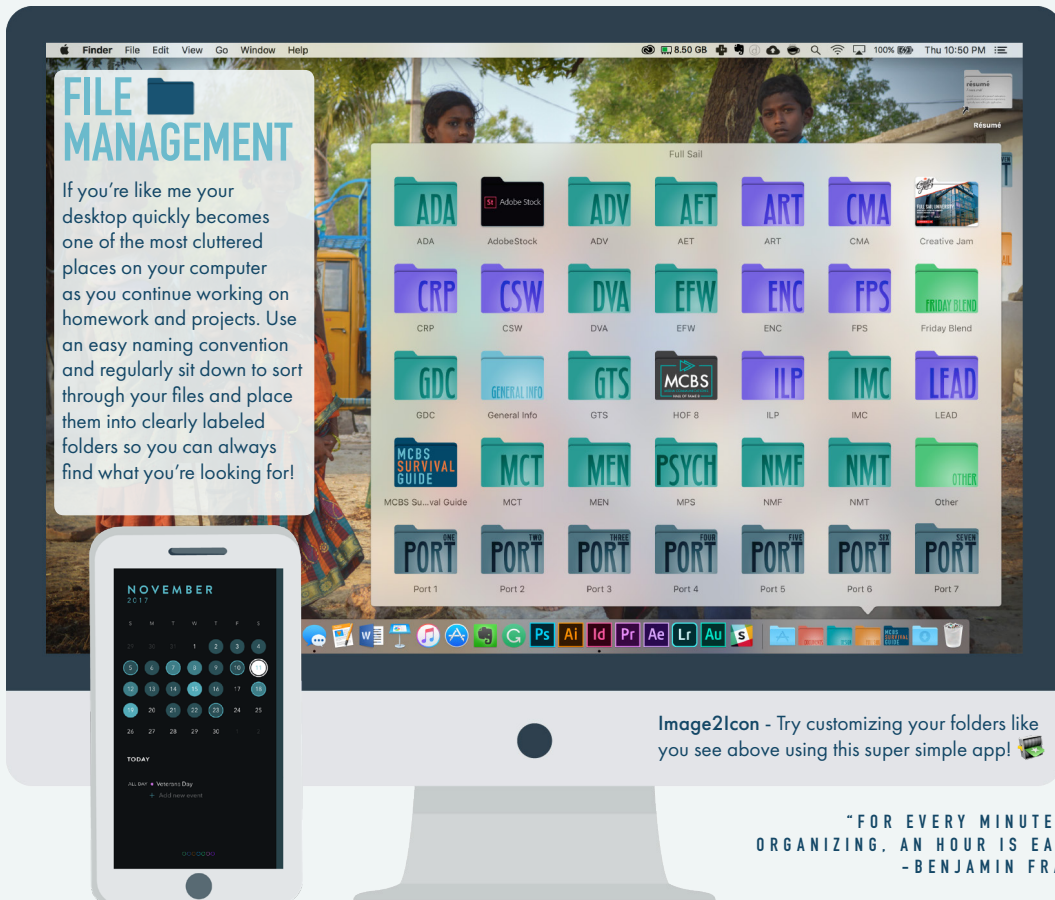



Image2Icon - Try customizing your folders like you see above using this super simple app! 

"FOR EVERY MINUTE SPENT ORGANIZING, AN HOUR IS EARNED."  
- BENJAMIN FRANKLIN

LET'S DO THIS!



# RÉSUMÉ



Résumés don't have to be scary! Follow these simple suggestions and you'll have one ready in no time! Remember, the main purpose of a résumé is to get a phone call/interview. Most employers will spend 3-6 seconds looking at résumés before moving on to the rest so make sure it looks good, stands out from the rest, and is extremely clear and simple about what you have to offer!

## DO'S ✓

- Tailor your résumé for each job/application
- Showcase your personality
- Use action verbs (Assisted, Captured, Documented, etc.)
- Use accurate and specific file naming conventions (JonAvery-Position-Company.pdf)
- Prioritize information order based on job description, some suggested categories to include: Header/Contact, Education, Technical & Industry Skills, Industry Projects, Work Experience, Interests, Awards, Gear Owned

## DON'TS ✗

- Go over one page unless you have 10 or more years of experience
- Include a picture of yourself
- Mention your age
- Include large paragraphs
- Use personal pronouns (I...)

# NETWORKING

Networking, one of those terms thrown around Full Sail all the time. It can be very intimidating at first, but if you approach it the right way you can quickly become a master at it! In Christopher Barrat's TED Talk on Networking, he has broken it down into 4 steps.

## 1. KNOW 2. LIKE 3. TRUST 4. BUY

These must be done in that specific order or it won't be successful. Go into networking events thinking "what can I offer these people" instead of looking for ways they can help you. First simply get to know them. Wait (Why Am I Talking), don't talk, listen. Find out who they are what they do, what they care about. You have to be interested in them before you can become interesting to them. Once you both know and like each other you can move on to the final two, trust will begin to form, and then you can move on to how you can help each other. Check out Christopher Barrat's full TED Talk online to hear exactly how to make this happen!



# THINGS TO DO

Can't afford an annual pass to Disney? Me neither. Here are some things you can do when you don't have homework assignments piling up, or places to go if you need somewhere with coffee and free wifi to sit down, focus, and get some work done!

## GET SOME WORK DONE:

If you're stuck creatively, one of the worst things you can do is stay in the same place.

Change up your scenery with one of these places all with great coffee and free wifi!

**STARDUST VIDEO & COFFEE:** A hipster paradise.

**DOWNTOWN CREDO:** Donations-only coffee shop for a cause.

**BARNES AND NOBLE:** Most of this Survival Guide was designed here.

**STARBUCKS:** Does this need an explanation?

## BORED? CHECK IT OUT!

**ENZIAN:** Good food, classic films.

**ORLANDO SCIENCE CENTER:** "Science Rules" - Bill Nye The Science Guy

**PARK AVE CD'S:** Wait, what's a CD again?

**ALOMA CINEMA & GRILL:** Popcorn is overrated.

**COLONIAL PHOTO & HOBBY:** You can never have too much gear.

## GET OUTSIDE!

These are practically in our backyard. Go get some exercise and soak up that Florida sun!

**BALDWIN PARK LAKE:** It's got a dog park, and dogs are cool.

**BLANCHARD PARK:** You could host your own olympics with all the sports fields & courts here!

**CADY WAY TRAIL:** Looking for somewhere to ride your bike or skateboard? Look no further!

**WINTER PARK FARMERS MARKET:** Saturday Mornings just got that much better.

**BLACK HAMMOCK AIRBOAT RIDES:** Because you can't leave Florida without seeing a gator!

**LAKE EOLA:** Full of swans and an awesome Farmers Market every Sunday!

## DAY TRIP!

These are getting a little further, but bring a snack or pack a lunch and you'll be fine!

**WEKIVA ISLAND & STATE PARK:** Canoeing, Kayaking, Paddleboarding, Boating, Volleyball, Fishing, Swimming, Hiking, Horseback Riding, Camping.

**BLUE SPRINGS STATE PARK:** There are manatees in the water. How cool is that?

**NEW SMYRNA BEACH:** A fantastic beach if you're looking to catch some sun or some waves!

**COCOA BEACH:** Plan ahead and get an awesome view from here of a rocket taking off.



# MCBS DICTIONARY

Here are a list of words that some of your course directors thought would be helpful to define for you. Reading through this list and getting a basic understanding of these words and terms will help give you a head start in some of your courses!

**ANTIDISESTABLISHMENTARIANISM:** A political philosophy that views a nation's or society's power structure as corrupt, repressive, exploitative, or unjust.

**APPLICANT TRACKING SYSTEM (ATS):** A filtering system that employers use to weed out resumes that don't match the job description

**AUDIO STORYBOARD:** A sequence detailing the dialog, music, and sound effects for an audio production.

**COMPETITIVE ADVANTAGE:** Offering customers a product or service that's different than those offered by other companies.

**DEADLINE:** The latest time or date by which something should be completed.

**DIGITAL AUDIO WORKSTATION (DAW):** An electronic device or application software used for recording, editing and producing audio files such as musical pieces, songs, speech, or sound effects.

**EFFORT:** A vigorous or determined attempt.

**ENTREPRENEURSHIP:** The capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit.

**LIKERT SCALE:** A five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.

**MARKETING PROCESS:** The planning, executing, and evaluating of activities that produce exchanges between an organization and its customers.

**PERSISTANCE:** Firm or obstinate continuance in a course of action in spite of difficulty or opposition.

**QUALITATIVE RESEARCH:** Used to gain an understanding of underlying reasons, opinions, and motivations.

**QUANTITATIVE RESEARCH:** Used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics.

**RELATIONSHIP MARKETING:** A marketing concept focusing on more than simply targeting sales to customers; it's designed to meet consumer wants and needs.

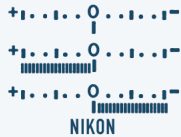
**RELEVANT:** Closely connected or appropriate to what is being done or considered.

**SELF EFFICACY:** One's belief in one's ability to succeed in specific situations or accomplish a task.

**VALIDITY:** The quality of being logically or factually sound; soundness or cogency.

# MANUAL PHOTOGRAPHY

## EXPOSURE



TRY TO KEEP YOUR LIGHT METER AT "0"

OVEREXPOSED

UNDEREXPOSED



## APERTURE



SHALLOW DEPTH OF FIELD

DEEP DEPTH OF FIELD

BRIGHTER

SHALLOW: BLURRED BACKGROUND

DEEP: EVERYTHING IN FOCUS

DARKER

## SHUTTER SPEED

30" 15" 10" 2" 1" 1/25 1/30 1/50 1/100 1/125 1/250 1/320 1/500 1/1000

LONGER EXPOSURE

SHORTER EXPOSURE

BRIGHTER

DARKER

## ISO

100 200 400 800 1600 3200

LOW SENSITIVITY TO LIGHT  
USE DURING DAY TIME  
HIGHER QUALITY (SMOOTH)

HIGH SENSITIVITY TO LIGHT  
USE DURING NIGHT TIME  
LOWER QUALITY (NOISY)

## WHITE BALANCE

1800 2800 3000 3200 4000 5500 6500 7500 9000+

CANDLE INCANDESCENT SUNRISE/SET HOUSEHOLD BULBS FLUORESCENT DAYLIGHT OVERCAST SHADE DEEP SHADE

# PRINCIPLES OF DESIGN

## CONTRAST

Unique elements in a design should stand apart from each other.

COLOR



TONE/VALUE



SIZE/SHAPE



DIRECTION



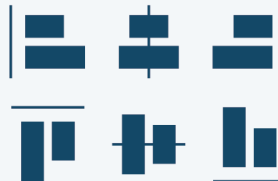
## REPETITION

Establish a style for each element in a design and use it on similar elements.



## ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element.



## PROXIMITY

If two elements are related to each other they should be placed in close proximity to one another.



# WEBSITES

**AWWARDS.COM** - The best of the best when it comes to design, creativity, and innovation on the internet. Check out what others are doing to push the envelope of creativity online and learn how you can too!

**BHPHOTOVIDEO.COM** - It may not always be the best idea to spend all your living expenses on gear, especially when any equipment you might need for your classes is available to you... But if you happen to inherit a large sum of money and have no loans or have a family who will buy you anything you put on your wishlist this is the definitely the place you want to go!

**CREATIVEMARKET.COM** - Just as the title suggests, this is a market for creatives! You can find quality stock photos, graphics, fonts, and templates for just about anything you need. But if you're like me, you'll be coming back here every Monday for the free weekly downloads!

**ENTREPRENEUR.COM** - Quality industry related articles about Entrepreneurship, Technology, Business, Marketing, Leadership, and Social Media to name a few!

**HOWDESIGN.COM** - Stay connected to the entire design industry with news, inspiration, career opportunities and tips, events, competitions, and even a free downloads page. What more could you want?

**LOGODESIGNLOVE.COM** - Website featuring excellent logos and branding design for inspiration and to keep up with the industry trends.

**SBA.GOV** - The U.S. Small Business Association. Everything you need to Plan, Launch, Manage, and Grow your own small business.

**TED.COM** - "Ideas worth spreading." You've all seen TED talks in your classes already, and there's a reason for that, these talks are short, powerful, and absolutely worth your time. Have a few extra minutes? Head over to this site and learn something new, you won't regret it!

**THEARTOFTHETITLE.COM** - Title sequences for TV shows and Movies have really become a work of art by themselves. Here's a website devoted to showcasing these title sequences for you.

**VISITPETE.COM** - Among other resources, Pete's QuickSkills™ can be found here which will help give you basic tutorials that work you straight through Adobe's Creative Cloud helping you learn all the basics. If you're not sure where to start, here you go!

**YOUTUBE.COM** - YouTube has some amazing content from short and simple or in-depth tutorials to amateur vlogs pursuing your creative goals right along side of you. Subscribe to channels relevant to what you are passionate about to stay connected, be inspired, and continue learning all the time! Here are some channels you may want to check out:

**PHLEARN** [Photoshop Tutorials], **FILM RIOT** [Film Tutorials], **CRASH COURSE** [Crash Courses in All the Things], **GREAT BIG STORY** [Video Storytelling], **PETER MCKINNON** [Vlog with Photography and Video Tutorials], **SPOON GRAPHICS** [Design Tutorials], **MT. MOGRAPH** [After Effects Tutorials].

# APPS

**TIDE** - An app that utilizes the Pomodoro Technique helping you to help you focus for 25 minutes at a time and get stuff done.

**GRAMMARLY** - Words are hard, but Grammarly is free and automatically detects grammar, spelling, punctuation, word choice, and style mistakes in your writing. Download the desktop app and Chrome or Safari extension and you're covered! There's even a Grammarly keyboard for your phone!

# PODCASTS

**HOW I BUILT THIS** - "A podcast about innovators, entrepreneurs, and idealists, and the stories behind the movements they built."

**99% INVISIBLE** - "A podcast about all the thought that goes into the things we don't think about — the unnoticed architecture and design that shape our world."

# BONUS RESOURCES

**DIIGO.COM/PROFILE/MCBSFS** - Can't find what you're looking for? Check out our MCBS Diigo page to find literally hundreds of curated and tagged links to even more resources that could help with whatever class assignment or project you may be working on!

**SYMBALOO.COM/HOME/MIX/NMTWEBMIX** - Curating all these resources can be tough, but using Symbaloo can help make a lot of that easier! The link provided will also bring you directly to Pete's constantly updated NMT Webmix full of some amazingly helpful resources itself. Bookmark this and I promise that you'll be back even after you graduate as you are trying to remember some of these great tools!

# MEDIA HEROES

**AARON DRAPLIN** [GRAPHIC DESIGNER], **CHRIS GUILLEBEAU** [AUTHOR, BLOGGER, SPEAKER], **PATTY JENKINS** [FILM DIRECTOR & SCREEN WRITER], **NOAH HAWLEY** [TV WRITER & PRODUCER], **IRA GLASS** [STORYTELLER EXTRAORDINAIRE], **LAURA POITRAS** [DOCUMENTARY DIRECTOR & PRODUCER], **SIMON SINEK** [AUTHOR, MOTIVATIONAL SPEAKER, MARKETING CONSULTANT], **TOM SHADYAC** [DIRECTOR, SCREENWRITER, PRODUCER, & AUTHOR], **SHONDA RHIMES** [TV PRODUCER, SCREENWRITER, & AUTHOR], **SIR KEN ROBINSON** [AUTHOR, SPEAKER & INTERNATIONAL ADVISOR], **ANDREA PHILLIPS** [TRANSMEDIA GAME DESIGNER & WRITER], **DAVID SIMON** [AUTHOR, JOURNALIST, WRITER, & PRODUCER], **ANTHONY BOURDAIN** [CHEF, AUTHOR, & TV PERSONALITY], **ROGER DEAKINS** [CINEMATOGRAPHER], **JACK WHITE** [MUSICIAN, SINGER, SONGWRITER, RECORD PRODUCER & ACTOR], **WALT DISNEY** [ENTREPRENEUR, ANIMATOR, VOICE ACTOR, & FILM PRODUCER], **HENRY ROLLINS** [MUSICIAN, ACTOR, WRITER, TV & RADIO HOST, & COMEDIAN], **QUINCY JONES** [RECORD PRODUCER, COMPOSER, MUSICIAN, TV & FILM PRODUCER], **PHILLIP KOTLER** [MARKETING AUTHOR, CONSULTANT, AND PROFESSOR].

# MCBS FACULTY SUGGESTED RESOURCES

# NOTES

# CONTACT

Need some help? Here's some contact info you may find useful.

## THE STUDENT SUPPORT CENTER (SSC)

For help with: Advising, Education, Business Office, Financial Aid, contacting your instructor, etc.

### EMAIL

[studentsupport@fullsail.com](mailto:studentsupport@fullsail.com)

### TOLL-FREE TELEPHONE NUMBER

1-855-FSHELP2

### HOURS

Monday to Thursday, 8:30 a.m. to 9:00 p.m.

Friday, 8:30 am to 8:00 p.m.

Saturday, 9:00 a.m. to 6:00 p.m.

## FSO SUPPORT

### EMAIL

[fsosupport@fullsail.com](mailto:fsosupport@fullsail.com)

### TOLL-FREE TELEPHONE NUMBER

1-877-437-6349

### HOURS

Monday to Sunday

8:00 a.m. to 2:00 a.m.

## FULL SAIL SECURITY

### FIRE-MEDICAL-POLICE

Emergency: 9-1-1

### FULL SAIL UNIVERSITY SECURITY

Non Emergency: (407) 679-0100, ext 8800

Emergency: (407) 679-0100, ext 5555

### FULL SAIL EMERGENCY HOTLINE

Information updates in the event of a crisis or emergency, including weather related events:

(407) 673-5363

(407) 657-5462

For more information download Full Sail University's Campus Safety Handbook from the Security page on Connect.