

# Publication Guidelines

## GRAPHICS

Please assure that college logo art is of good quality, and is used in the correct proportion (not stretched). Original logos can be obtained from our LOGOS page from the main menu, or click [here](#):

[Midland College Logos and Art](#)

## OFFICIAL MC COLORS

COLOR	OFFICIAL PANTONE #	CYAN %	MAGENTA %	YELLOW %	BLACK %	Hexadecimal (Web)
GREEN	357CV	79	0	87	56	#006300
YELLOW	109CV	0	9	94	0	#FFD100
GRAY	430CV	6	0	0	47	#919693

## REQUIRED STATEMENTS (see both below)

Midland College **REQUIRES** certain statements on printed materials that it produces and distributes. One is the Equal Opportunity Statement (EOS) and the other is the Statement of Accreditation.

*You can simply "copy" and "paste" the text directly from this page into your document (in Microsoft Word, paste as "unformatted text").*

## EQUAL OPPORTUNITY STATEMENT

There are two versions ... the long and short one. The short one should be used on all brochures produced by our campus. The long one should be used on publications which are larger in nature (complete with title), such as course schedules and catalogs.

Short Version for  
ADVERTISING  
ONLY

Long Version for MOST PUBLICATIONS

### ENGLISH

#### Equal Opportunity Statement

Midland College is  
an equal  
opportunity  
employer/educator

Midland College is an equal opportunity employer/educator.  
No person shall be excluded from participation in, denied the benefits of, or be subject to discrimination under, any program or activity sponsored or conducted by Midland College, on any basis prohibited by applicable law, including, but not limited to race, color, age, marital status, national origin, religion, gender, disability, or status as a qualified disabled veteran or veteran of the Vietnam era.

## SPANISH

Midland College es una institución que ofrece igualdad de oportunidad en el empleo y en la educación.

### Declaración de Igualdad

Ninguna persona será excluido de la participación en cualquier programa o actividad patrocinados o dirigidos por Midland College, ni sufrirá discriminación ni se le negará a ninguna persona beneficios de tal programa en ninguna basis prohibida por ley aplicable, incluso pero no limitado a la raza, el color, la edad, el estado civil, la nacionalidad, el género o el estado de veterano incapacitado o de veterano de la época Vietnam.

## STATEMENT OF ACCREDITATION

### ENGLISH

#### Statement of Accreditation

Midland College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award certificates and associate and baccalaureate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Midland College.

### SPANISH

#### Declaración de Acreditación

Midland College es acreditado por la Commission on Colleges of the Southern Association of Colleges and Schools para otorgar títulos de licenciado y de asociado, igual que certificados. Si usted tiene preguntas sobre la acreditacion de Midland College favor de ponerse en contacto con la Commission on Colleges of the Southern Association of Colleges and Schools por la calle 1866 Southern Lane, Decatur, Georgia 30033-4097 o llamar 404-679-4500.

## REVISION DATES ON FORMS & PUBLICATIONS

The Public Information and Media departments recommend that all forms and publications include a revision date. This is the best way to identify whether a form, or publication, is current or old. The revision date does not need to be obvious, but instead, just a very small, italicized date in an inconspicuous part of the publication or form. Here are a couple of examples:

*revised 11/05/06* or just ... *11/05/06*

If you have any questions regarding the usage of these statements, contact Rebecca Bell at 685-4556.

## Topics

[Working with Printers](#)[Tips](#)[Special Characters](#)

*Topics will be added from time to time. If there is a topic you would like to see on the site, contact Media Services.*

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### Working with Printers

It is our department's responsibility to work with you on your design and printing needs, and we will be happy to do so! However sometimes, either due to our load, or your preference to design a brochure yourself, you may need the following information.

When ordering printing done, you should have the following readily available:

- **Quantity** of finished product desired;
- **Size of finished product** (after folding)
- **Size of paper**
- **Weight of paper**
- **Type** of paper (glossy or not)
- **Color** of paper
- **Number of colors** FOR EACH SIDE
- Whether or not the colors "**BLEED**" all the way to the edge of the paper
- Any special **TRIMMING or FOLDING** needed
- Give printer **ALL** the elements (publishing file, graphics, photos, and fonts)
- **When** you will get the copy to the printer, and when you need **delivery**;
- How you will get the "copy" to them, and whether or not it is "**camera-ready**", which indicates whether or not they need to compose the copy;
- What **file format** (computer program) you built the copy in.

Listed below are some printers, in alphabetical order, that either our department or the college has dealt with in the past. The printers in **red** type are the printers that do **full color** printing. All of the printers can do **one** and **two-color** printing. Our department will be more than happy to help with getting your printing bids. Certainly we are not recommending that only these printers be used, but are sharing those that we have used in the past, and therefore know and have some experience with.

## PRINTERS:

Printer	Contact	Address	Phone	Fax
Craftsman Printer	Amy	Lubbock	800-880-8429	806-765-0860
Copy Craft (in Lubbock)	Jimmy Davila	Lubbock	800-794-5594	806-798-8190
House of Printing	David	E. Illinois Ave	683-1740	683-1390
Permian Basin Office Products	Randy or Ronnie	208 S A St	687-1345	570-7267
Qualified	Jack	2803 N Big Spring	683-4676	686-1942
Rainbow Press	Brenda	2706 W Wall	699-7613	699-1044

**Screen Capture** - You can capture your screen image, say for training purposes, and insert the image in Word or WordPerfect. There are two options: 1) press the PrtScn (Print Screen) key to capture the entire monitor image to your "clipboard", or 2) press ALT/PrtScn key to capture just the current window (say you have multiple windows on your screen) to your "clipboard". Then, switch over to your word processing program and PASTE (CTRL/V) the image into your document.

**Pictures (Digital versus Film)** - As a general rule of thumb, pictures for printed publications need to be 300 dpi (dots per inch) or higher. Similarly, pictures for web pages should be 72 dpi. When scanning printed pictures, it is best to go ahead and scan at 300 dpi, then downsize to 72 dpi if that is all that is needed, using a photo-editing program like Photoshop or Corel Photo-Paint. That way you still have the 300 dpi picture in case you need it for a brochure or some printed product. A film picture will always provide more versatility than a digital camera picture. However, with the increasing pixel data that cameras are now taking, depending on the size that you expect to use an image, you can get sufficient quality from digital cameras IF you re-size any image in a photo-editing program to the size and pixel resolution you need PRIOR to using it.

**File Sizes** - File sizes are directly related to the resolution of images in the files. And, although it does not seem logical, it is important to know that if you double the resolution number, you quadruple the actual resolution. For example:

A 72 dpi picture sized at 3 inches by 3 inches calculates to a pixel value of (3 x 72) x (3 x 72), or 46,656 pixels.

Doubling that 72 to 144 ... a 144 dpi picture sized at 3 x 3 calculates to (3 x 144) x (3 x 144), or 186,624 pixels, which is FOUR TIMES the 72 dpi picture, not twice as much as you would first expect. The reason is because you are doubling both directions, vertically and horizontally.

So a 3-inch, 72 dpi picture is roughly 46,000 pixels, where as a 3-inch, 300 dpi picture is 810,000 pixels! The increased pixels allow you to have better resolution when printing press quality materials.

**PowerPoint** - The pixel size of a PowerPoint slide screen is 934 pixels wide, by 700 pixels tall. When an image is used in a slide, the program converts (interpolates) the image resolution to the screen resolution called for depending on the settings of the monitor (e.g. 640x480, 800x600, 1,024x768, etc.). As an example, considering that a typical monitor is 13" wide and 11" tall, having a monitor setting of 800x600 would mean that the pixels per inch across is 800/13" and the pixels tall are 600/11, so the viewed image will be in the neighborhood of 65 dpi. **So a general rule of thumb for image resolution for PowerPoint presentations is no more than 72-90 dpi.** However, PowerPoint will allow you to import a 300 dpi image, but will only use the 72 dpi or so it needs to display the image. Because the program maintains the original image file size (300 dpi), but displays it on the fly (72 dpi) ... two problems exist with using higher resolution images: 1) the program takes more time to do the resizing on the fly, which can have an effect on the flow and timing of the presentation in extreme cases, and 2) the overall file size of the PowerPoint presentation can be unnecessarily HUGE. For example, I was recently forwarded a presentation that was 103 megabytes, and which was having some display problems. After resizing the images correctly, and losing no quality in the process, the presentation was reduced to only 4 megabytes. And the display problem went away ... simply because the program did not have to "work as hard." Finally, **there is a way within PowerPoint to automatically resize the images**, without having to do it in another program ... saving lots of time. To learn how to do this, contact Media Services.

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## Special Characters

To type the following special characters in any program, simply hold down the ALT (Alternate) key followed by pressing the corresponding 4-digit number **FROM THE NUMERIC KEYPAD not the numbers across the top!** (keep holding down the ALT key until you have finished typing the number, then release the ALT key!).

To get a list of all characters, and identify how to type them, run the program "Character Map" on your PC. The program is usually accessed from the start menu under the area:

## START / PROGRAMS / ACCESSORIES / SYSTEM TOOLS

There are many characters, such as other fractions, that can be copied and pasted from the "Character Map" program, even though you cannot access an ALT key sequence for them.

Here are some regularly used characters and their ALT key strokes:

Character	Key Stroke	Character	Key Stroke
· ( <i>bullet</i> )	ALT 0183	¢ ( <i>cents</i> )	ALT 0162
© ( <i>copyright</i> )	ALT 0169	® ( <i>registered</i> )	ALT 0174
¶ ( <i>paragraph return</i> )	ALT 0182	½	ALT 0189
¼	ALT 0188	¾	ALT 0190

## Official MC Colors

Printers use various names to refer to specific colors. When discussing Midland College's green and yellow colors, you should reference the following:

Green	Yellow	Gray (the wreath on the Seal)
<i>Pantone 357 CV</i>	<i>Pantone 109 CV</i>	<i>Pantone 430 CV</i>

### High Resolution Logos / Art

In order to assure consistent usage of college logos, we have provided links to high resolution images below for your accessibility. These are high-quality, 300 dpi images in TIF format (the format preferred by printers). You can download them to your computer, and then insert them into your documents. Due to the high resolution of the images, your download time may take several seconds, and PC may seem to "pause for about 10 seconds" prior to the download starting.

Use of the MC seal or logo by an entity outside of Midland College must have approval from the Dean of Community Relations & Special Events, Rebecca Bell, [rbell@midland.edu](mailto:rbell@midland.edu), (432) 685-4556.

Color	Gray scale	Black & White
		
		
		
		
		

To download an image to your computer:

Using **MICROSOFT INTERNET EXPLORER**, simply **RIGHT**-MOUSE-CLICK on the one you want and choose the "save **TARGET** as" option in the window that pops up ... then place where you want on your computer.

Using **GOOGLE CHROME**, simply **RIGHT**-MOUSE-CLICK on the one you want and choose the "save **IMAGE** as" option in the window that pops up ... then place where you want on your computer.

*Contact Media Services at extension 4770 if problems downloading files.*

# Business Card Specifications

MC Seal is 3 colors:  
 Pantone 357 (green)  
 Pantone 109 (gold)  
 Laurel is 40% Gray

Two Horizontal Lines (2 pt green and 1.5 pt yellow):  
 Pantone 357 (green) and Pantone 109 (gold)

**Midland College**  
 www.midland.edu  
**JOHN A. SYNTECO**  
 DIRECTOR OF SPECIAL PROGRAMS  
 AND SPECIAL SERVICES  
 ALLISON FINE ARTS BUILDING OFFICE (432) 685-5000  
 3600 N. GARFIELD, AFA-228 FAX 685-4721  
 MIDLAND, TEXAS 79705 jsynteco@midland.edu

Park Avenue (14 pt bold), mixed case  
 Times New Roman (9 pt *italic*, all lower case)  
 Times New Roman (12 pt, mixed case with SMALL CAPS)  
 Times New Roman (7 pt type & leading, mixed case, SMALL)  
 Times New Roman (8 pt type & leading, mixed case, SMALL CAPS)  
 email: *italic* and all lower case instead of SMALL CAPS

**EXAMPLE 1: building name and 2 phones**

**Midland College**  
 www.midland.edu  
**JOHN A. SYNTECO**  
 DIRECTOR OF SPECIAL PROGRAMS  
 AND SPECIAL SERVICES  
 3600 N. GARFIELD, AFA-228 OFFICE (432) 685-5000  
 MIDLAND, TEXAS 79705 FAX 685-4721  
 jsynteco@midland.edu CELL 555-1212

**EXAMPLE 2: added cell phone**

You may also use the "MC" logo

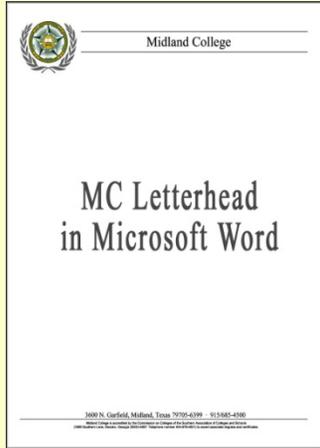
**Midland College**  
 www.midland.edu

## To download a form to your computer:

Using **MICROSOFT INTERNET EXPLORER**, simply **RIGHT-MOUSE-CLICK** on the one you want and choose the "**save TARGET as**" option in the window that pops up ... then place where you want on your computer.

Using **GOOGLE CHROME**, simply **RIGHT-MOUSE-CLICK** on the one you want and choose the "**save IMAGE as**" option in the window that pops up ... then place where you want on your computer.

*Contact Media Services at extension 4770 if problems downloading files.*

 <p>The image shows a preview of a Microsoft Word document titled "MC Letterhead in Microsoft Word". At the top left is the Midland College logo, followed by the text "Midland College" on a horizontal line. The main body of the document contains the text "MC Letterhead in Microsoft Word" in a large, bold font. At the bottom, there is a footer with the address "3000 N. Garfield, Midland, Texas 79705-4399" and the phone number "915-685-4500".</p>	<p><b>Midland College Letterhead</b></p> <p>This is a <b>Microsoft Word template</b>. Save to your computer <b>as described above</b>. Then on <b>your</b> computer, double-click the file, which will launch Microsoft Word and open the file in a "new document" window (so that the original template is preserved).</p> <p>The letterhead graphic is positioned in the background on the header/footer layer, and should pretty much stay in position unless you go into the "drawing mode" and move them.</p> <p><b>RIGHT</b>-mouse-click <a href="#">HERE</a> or on the image to the left and choose "<b>Save Target As ...</b>" to download the form.</p>
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 <p>The image shows a Microsoft Word template for an MC Event Program. It features the Midland College logo at the top, which is a circular emblem with a star and the year 1972. Below the logo, the text reads "MC Event Program in Microsoft Word". Underneath, there are three lines for input: "Name of Event", "Date", and "Time".</p>	<p><b>Midland College Event Program</b></p> <p>This is a <b>Microsoft Word template</b>. Save to your computer <b>as described above</b>. Then on <b>your</b> computer, double-click the file, which will launch Microsoft Word and open the file in a "new document" window (so that the original template is preserved).</p> <p><b>RIGHT</b>-mouse-click <a href="#">HERE</a> or on the image to the left and choose "<b>Save Target As ...</b>" to download the form.</p>
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**PHOTO CONSENT FORM:**

	<p>MIDLAND COLLEGE</p> <p>PHOTOGRAPHIC CONSENT AND RELEASE FORM</p>
<p>I hereby authorize Midland College, and those acting pursuant to its authority to:</p>	
<ul style="list-style-type: none"> <li>• Record my likeness and voice on a video, audio, photographic, digital, electronic or any other medium;</li> <li>• Use my name in connection with these recordings;</li> <li>• Use, reproduce, exhibit or distribute in any medium (i.e., print publications, video tapes, CD-ROM, DVD, Internet/www) these recordings for any purpose that the College, and those acting pursuant to its authority, including promotional or advertising efforts.</li> </ul>	
<p>I release the College and those acting pursuant to its authority from liability for any violation of any personal or proprietary right I may have in connection with such use. I understand that I maintain no ownership rights, and that all such recordings, in whatever medium, shall remain the property of Midland College.</p>	
<p>I have read and fully understand the terms of this release.</p>	
<p>Name: _____</p>	
<p>Address: _____</p>	
<p>City: _____</p>	<p>State: _____ Zip Code: _____</p>
<p>Home Phone: _____</p>	<p>Cell: _____</p>
<p>Signature: _____ Date: _____</p>	
<p>Signature of Parent/Guardian: _____ Date: _____ <i>(if under 18 years of age)</i></p>	

The Photographic Consent Form and Release Form may be located on the MC INTERNET under the *employee tab*.

# BROCHURE BRANDING:

Outside (tri-fold):

**Midland College  
Fine Arts and  
Communications Division**  
[www.midland.edu/music](http://www.midland.edu/music)

(432) 685-4624

*The provisions and information set forth in this brochure are intended for informational purposes only and are subject to modification without notice. For additional information see the college catalog, schedule of courses offered, and/or the Midland College website.*

[www.midland.edu](http://www.midland.edu)



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Midland College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award certificates and associate and baccalaureate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4300 for questions about the accreditation of Midland College.

10/11/10

Your College!



Midland College  
Fine Arts and  
Communications Division  
3900 N. Garfield  
Midland, TX 79705

**Midland College**



**Department of Music**

Inside:

## Department of Music

**Degree in Music**

The Associate of Arts in Music degree provides students with the opportunity to obtain the first two years of college credit toward meeting the requirements for a baccalaureate degree in music at a transfer institution of their choice. Students must audition for admission to this degree program.

**Scholarships**

Generous scholarships are available to both music majors and non-music majors who participate in choir, orchestra, and jazz band. Monies are also available to students who choose to pursue private study.

The application process includes an audition, which should demonstrate both technical ability and musical understanding.

**All-Steinway School**

MC provides students with the very best pianos available to ensure musical success - all designed by Steinway & Sons. As of 2010, MC is one of only four community colleges in the nation to be designated an "All-Steinway School of Music."

**Music Technology**

MC's Department of Music is dedicated to providing students with cutting-edge music technology and the instruction necessary to ensure that they remain competitive in the technology-oriented musical world of the 21st century. Established in 2010 by Bryce and Isabel McClintic Bea, the Center for Music Technology & Creativity (CMTC) is a fully networked 10-workstation teaching and learning facility specially designed for students enrolled in music courses.

**MC Jazz Band**

The MC Jazz Band is under the direction of Mr. Rabon Bewley. The band rehearses Tuesdays and Thursdays, 11:50 a.m. - 12:20 p.m., and performs several major concerts per year. Membership is open to all MC students. A limited number of rental instruments are available for qualifying students. Audition information is available by calling Mr. Bewley at (432) 685-4643, or emailing [rbewley@midland.edu](mailto:rbewley@midland.edu).

**MC Choir**

The MC Choir is under the direction of Mr. Bert Bostic. The choir rehearses Monday through Thursday, 12:30 - 1:50 p.m., and performs several major concerts per year. Membership is open to all MC students. Audition information is available by calling Mr. Bostic at (432) 685-6446, or emailing [bbostic49@aol.com](mailto:bbostic49@aol.com).

**MC Orchestra**

The MC Orchestra is under the direction of Mr. Rabon Bewley. The band rehearses Monday and Wednesdays, 1:00 - 2:20 p.m., and performs several major concerts per year. Membership is open to all MC students. A limited number of rental instruments are available for qualifying students. Audition information is available by calling Mr. Bewley at (432) 685-4643, or emailing [rbewley@midland.edu](mailto:rbewley@midland.edu).



**Private Instruction**

MC offers private instruction in voice, piano, woodwinds, brass, strings, percussion, and guitar. Further information is available by contacting a music faculty member below.

**Stress-Free Auditions**

*Woodwind, Brass, Strings, Percussion, Guitar*

**Mr. Rabon Bewley**  
Assistant Professor of Instrumental Studies  
(432) 685-4643 / [rbewley@midland.edu](mailto:rbewley@midland.edu)

**Piano**

**Dr. Nicholas Elderkin**  
Assistant Professor of Piano Studies  
(432) 685-4644 / [nelderkin@midland.edu](mailto:nelderkin@midland.edu)

**Voice**

**Dr. Michael Jordan**  
Professor of Vocal Studies  
(432) 685-4647 / [mjordan@midland.edu](mailto:mjordan@midland.edu)

**Choir**

**Mr. Bert Bostic**  
Instructor of Choral Studies  
(432) 685-6446 / [bbostic49@aol.com](mailto:bbostic49@aol.com)

## QUICK RESPONSE CODES (QR):

These QR codes allow anyone to scan using any smart phone scanning app to quickly be linked to the MC catalog, or the MC Website:

Catalog Interactive App:



Midland College Website (Homepage):

