

REAL APPLICATIONS

that worked



DANNY RUDERMAN

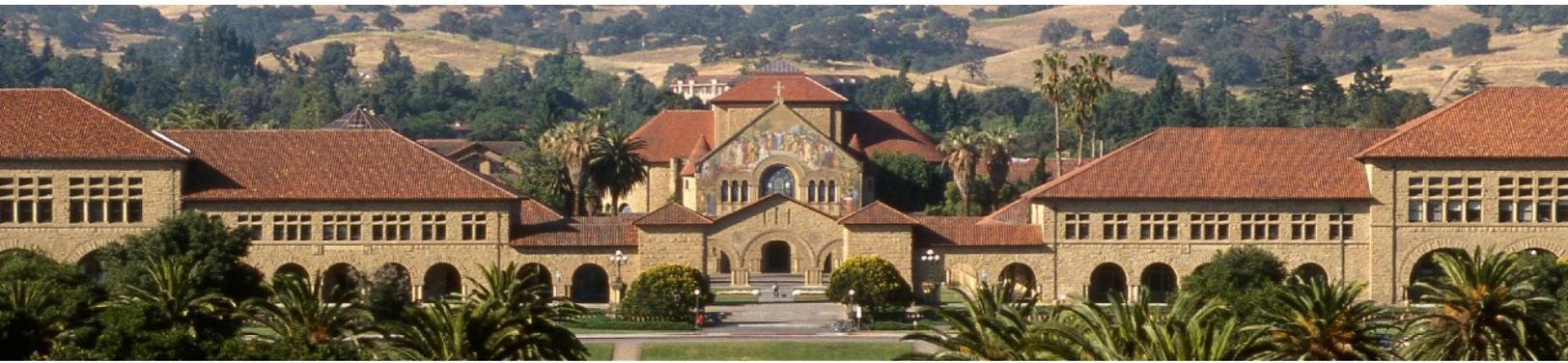


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Actual Application #1 - Ben

Statistics

- Private High School
- 3.76 Unweighted
- 1480 SAT
- Legacy at Yale – Dad attended
- Schools Applied To: Stanford, University of Michigan, University of Virginia, UC Berkeley, UCSB, UCLA, Yale, University of Wisconsin, Vanderbilt
- Accepted to Stanford, University of Michigan, University of Virginia, UC Berkeley, UCSB, UCLA, University of Wisconsin
- Rejected from Yale, University of Virginia, Vanderbilt

Ben Activities List

News magazine, Crossfire – Art Editor and Writer

Grades 9, 10, 11, 12

6 hours per week, 33 weeks per year

Coordinate layout and design of Crossfire: The Students Voice, one of the leading student papers in the nation. Oversee all Art and Photography assignments.

Intern at Smithsonian Magazine

Summer 12

24 hours per week, 4 weeks per year

Worked on research and developed promotional materials in the Marketing department.

Intern at Special Ops Media

Summer 12

16 hours per week, 4 weeks per year

Developed business proposals, completed viral video uploads and attended client meetings.

Graphic Design Course at UCLA Design and Media Arts Summer Program

Summer 11

35 hours per week, 2 weeks per year

Completed type experiments and created a tri-fold magazine involving many aspects of digital manipulation.

Graphic Design Course at Art Center College of Design

Grade 11

3 hours per week, 10 weeks per year

Participated in an intensive and immersive graphic design course, which emphasized hands-on design without use of a computer. Received an A+ grade in the course.

Letterpress Printing Class at Art Center College of Design

Grade 11

3 hours per week, 10 weeks per year

Currently furthering knowledge of letterpress and handset type at the Art Center archetype press.

Fashion Marketing Class at Otis Art College

Grade 11

4 hours per week, 10 weeks per year

Learned aspects of fashion design, marketing and retail from fashion director at BCBG and current owner of Denim of Virtue.

Teen AIDS Ambassadors Graphic Design

Grade 10

20 hours per week, 1 weeks per year

Designed logotype and promotional materials for AIDS Ambassadors program. Designs have been incorporated into shirts as well as other printed goods to promote the charitable organization.

Graphic Design Class at Otis Art College

Grade 9

35 hours per week, 4 weeks per year

Spent four weeks learning advanced drawing techniques and graphic design skills under Professor Milka Broukhim. Received an A grade in the class.

Ben Personal Statement

My sister Lauren lies buried under the rubble of an urban hotel. Her breathing is rapid and short in the darkness. A rescue team equipped with flashlights and a stretcher is making its way through the wreckage. I am the leader of this rescue team. I am ten years old.

The reason Lauren is trapped can only be blamed on the television. Or rather, the lack thereof.

Throughout my childhood, my mom refused to allow me access to that flickering screen with which my friends were obsessed. When my friends spoke of Bart Simpson, I never imagined that he was actually yellow. “South Park” might as well have been a grassy recreational area.

Without a television to distract me, I got to work on some big projects. I constructed airplanes in my front hallway, built boats out of living room furniture, and hosted guests in hotel rooms erected in my family room. This brings us to the trapped sister. At some point (after the boats, airplanes and hotels--- but before the wild west stunt shows) I decided it would be best to have a rescue drill with my family members. I had participated in one at school, and was certain my family should have similar training. Needless to say, my sister was rescued from the rubble without a hitch and I got back to work in my family room hotel.

Now, in my ripe old age of seventeen, I have left behind the engineering masterpieces that composed my childhood. But I have certainly not abandoned my love for creative design: In 6th grade I built my own computer, in 7th grade I created my own holograms using lasers and mirrors, and in 8th grade I discovered my love of graphic design. Since 8th grade I have experimented with multimedia graphic design—creating art with copy machines (I’m on a first name basis with Kinko’s employees), 1950s letterpress printers, and the latest versions of Adobe software. Experimenting with various mediums has allowed me to make my vision more tangible. Most recently, I have worked as the Design Editor of *Crossfire: The Student’s Voice*, my high school newspaper. This has allowed me to continue my work in the graphic arts while writing articles that reflect my academic passions. I have learned to reinforce my writing with powerful visuals and infographics...

As a result of such an upbringing, I am not forced to view the world through a multimedia lens shaped by marketing gurus. Rather than discussing the merits of a particular TV show with friends, I had to develop other ways of relating—thereby freeing myself from the cultural compendium of network television. By removing a centerpiece of cultural inspiration and discussion, my mom had unknowingly unleashed a world where I could operate free of influence and discern my own decisions through careful consideration and thought.