

Writing Samples: Justin Emerson

Expression College: Tone

The overall tone/voice of our creative copy has grown and changed over time. We have had various stakeholders (including three different CEOs) with diverse direction. The news articles at the bottom of this document were from earlier years when the goal was to be edgy, loose, informal, cool, hip, funny, quirky and even intentionally unprofessional to a certain degree.

We wanted to set ourselves apart as being not a stuffy academic institution, but a wholly different world where you could get a top-notch education that would lead directly to the job of your dreams. Over time, we started to push for more professionalism while still retaining that unique, fun, personable tone that sets us apart and makes our target audience (20-something skater/emo students) feel at home.

Company Tagline

Trademarked and used in all marketing efforts.

Make Your Passion Your Profession™

Unique Selling Points

Developed for website, used (in whole or in part) in radio, print, online, and TV.

Reference URL: <http://www.expression.edu>

Why Ex'pression?

1. Accelerated Bachelor's Degree
2. Small Class Sizes
3. Professional Grade Facilities
4. Career Development Services
5. 24x7 Access



The Bachelor's degree without brakes.

Are you going home in the summer to work on the family farm? We didn't think so. Back in the day when our nation's economy centered on farming food instead of data, it was really important that sons and daughters came home for the summer so they could help their families bring in the harvest. Funny thing is that the old-fashioned farming-based academic calendar that takes 4 (or even 5) years to get a diploma is still the way most colleges do things.

We know you want to become a cutting edge digital artist or producer, not a soybean farmer, so we've taken the breaks out (and the brakes off) of your learning. That means you'll have your Bachelor's degree in about 2 ½ years (or about 2 years if you already have enough general

education credits from another college.) You didn't really want to spend your summers flipping burgers anyway, did ya? We didn't think so.

Your education needs to keep up with the break-neck speed of the industry you want to work in, or you'll end up left behind before you even graduate. You'll be spending lots of time in classes and labs here. You won't have summers off but of course there's some vacation time in there so you'll still know the names of your family members and friends.

Your transformation from student to producer, animator, designer, or engineer begins the moment you walk in the door. You'll graduate at the speed of sound (or animation or digital effects) with the skills and connections you need to rocket your way to the top.

Big dreams, small classes.

If you've ever been to a big university, or even seen one on TV or in the movies, you've probably seen what a drag it is to be in a huge class with tons of students. It looks like the world's most boring concert. At Expression, we keep our classes nice and small so you get the one-on-one attention and training from our talented and experienced teaching staff. That's why most of our lectures have a maximum of 36 students to 1 Course Director and our labs have ratios of 6 to 12 students to 1 Course Director. That means a lot more room for your dreams and passion and a lot less competition for star student.



Our staff to student ratio is small and our machine to student ratio is even smaller. It's one-to-one. While we believe that some of the best dreams get realized when you work in small teams, we don't think you should have to share your computer. That means no waiting to render your animation or put the finishing touches on your final project. This front-row seat approach to learning helps you master the tools and the attitude that will make you a pro.



Great gear rules.

What's the deal with "digital arts", anyway? Well, it's basically using a computer as a tool to express your creativity. Whether you're making, mixing, or editing music, modeling a 3D character for a video game, putting together an animated short film, or designing TV bumpers and movie trailers, using a computer is going to play a key role in getting the job done. If you're drawn to working with computers in the first place, chances are you've got about as much patience as a gnat has muscles. If your patience is puny but your creativity is buffed, you may just be cut out for the ludicrous pace of a job in the digital arts field. This means you're going to need plenty of seriously good gear. How about the stuff the pros use?

At Expression we have the same, eye-poppin' equipment you'll find at the best recording, animation and design studios in the country, with plenty of smart folks that keep it in tip-top shape. We're constantly upgrading to make sure that you are prepared to handle any type of gear or program

you will encounter out there in the real world (when you have to leave our little technology oasis.) Whether it's our motion capture system, 5.1 surround digital recording studios, audio or video post production suites or our warp speed computers, you'll be able to get your hands on the kind of tools that make your heart beat faster just looking at 'em.

Get trained. Get connected.

Bottom line, you're coming here to learn what you need to get a job you love-to make your passion your profession. We get it. At Expression we take your career plans very seriously. Throughout your program you will not only be trained by pros, you'll have regular contact with Emmy, Grammy and Oscar-winners at Insider Days.



Once every 5 weeks, Expression hosts key creative leaders in film, broadcast, music and video game production for lectures, demonstrations and networking. You'll hear directly from the people who are making today's entertainment and learn first-hand from those who have battled a thousand in your field of dreams. You'll make real connections with people who have hundreds of shared years of industry experience.

You will learn to package yourself and your reel to knock the socks off your future employers. And you will work one-on-one with our career development professionals to ideally land the internship or job best suited to your skills and ambition. We've got a career development team whose track record speaks for itself.

If you're in the lucky top 10% of your class you'll have a chance of a lifetime-to be mentored by industry pros from companies like Pixar, Electronic Arts, the Plant Recording Studio, Lucas Films, and many other companies who work side-by-side, coaching and auditioning our top students.

At Expression, you'll get trained, you'll get connected and you'll get the kind of personal coaching you need-with a leg up from industry giants.



Your mind is open. We never close.

Like the idea of having access to our 64,000 square feet of techno heaven, 24-7? No problem. The doors are always open and the computers are on. You want to come in at 4am to finish that sound mix? You want to work on your own personal projects during the time when normal humans might want to do something boring-like sleep? We're here for you. We don't think there's much use in having the keys to the candy store if it keeps banker's hours.

We know techno geeks. Many of us are techno geeks. For you non-techno geeks... don't worry. We have some "regular" people here, too. You will have the chance to get some sleep - though some of us can't imagine why anyone would want to do that. So go on, be your funky self, or your normal self, just as long as you're being yourself.

Coming to Expression means being true to whatever it is that's burning inside of you. Welcome to a world where creativity and learning are alive day and night.

Email Newsletter

Monthly email blast announcing events to mailing list of ~24,000 subscribers.



Expression College for Digital Arts is having an Open House **Saturday, November 5th**. Take specialized tours of our 85,000 square foot facility and speak face-to-face with faculty, students, and knowledgeable

Admissions Representatives. Experience a professional environment where serious students of Sound Arts, Animation, and Graphic Design **develop the job skills they need to make their passion their profession.**

For those ready to enroll, **a special application session** will be held to guide you through the process.

The Bay Area's Ex'pression College for Digital Arts, **featured on local and national television**, praised in leading magazines and newspapers from *Mix and Animation* to *The New York Times* and *San Francisco Chronicle*, is a one-of-a-kind creative educational environment. See for yourself at the next Expression Open House. Saturday, November 5th, 2005. **Check in begins at 9:00 a.m. and the tour runs from 9:30 a.m. - 12:30 p.m.**

Expression College for Digital Arts
6601 Shellmound Street
Emeryville, CA 94608

Call Us:

1-877-833-8800 Toll Free
1.510.654.2934 Direct + International

Email Us:

admissions@expression.edu

Visit Us Online:

www.expression.edu

RSVP for Our Next Open House

www.expression.edu/events/openhouse

Unsubscribe or resubscribe to our mailing list:

Go to any page on our website and look for "Newsletter" in the sidebar on the right.

Fill in your email address, select subscribe or unsubscribe, and click Submit.

www.expression.edu/events/openhouse

[Home](#) | [About Us](#) | [Admissions](#) | [Academic Programs](#) | [Get More Info](#)

© 2005 Expression College for Digital Arts

6601 Shellmound Street, Emeryville, CA 94608

Call us at 1-877-833-8800 Toll Free

1-510-654-2934 Direct + International

[About This Site](#) | [Contact Us](#) | [Jobs](#) | [Site Map](#)

News Article

Article for press release and website about high profile private concerts at the school.



Tori Amos, Dave Grohl of the Foo Fighters Perform at Expression

It was an amazing day of music at Expression College for Digital Arts, co-sponsored by Bay Area radio station KCNL The Channel 104.9 and KSJO. First we had the pleasure of hosting Tori Amos in an extremely intimate private concert for 80 lucky guests. She played a brief but powerful set in our Meyer Performance Hall while Expression staff and students worked as sound crew. Her haunting melodies weaved a

hypnotic web over her audience in a perfect mix: Ethereal, delicate, and angelic, yet dark and glowering underneath. Like embers of a hot fire hidden under a soft carpet of harmless-looking ash, her powerful performance left a lasting impression on her audience. Tori joined in the tradition of our many other celebrity visitors in graciously signing our Wall of Fame and posing for a few snapshots.





Shortly after Tori's performance, Dave Grohl was in the building. Formerly a member of Nirvana and now lead singer of the Foo Fighters, Dave couldn't stop talking about how much he loved Expression. "I've always wanted to start a school like this", he said, after a tour.

Later, just before he played his acoustic solo set for a small group in our Studer studio, he told his audience, "I used to dream of starting a school for music, much like this one.

I always thought it would be so ironic because I never graduated high school and here I'd be the principal of my own school."

When he signed our Wall of Fame, he wrote, "Wow - the only school I'd never drop out of." He started his set with one of the Foo Fighters more popular songs, Everlong. The energy in the room kept building with each song as Dave seemed to loosen up and get lost in his music. He paused to tell stories between his songs and cracked his audience up with his easy sense of humor.



For those lucky enough to live within the signal reach of KSJO and KCNL, portions of Tori and Dave's performances will be going into regular rotation on these stations with full re-broadcast of the Tori Amos concert scheduled on KCNL Channel 104.9 for this Sunday, April 20th at 10:00 p.m. Don't miss it!

News Article

Article for press release and website about high profile private concert at the school.

Channel 1049 presents: Up Close with Jack Johnson at Expression College for Digital Arts



The Bay Area's Channel 104.9 presented "Up Close with Jack Johnson", an intimate, invitation-only, stripped-down performance by Jack Johnson which took place on October 18th at Expression College for Digital Arts in Emeryville. The show took place in Expression's own Meyer Sound Performance Hall, with assistance from Expression faculty and students.

Jack delighted the audience by playing 7 songs, a mix of new ones and favorites, taking time in between songs to answer questions from the audience and share a few of his stories. "I always feel like I should explain this song when I play it" he said after he played 'Rodeo Clowns', a tune he wrote and performed with G. Love and Special Sauce.

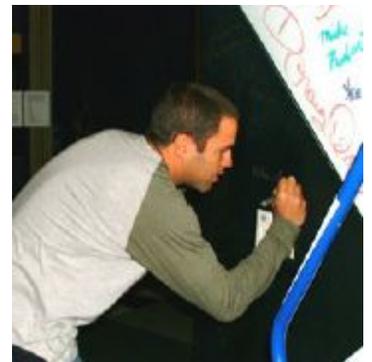
"I was recording on a little 4 track in my living room and I whistled this one part of the song because I wanted to play a guitar part there later. I gave G. Love a recording with the whistle on it and I didn't realize it. When he heard it, he was like 'Man, you have to do that whistle in the studio.' I'm not a good whistler and I think it took six takes to get one good whistle track in the studio.

Then later I had to whistle in front of audiences, sometimes like a hundred thousand people. I get cotton mouth when I'm nervous so it was like trying to whistle after eating a lot of crackers." The audience laughed and then an audience member asked, "Are you nervous now?" Jack looked up shyly and said, "I'm always nervous."

Jack also mentioned that he had already been to Expression once before to watch his friends, Animal Liberation Organization, (ALO) do some recording with Expression's Sound Arts students under the guidance of Course Director Scott Theakston. He said he remembered being here late at night with his friends in ALO and that he spent some time working out some of the music to one of the songs on his recent album.

Jack was only supposed to play five songs, but the audience coaxed him into playing 2 additional tunes. He finished with "Flake" and you could hear the audience singing along with him. The sound of his acoustic guitar, played with his signature percussive-funk style, and his smooth and mellow voice created a warm vibe for the audience to sway to. The Expression sound team created an amazing mix and the tones were crystal clear.

Before Jack could leave the stage, a few young women at the front of the audience asked for hugs and Jack smiled sheepishly and hugged each of them. He also stopped so one fan could get up on stage and



have her picture taken with him. Jack was down-to-earth and very generous in indulging his fans with all their requests, even stopping for a few autographs on his way out. We got the feeling he would have stayed longer, but he had to rush off for another sound check for his performance at The Greek Theater in Berkeley, happening later on this evening. Expression thanks Jack, his fans, Channel 104.9, and all the people who helped to make this event the huge success that it was.