

See [AiPrograms.info](http://AiPrograms.info) for program duration, tuition, fees, other costs, median debt, federal salary data, alumni success, and other important info.



# CATALOG ADDENDUM I

**Catalog 2013-2014**  
**Effective March 1, 2014**

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**PLEASE NOTE THAT ALL CHANGES TO THE LANGUAGE IN THE CATALOG HAVE BEEN HIGHLIGHTED FOR EASE IN REFERENCE.**

### **Updated Statement About the College**

**PAGE 3**

*The section entitled “About the South University College of Creative Art and Design” should read as follows:*

#### **ABOUT THE SOUTH UNIVERSITY COLLEGE OF CREATIVE ART AND DESIGN**

This catalog, in effect at the opening of summer quarter 2013, includes policies; a list of the campuses; descriptions of academic programs, course offerings, and services; and a list of faculty members. Students are subject to the rules and regulations of the current catalog regardless of their original quarter of enrollment.

While the provisions of this catalog will ordinarily be applied as stated, the University reserves the right to change any of the contents of this catalog, including but not limited to academic requirements for graduation. Academic programs, course offerings, and scheduling are subject to change at the discretion of the institution without notice to individual students. Every effort will be made to keep students advised of any such changes. Information on changes will be available in the Office of the Registrar. Students are responsible for staying apprised of current graduation requirements for their particular programs.

All academic information in this catalog applies to each campus of the South University College of Creative Art and Design (The Art Institute of Charlotte, The Art Institute of Dallas, The Art Institute of Fort Worth, and The Art Institute of Raleigh-Durham), unless stated otherwise.

This catalog is available online at [www.southuniversity.edu](http://www.southuniversity.edu). Alternative formats of this publication are available upon request. For more information contact the University Registrar at any of South University's campuses.

**Addition of Gainful Employment Information**

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**Addition of gainful employment information before “PROGRAM DESCRIPTIONS”**

The following links provide program duration, tuition, fees, other costs, median debt, federal salary data, alumni success, and other important info on programs offered at South University. Please note that some programs are no longer being offered and therefore not accepting new enrollments. (*specific data is updated when new information is available, so please check back for updates*):

**The Art Institute of Charlotte, a campus of South University**

Baking & Pastry (C)	Certificate	<a href="http://ge.artinstitutes.edu/programoffering/3308">ge.artinstitutes.edu/programoffering/3308</a>
Culinary Arts (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/404">ge.artinstitutes.edu/programoffering/404</a>
Culinary Arts (C)	Certificate	<a href="http://ge.artinstitutes.edu/programoffering/3310">ge.artinstitutes.edu/programoffering/3310</a>
Culinary Management (BS)	Bachelor of Science	<a href="http://ge.artinstitutes.edu/programoffering/4162">ge.artinstitutes.edu/programoffering/4162</a>
Digital Filmmaking & Video Production (BFA)	Bachelor of Fine Arts	<a href="http://ge.artinstitutes.edu/programoffering/1723">ge.artinstitutes.edu/programoffering/1723</a>
Digital Image Management (C)	Certificate	<a href="http://ge.artinstitutes.edu/programoffering/3299">ge.artinstitutes.edu/programoffering/3299</a>
Fashion & Retail Management (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/4155">ge.artinstitutes.edu/programoffering/4155</a>
Fashion & Retail Management (BA)	Bachelor of Arts	<a href="http://ge.artinstitutes.edu/programoffering/4161">ge.artinstitutes.edu/programoffering/4161</a>
Fashion Design (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/4062">ge.artinstitutes.edu/programoffering/4062</a>
Fashion Retailing (C)	Certificate	<a href="http://ge.artinstitutes.edu/programoffering/3301">ge.artinstitutes.edu/programoffering/3301</a>
Graphic & Web Design (BFA)	Bachelor of Fine Arts	<a href="http://ge.artinstitutes.edu/programoffering/4441">ge.artinstitutes.edu/programoffering/4441</a>
Graphic Design (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/410">ge.artinstitutes.edu/programoffering/410</a>
Interior Design (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/414">ge.artinstitutes.edu/programoffering/414</a>
Interior Design (BFA)	Bachelor of Fine Arts	<a href="http://ge.artinstitutes.edu/programoffering/413">ge.artinstitutes.edu/programoffering/413</a>
Media Arts & Animation (BFA)	Bachelor of Fine Arts	<a href="http://ge.artinstitutes.edu/programoffering/4061">ge.artinstitutes.edu/programoffering/4061</a>
Photography (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/1721">ge.artinstitutes.edu/programoffering/1721</a>
Photography (BFA)	Bachelor of Fine Arts	<a href="http://ge.artinstitutes.edu/programoffering/1722">ge.artinstitutes.edu/programoffering/1722</a>
Restaurant & Catering Management (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/4060">ge.artinstitutes.edu/programoffering/4060</a>
Video Production (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/4174">ge.artinstitutes.edu/programoffering/4174</a>
Web Design & Interactive Communications (C)	Certificate	<a href="http://ge.artinstitutes.edu/programoffering/3304">ge.artinstitutes.edu/programoffering/3304</a>

**The Art Institute of Dallas, a campus of South University**

Advertising Design (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/439
Audio Production (BS)	Bachelor of Science	ge.artinstitutes.edu/programoffering/3935
Baking & Pastry (AAS)	Associate of Applied Science	ge.artinstitutes.edu/programoffering/1839
Baking & Pastry (C)	Certificate	ge.artinstitutes.edu/programoffering/3231
Culinary Arts (AAS)	Associate of Applied Science	ge.artinstitutes.edu/programoffering/441
Culinary Arts (C)	Certificate	ge.artinstitutes.edu/programoffering/3349
Culinary Management (BS)	Bachelor of Science	ge.artinstitutes.edu/programoffering/1838
Design & Media Management (MA)	Master of Arts	ge.artinstitutes.edu/programoffering/3455
Digital Filmmaking & Video Production (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/1325
Digital Image Management (C)	Certificate	ge.artinstitutes.edu/programoffering/3234
Fashion & Retail Management (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/1398
Fashion Design (AAA)	Associate of Applied Arts	ge.artinstitutes.edu/programoffering/443
Fashion Design (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/1397
Fashion Retailing (C)	Certificate	ge.artinstitutes.edu/programoffering/3235
Game Art & Design (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/4001
Graphic & Web Design (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/4071
Graphic Design (AAA)	Associate of Applied Arts	ge.artinstitutes.edu/programoffering/445
Interior Design (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/447
Media Arts & Animation (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/448
Photography (AAS)	Associate of Applied Science	ge.artinstitutes.edu/programoffering/1840
Photography (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/2508
Restaurant & Catering Management (AAS)	Associate of Applied Science	ge.artinstitutes.edu/programoffering/449
Video Production (AAS)	Associate of Applied Science	ge.artinstitutes.edu/programoffering/450
Visual Effects & Motion Graphics (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/4002

**The Art Institute of Fort Worth, a campus of South University**

Advertising Design (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/2467
Digital Image Management (C)	Certificate	ge.artinstitutes.edu/programoffering/3233
Fashion & Retail Management (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/2468
Fashion Retailing (C)	Certificate	ge.artinstitutes.edu/programoffering/3236
Game Art & Design (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/4072
Graphic & Web Design (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/4075
Graphic Design (AAA)	Associate of Applied Arts	ge.artinstitutes.edu/programoffering/2473
Media Arts & Animation (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/3454
Photography (AAS)	Associate of Applied Science	ge.artinstitutes.edu/programoffering/3453
Photography (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/2471
Visual Effects & Motion Graphics (BFA)	Bachelor of Fine Arts	ge.artinstitutes.edu/programoffering/4073

**The Art Institute of Raleigh-Durham, a campus of South University**

Baking & Pastry (C)	Certificate	<a href="http://ge.artinstitutes.edu/programoffering/3302">ge.artinstitutes.edu/programoffering/3302</a>
Culinary Arts (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/1701">ge.artinstitutes.edu/programoffering/1701</a>
Culinary Arts (C)	Certificate	<a href="http://ge.artinstitutes.edu/programoffering/4338">ge.artinstitutes.edu/programoffering/4338</a>
Culinary Management (BS)	Bachelor of Science	<a href="http://ge.artinstitutes.edu/programoffering/4242">ge.artinstitutes.edu/programoffering/4242</a>
Digital Filmmaking & Video Production (BFA)	Bachelor of Fine Arts	<a href="http://ge.artinstitutes.edu/programoffering/2719">ge.artinstitutes.edu/programoffering/2719</a>
Digital Image Management (C)	Certificate	<a href="http://ge.artinstitutes.edu/programoffering/3295">ge.artinstitutes.edu/programoffering/3295</a>
Fashion & Retail Management (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/4243">ge.artinstitutes.edu/programoffering/4243</a>
Fashion & Retail Management (BA)	Bachelor of Arts	<a href="http://ge.artinstitutes.edu/programoffering/4244">ge.artinstitutes.edu/programoffering/4244</a>
Fashion Retailing (C)	Certificate	<a href="http://ge.artinstitutes.edu/programoffering/3296">ge.artinstitutes.edu/programoffering/3296</a>
Game Art & Design (BFA)	Bachelor of Fine Arts	<a href="http://ge.artinstitutes.edu/programoffering/2755">ge.artinstitutes.edu/programoffering/2755</a>
Graphic & Web Design (BFA)	Bachelor of Fine Arts	<a href="http://ge.artinstitutes.edu/programoffering/4442">ge.artinstitutes.edu/programoffering/4442</a>
Graphic Design (AAS)	Associate of Applied Science	<a href="http://ge.artinstitutes.edu/programoffering/1703">ge.artinstitutes.edu/programoffering/1703</a>
Interior Design (BFA)	Bachelor of Fine Arts	<a href="http://ge.artinstitutes.edu/programoffering/1709">ge.artinstitutes.edu/programoffering/1709</a>
Photography (BFA)	Bachelor of Fine Arts	<a href="http://ge.artinstitutes.edu/programoffering/2714">ge.artinstitutes.edu/programoffering/2714</a>

## Updated Contact Information

### PAGE 4

*Updated contact information for The Art Institute of Charlotte, a campus of South University and The Art Institute of Dallas, a campus of South University*

### CATALOG PREPARATION

This catalog was prepared by the South University College of Creative Art and Design (including The Art Institute of Charlotte, a campus of South University; The Art Institute of Dallas, a campus of South University; The Art Institute of Fort Worth, a campus of South University; and The Art Institute of Raleigh-Durham, a campus of South University), collectively hereinafter referred to as “The Art Institute.” Curricula, fees, expenses, and other matters described herein and any subsequent addenda are subject to change without notice at the discretion of The Art Institute, subject to applicable regulatory approval and notification of the state regulatory authorities in Arkansas, North Carolina, Oklahoma, and Texas. If a student needs developmental courses, the total program credit hours could increase, which could increase the program length and tuition accordingly. Any person wishing to ask questions regarding the information provided in this catalog may do so by contacting the campus president as follows:

**Maurice Lee, President** **Tad Graham-Handley, Interim President**, The Art Institute of Charlotte, a campus of South University, 1-704-357-8020, Three LakePointe Plaza; 2110 Water Ridge Parkway; Charlotte, NC 28217-4536

**Thomas Newsom, Ph.D.** **John Willis**, President, The Art Institute of Dallas, a campus of South University, 1-214-692-8080; 8080 Park Lane, Suite 100, Dallas, Texas, 75231-5993

Lourdes Gipson, Campus Director, The Art Institute of Fort Worth, a campus of South University, 1-817-210-0808; 7000 Calmont Avenue, Suite 150, Fort Worth, TX 76116

Chris Mesecar, President, The Art Institute of Raleigh-Durham, a campus of South University, 1-919-317-3050; 410 Blackwell Street, Suite 200; Durham, NC 27701

### PAGE 84

*Updated contact information for The Art Institute of Charlotte, a campus of South University and The Art Institute of Dallas, a campus of South University*

### POLICY CONCERNING SEXUAL VIOLENCE

Sexual violence refers to physical sexual acts perpetrated against a person’s will or where a person is incapable of giving consent due to the victim’s use of drugs or alcohol. Sexual violence includes rape, sexual assault, sexual battery and sexual coercion. Sexual violence is considered a form of sexual harassment, and is therefore a form of sex discrimination. Acts involving sexual violence, sexual harassment or sex discrimination are not tolerated by The Art Institute. Complaints of sexual violence should be made to the respective Campus President/Director:

**Maurice Lee, President** **Tad Graham-Handley, Interim President**, The Art Institute of Charlotte, a campus of South University, 1-704-357-8020, Three LakePointe Plaza; 2110 Water Ridge Parkway; Charlotte, NC 28217-4536

**Thomas Newsom, Ph.D.** **John Willis**, President, The Art Institute of Dallas, a campus of South University, 1-214-692-8080; 8080 Park Lane, Suite 100, Dallas, Texas, 75231-5993

Lourdes Gipson, Campus Director, The Art Institute of Fort Worth, a campus of South University, 1-817-210-0808; 7000 Calmont Avenue, Suite 150, Fort Worth, TX 76116

Chris Mesecar, President, The Art Institute of Raleigh-Durham, a campus of South University, 1- 919-317-3050; 410 Blackwell Street, Suite 200; Durham, NC 27701

Upon learning of possible sexual violence involving a student, the campus will take immediate action to investigate or otherwise determine what happened. Such action may include, but is not limited to, speaking with the alleged victim, the alleged perpetrator and other potential witness as appropriate and reviewing other evidence such as calendars, videos, phone records, etc.

If the campus determines that sexual violence may have occurred, the campus will take steps proactively designed to promptly and effectively end the sexual violence or the threat of sexual violence, prevent its recurrence, and address its effects regardless of whether the alleged actions are subject to criminal investigation.

The campus will use good faith efforts to protect the alleged victim from any hostile environment at the school and any subsequent harassment or retaliation. Such efforts may occur prior to the outcome of the investigation and may include:

1. Reporting any subsequent harassment or retaliation to **Maurice Lee**, **Tad Graham-Handley** (Charlotte), **Thomas Newsom**, **John Willis**, (Dallas), Lourdes Gipson, (Fort Worth), or Chris Mesecar (Raleigh-Durham).
2. Providing an escort to ensure the alleged victim can move safely between classes and activities
3. Ensuring that the alleged victim and the alleged perpetrator do not attend the same classes
4. Providing referral to counseling services or providers
5. Providing academic support services, such as tutoring
6. Arranging for the victim to re-take a course or withdraw from a class without penalty.

**PAGE 85**

***Updated contact information for The Art Institute of Charlotte, a campus of South University and The Art Institute of Dallas, a campus of South University***

### **STUDENT GRIEVANCE PROCEDURE FOR INTERNAL COMPLAINTS OF DISCRIMINATION AND HARASSMENT**

Students who believe they have been subjected to discrimination or harassment in violation of the Non-Discrimination Policy should follow the procedure outlined below. Sexual violence is considered a form of sex discrimination. This complaint procedure is intended to provide a fair, prompt and reliable determination about whether the campus Non-Discrimination Policy has been violated.

1. Complainants are encouraged to file a complaint as soon as possible after an alleged incident of discrimination has occurred. Any student who chooses to file a discrimination complaint should do so either with
  - **Maurice Lee, President**, **Tad Graham-Handley, Interim President**, The Art Institute of Charlotte, a campus of South University, 1- 704-357-8020, Three LakePointe Plaza; 2110 Water Ridge Parkway; Charlotte, NC 28217-4536
  - **Thomas Newsom, Ph.D.**, **John Willis**, President, The Art Institute of Dallas, a campus of South University, 1-214-692-8080; 8080 Park Lane, Suite 100, Dallas, Texas, 75231-5993
  - Lourdes Gipson, Campus Director, The Art Institute of Fort Worth, a campus of South University, 1-817-210-0808; 7000 Calmont Avenue, Suite 150, Fort Worth, TX 76116

- Chris Mesecar, President, The Art Institute of Raleigh-Durham, a campus of South University, 1- 919-317-3050; 410 Blackwell Street, Suite 200; Durham, NC 27701

The complaint should be presented in writing and it should describe the alleged incident(s) and any corrective action sought. The complaint should be signed by the complainant.



## Change of Program Offerings

### **PAGES 4-6**

*Addition of new programs/program curricula: Graphic & Web Design (BFA), Graphic Design (AAA), Graphic Design (AAS), and Web Design & Interactive Communications (C)*

*Removal of programs: Graphic Design (BFA), Web Design & Interactive Media (BFA), Web Design & Interactive Media (AAS), Web Design & Development (C)*

### **THE ART INSTITUTE OF CHARLOTTE, A CAMPUS OF SOUTH UNIVERSITY**

Founded in 1973, American Business & Fashion Institute was originally located in the Charlotte Merchandise Mart and offered programs in Secretarial Science and Fashion Merchandising. During the first decade, additional programs were added, and the institution earned accreditation as a business school, recognition by the U.S. Department of Education, and approval from the Veterans Administration. In 1999, American Business & Fashion Institute joined The Art Institutes system of schools, changing its name to The Art Institute of Charlotte. The school moved to its current location in September of 2001. In August of 2012, The Art Institute of Charlotte became a campus of South University.

### **PROGRAMS AND DEGREES OFFERED:**

#### **Certificate (C)**

Baking & Pastry

Culinary Arts

Digital Image Management

Fashion Retailing

~~Web Design & Development~~

Web Design & Interactive Communications

#### **Associate of Applied Science (AAS)**

Culinary Arts

Fashion Design

Fashion & Retail Management

Graphic Design

Interior Design

Photography

Restaurant & Catering Management

Video Production

~~Web Design & Interactive Media~~

#### **Bachelor of Arts (BA)**

Fashion & Retail Management

#### **Bachelor of Fine Arts (BFA)**

Digital Filmmaking & Video Production

~~Graphic & Web Design~~

~~Graphic Design~~

Interior Design

Media Arts & Animation

Photography

~~Web Design & Interactive Media~~

**Programs and Degrees Offered at The Art Institute of Charlotte (continued):**

**Bachelor of Science (BS)**

Culinary Management

**THE ART INSTITUTE OF DALLAS, A CAMPUS OF SOUTH UNIVERSITY**

The Art Institute of Dallas began in 1964 as the Dallas Fashion Merchandising College. In 1978, it became the Fashion and Art Institute of Dallas, and expanded its programs in Fashion Merchandising and Interior Design, and added a Commercial Art program. In 1979, The Art Institute of Dallas was approved to grant an associate of applied arts degree in each of its programs. In October 1984, The Art Institute of Dallas became a member of The Design Schools. Continuing with the same student body, faculty, and curriculum, the school then changed its name to The Art Institute of Dallas. In September 1988, the school moved to the present facilities at 8080 Park Lane in North Dallas. The Art Institute of Dallas was granted initial membership at Level I granting associate's degrees with the, Southern Association of Colleges and Schools Commission on Colleges effective January 1, 1998. In June 2000, the Commission awarded membership at Level II granting baccalaureate degrees. In November of 2010, The Art Institute of Dallas became a campus of South University.

**PROGRAMS AND DEGREES OFFERED:**

**Certificate (C)**

Baking & Pastry

Culinary Arts

Digital Image Management

Fashion Retailing

Web Design & Development

Web Design & Interactive Communications

**Associate of Applied Arts (AAA)**

Fashion Design

Graphic Design

**Associate of Applied Science (AAS)**

Baking & Pastry

Culinary Arts

Photography

Restaurant & Catering Management

Video Production

**Bachelor of Fine Arts (BFA)**

Advertising Design

Digital Filmmaking & Video Production

Fashion & Retail Management

Fashion Design

Game Art & Design

Graphic & Web Design

Graphic Design

Interior Design

Media Arts & Animation

Photography

Visual Effects & Motion Graphics

Web Design & Interactive Media

**Programs and Degrees Offered at The Art Institute of Dallas (continued):**

**Bachelor of Science (BS)**

Audio Production

Culinary Management

**Master of Arts (MA)**

Design & Media Management

**THE ART INSTITUTE OF FORT WORTH, A CAMPUS OF SOUTH UNIVERSITY**

The Art Institute of Fort Worth, a campus of South University, was established in 2009. Each program area also has a Program Advisory Committee. Professional faculty members, in addition to their teaching responsibilities, are often simultaneously involved in their respective fields. This keeps them abreast of the constantly changing worlds of design and business. The curricula are thoroughly planned to prepare all graduates to pursue entry-level positions in their chosen fields. All programs are offered on a year-round basis to provide students with strong continuity and the ability to work toward their degrees without interruption. In November of 2010, The Art Institute of Fort Worth became a campus of South University.

**PROGRAMS AND DEGREES OFFERED:**

**Certificate (C)**

Digital Image Management

Fashion Retailing

Web Design & Development

Web Design & Interactive Communications

**Associate of Applied Arts (AAA)**

Graphic Design

**Associate of Applied Science (AAS)**

Photography

**Bachelor of Fine Arts (BFA)**

Advertising Design

Fashion & Retail Management

Game Art & Design

Graphic & Web Design

Graphic Design

Interior Design

Media Arts & Animation

Photography

Visual Effects & Motion Graphics

Web Design & Interactive Media

**THE ART INSTITUTE OF RALEIGH-DURHAM, A CAMPUS OF SOUTH UNIVERSITY**

The Art Institute of Raleigh-Durham is located at 410 Blackwell Street, Suite 200, in the heart of the downtown Durham historical and entertainment district, at the American Tobacco Campus. The American Tobacco Campus is a 1 million square foot registered historic site with roots as the American Tobacco Factory established in the 1800s. The entire complex has been converted into retail, residential, restaurant and office space, providing an exciting, creative campus atmosphere. The school is located next to the Triple-A Durham Bulls baseball park, is adjacent to a 2,800-seat performing arts center and is easily accessible from the I-40. The complex regularly hosts art exhibits, shows, film festivals, and other

entertainment events. In August of 2012, The Art Institute of Raleigh-Durham became a campus of South University.

**PROGRAMS AND DEGREES OFFERED:**

**Certificate (C)**

Baking & Pastry

Culinary Arts

Digital Image Management

Fashion Retailing

~~Web Design & Development~~

Web Design & Interactive Communications

**Associate of Applied Science (AAS)**

Culinary Arts

Fashion & Retail Management

Graphic Design

~~Web Design & Interactive Media~~

**Bachelor of Arts (BA)**

Fashion & Retail Management

**Bachelor of Fine Arts (BFA)**

Digital Filmmaking & Video Production

Game Art & Design

Graphic & Web Design

~~Graphic Design~~

Interior Design

Photography

~~Web Design & Interactive Media~~

**Bachelor of Science (BS)**

Culinary Management

**PAGE 23**

*Addition of locations for degree offerings*

Graphic & Web Design

Bachelor of Fine Arts

Offered at The Art Institute of Charlotte, The Art Institute of Dallas, ~~and~~ The Art Institute of Fort Worth, and The Art Institute of Raleigh-Durham

**PAGES 25-26**

*Delete Pages 25-26. The Bachelor of Fine Arts in Graphic Design will no longer be offered by South University's College of Creative Art & Design.*

**PAGE 31**

*Subtraction of location for degree offering*

Interior Design

Bachelor of Fine Arts

Offered at The Art Institute of Charlotte, The Art Institute of Dallas, ~~The Art Institute of Fort Worth~~, and The Art Institute of Raleigh-Durham

**PAGES 67-68**

*Delete Pages 67-68. The Bachelor of Fine Arts in Web Design & Interactive Media will no longer be offered by South University's College of Creative Art & Design.*

**PAGES 69-70**

*Delete Pages 69-70. The Associate of Applied Science in Web Design & Interactive Media will no longer be offered by South University's College of Creative Art & Design.*

**PAGES 71-72**

*Delete Pages 71-72. The Certificate of Web Design & Development will no longer be offered by South University's College of Creative Art & Design.*

**PAGE 73**

*Addition of locations for degree offerings*

**Web Design & Interactive Communications  
Certificate**

Offered at The Art Institute of Charlotte, The Art Institute of Dallas, ~~and~~ The Art Institute of Fort Worth, and The Art Institute of Raleigh-Durham

## Updating the Area of Study Statement

**PAGES 19, 21, 23, 25, 27, 29, 31, and 33**

***Changing the Design Area of Study Statement in the left column***

A design school is a good fit for creative, inventive, and inquisitive individuals. ~~When attending a design school~~At South University, students can learn how to use those qualities to express their ideas. These programs teach students to combine form and function into a concept or product that is visually compelling and meeting consumer needs.

**PAGES 35, 37, 39, 41, 43, 45, and 47**

***Changing the Fashion Area of Study Statement in the left column***

Fashion is a field that is never dull, always changing, and requires individuals to constantly re-invent themselves to stay ahead of the latest, edgiest, hottest creations. People who wear their creativity on their sleeves have the sense of style that is a perfect fit for a career in fashion. Fashion careers allow students to express their unique visions and make their marks in this high-profile industry. At South University, students can learn the skills and earn the experience needed to pursue opportunities in this exciting field.

**PAGES 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73**

***Changing the Media Arts Area of Study Statement in the left column***

Media arts school graduates bring music, movies, Web sites, video games, and more into reality. A media arts school is for individuals who are creative, imaginative, detail-oriented, and ready to learn technical skills. At South University ~~a media arts school~~, students can learn to combine their creative talents with technical skills to create functional works of art.

## Change of Program Curricula

**PAGE 22**

**Change of program requirements**

**Bachelor of Fine Arts in Advertising Design**

<b>COURSE CREDITS</b>	<b>180</b>
<b>PROGRAM-SPECIFIC CREDITS</b>	<b>132</b>
ADV3003 Dynamics of Media & Mass Communication	3
ADV3033 Advertising Direct Response	3
ADVA101 Fundamentals of Advertising	3
ADVA201 Fundamentals of Marketing	3
ADVA208 Principles of Marketing Research	3
ADVA209 Portfolio I	3
ADVA214 Advertising Copywriting	3
ADVA215 Advertising Storyboarding & Scriptwriting	3
ADVA302 Introduction to Ad Campaigns	3
ADVA308 Account Planning	3
ADVA328 Public Relations	3
ADVA338 Media Planning	3
ADVA406 Internship	3
ADVA409 Portfolio Presentation	3
ADVA419 Portfolio II	3
<del>DSN1073 Survey of Graphic Design</del>	<del>3</del>
GWDA102 Rapid Visualization	3
<del>DSN2023 Digital Grid Systems</del>	<del>3</del>
GWDA252 Advanced Layout Design	3
<del>DSN2073 Conceptual Imagery</del>	<del>3</del>
GWDA302 Information Design	3
<del>DSN2093 Package Design</del>	<del>3</del>
GWDA262 Package Design	3
DSN2103 Advanced Image Manipulation	3
FND105 Design Fundamentals	3
FND110 Observational Drawing	3
FND120 Perspective Drawing	3
FND135 Image Manipulation	3
FND150 Digital Color Theory	3
GWDA101 Applications & Industry	3
GWDA103 Digital Illustration	3
GWDA105 Concept Design	3
GWDA111 Introduction to Layout Design	3
GWDA112 Typography – Traditional	3
<del>GWDA113 Fundamentals of Web Page Scripting</del>	<del>3</del>
GWDA133 Fundamentals of Web Design	3
GWDA122 Typography – Hierarchy	3
GWDA203 Pre-Press & Production	3
GWDA207 Design History	3
GWDA212 Typography – Expressive & Experimental	3
GWDA222 Intermediate Layout Design	3
GWDA242 Graphic Symbolism	3
GWDA272 Corporate Identity	3

**PROGRAM-SPECIFIC CREDITS (continued)**

GWDA282 Collateral Design	3
GWDA305 Art Direction	3
GWDA308 Business of Graphic Design	3
PHOA101 Principles of Photography	3
Elective	3
Elective	3

**GENERAL EDUCATION CREDITS 48**

GE0014 College Mathematics	4
GE0024 Oral Communication	4
GE0054 Psychology	4
GE0114 Introduction to Humanities	4
GE0124 Writing I	4
GE2024 Art History I	4
GE2084 Writing II	4
GE2114 Physics of Light, Sound & Motion or Approved Science Elective	4
GE3004 Art History II	4
GE3014 Perspectives in Global Economics	4
GE4074 Research for Social Science	4
Humanities Elective	4

**ADVERTISING DESIGN ELECTIVES**

ADVA205 History of Advertising	3
ADVA207 Creative & Strategic Planning	3
ADVA303 Interactive Advertising	3
ADVA304 Writing for Interactive Media	3
ADVA312 Emerging Media in Advertising	3
ADVA318 Budgeting & Financial Management	3
ADVA322 Digital Media Campaigns	3
ADVA332 Intermediate Ad Campaigns	3
ADVA402 Online Community Management	3
ADVA408 Advanced Account Planning	3
ADVA412 Advanced Advertising Campaigns	3

**Requirements for graduation:**

**Credit Hours 180**

**Number of Weeks: 132 (12 quarters)**

**Contact Hours 2464**

**PAGE 24**

*Change of program requirements*

*Bachelor of Fine Arts in Graphic & Web Design*

**COURSE CREDITS 180**

**PROGRAM-SPECIFIC CREDITS 6966**

FND105 Design Fundamentals	3
FND110 Observational Drawing	3
FND135 Image Manipulation	3
FND150 Digital Color Theory	3
GWDA101 Applications & Industry	3



**PROGRAM-SPECIFIC CREDITS (continued)**

GWDA103 Digital Illustration	3
GWDA105 Concept Design	3
GWDA111 Introduction to Layout Design	3
GWDA112 Typography – Traditional	3
<del>GWDA113 Fundamentals of Web Page Scripting</del>	<del>3</del>
GWDA133 Fundamentals of Web Design	3
GWDA122 Typography – Hierarchy	3
GWDA202 Interface Design	3
GWDA209 Portfolio I	3
<del>GWDA213 Timeline Animation &amp; Interaction</del>	<del>3</del>
GWDA272 Corporate Identity	3
GWDA303 Interactive Motion Graphics	3
GWDA406 Internship <b>OR ELECTIVE</b>	3
GWDA419 Portfolio II	3
Elective 1	3
Elective 2	3
Elective 3	3
Elective 4	3
Elective 5	3

**GENERAL EDUCATION CREDITS**

**48**

GE0014 College Mathematics	4
GE0024 Oral Communication	4
GE0114 Introduction to Humanities	4
GE0124 Writing I	4
GE2024 Art History I	4
GE2084 Writing II	4
GE3004 Art History II	4
Humanities Elective	4
Science Elective	4
Social/Behavioral Science Elective	4
Social/Behavioral Science Elective	4
Social/Behavioral Science/History Elective	4

**GRAPHIC DESIGN CONCENTRATION**

**6366**

GWDA102 Rapid Visualization	3
GWDA203 Pre-Press & Production	3
GWDA207 Design History	3
GWDA212 Typography – Expressive & Experimental	3
GWDA222 Intermediate Layout Design	3
GWDA232 Form & Space	3
GWDA242 Graphic Symbolism	3
GWDA252 Advanced Layout Design	3
GWDA262 Package Design	3
GWDA282 Collateral Design	3
GWDA302 Information Design	3
GWDA305 Art Direction	3
GWDA308 Business of Graphic Design	3
<del>GWDA312 Publication Design</del>	<del>3</del>

**GRAPHIC DESIGN CONCENTRATION (continued)**

<del>GWDA409 Graphic &amp; Web Design Capstone</del>	<del>3</del>
GWDA409 Graphic Design Capstone	3
Program Elective 1	3
Program Elective 2	3
<del>Program Elective 3</del>	<del>3</del>
PHOA101 Principles of Photography	3
<del>Program Elective 4</del>	<del>3</del>
GWDA273 Intermediate Web Design	3
<del>Program Elective 5</del>	<del>3</del>
GWDA243 Object Oriented Scripting Elective	3
GWDA323 Design Team Pre-Production	3
GWDA382 Design for Mobile Devices	3
GWDA413 Design Team Production	3

**Graphic Design Electives Themes:**

**Illustration Focus**

GWDA322 Sequential Illustration	3
GWDA332 Life Drawing	3
GWDA342 Editorial Illustration	3
GWDA402 Book Illustration	3
GWDA412 Mixed Media	3

**Typography Focus**

GWDA315 Contemporary Issues in Typography	3
GWDA352 History of Typography	3
GWDA362 Font Design	3
<del>GWDA403 Interactive Motion Graphics</del>	<del>3</del>
GWDA422 Hand Lettering	3

**WEB DESIGN CONCENTRATION 6366**

GWDA123 Programming Logic	3
GWDA132 Information Architecture	3
GWDA201 Audio & Video	3
GWDA213 Timeline Animation & Interaction	3
<del>GWDA223 Intermediate Web Page Scripting</del>	<del>3</del>
GWDA273 Intermediate Web Design	3
<del>GWDA233 Advanced Web Page Scripting</del>	<del>3</del>
GWDA283 Advanced Web Design	3
GWDA243 Object Oriented Scripting	3
GWDA253 Authoring for Interaction	3
GWDA263 Web Standards	3
<del>GWDA292 Experience Design</del>	<del>3</del>
GWDA313 Emerging Technologies	3
GWDA323 Design Team Pre-Production	3
<del>GWDA333 Senior Project Pre-Production</del>	<del>3</del>
GWDA372 Content Management Systems	3
GWDA382 Design for Mobile Devices	3
GWDA413 Design Team Production	3
<del>GWDA423 Senior Project Production</del>	<del>3</del>
Program Elective 1	3

**WEB DESIGN CONCENTRATION (continued)**

<del>Program Elective 2</del>	<del>3</del>
GWDA222 Intermediate Layout Design	3
<del>Program Elective 3</del>	<del>3</del>
ADVA407 E-Commerce Strategies & Analytics	3
<del>Program Elective 4</del>	<del>3</del>
GWDA204 Introduction to Writing for Interactive Media	3
<del>Program Elective 5</del>	<del>3</del>
GWDA318 Interactive Industry & Business Operations	3
GWDA317 Interactive Communication Planning & Research	3
GWDA407 Interactive Communication Usability & Prototyping	3
GWDA453 Interactive Communication Development & Delivery	3

**Web Design Electives Themes:**

**User Experience Focus**

GWDA307 User Experience: Research	3
GWDA343 User Experience: Development	3
GWDA392 User Experience: Prototyping	3
GWDA432 Digital Typography	3
GWDA433 Advanced Motion Graphics	3

**Development Focus**

<del>GWDA353 Server Side Scripting</del>	<del>3</del>
<del>GWDA363 Client Side Scripting</del>	<del>3</del>
GWDA373 Advanced Server-Side Scripting	3
GWDA432 Digital Typography	3
GWDA443 Advanced Scripting	3

**Requirements for graduation:**

**Credit Hours 180**

**Number of Weeks: 132 (12 quarters)**

**Contact Hours 2464**

**PAGE 28**

*Change of program requirements*

*Associate of Applied Arts in Graphic Design*

<b>COURSE CREDITS</b>	<b>90</b>
<b>PROGRAM-SPECIFIC CREDITS</b>	<b>66</b>
GWDA101 Applications & Industry	3
GWDA102 Rapid Visualization	3
GWDA103 Digital Illustration	3
GWDA105 Concept Design	3
GWDA111 Introduction to Layout Design	3
GWDA112 Typography – Traditional	3
<del>GWDA113 Fundamentals of Web Page Scripting</del>	<del>3</del>
GWDA133 Fundamentals of Web Design	3
GWDA122 Typography – Hierarchy	3
GWDA202 Interface Design	3
GWDA203 Pre-Press & Production	3
GWDA209 Portfolio I	3
GWDA212 Typography – Expressive & Experimental	3

**PROGRAM-SPECIFIC CREDITS (continued)**

<b>GWDA213 Timeline Animation &amp; Interaction</b>	<b>3</b>
GWDA222 Intermediate Layout Design	3
GWDA252 Advanced Layout Design	3
GWDA272 Corporate Identity	3
<b>GWDA273 Intermediate Web Design</b>	<b>3</b>
GWDA308 Business of Graphic Design	3
<b>GWDA312 Publication Design</b>	<b>3</b>
FND105 Design Fundamentals	3
FND110 Observational Drawing	3
FND135 Image Manipulation	3
FND150 Digital Color Theory	3
<b>PHOA101 Principles of Photography</b>	<b>3</b>

**GENERAL EDUCATION CREDITS 24**

GE0014 College Mathematics	4
GE0024 Oral Communication	4
GE0054 Psychology	4
GE0124 Writing I	4
GE2084 Writing II	4
GE2134 Survey of Art History	4

**Requirements for graduation:**

**Credit Hours 90**

**Number of Weeks: 66 (6 quarters)**

**Contact Hours 1232**

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*Change of program requirements*

*Associate of Applied Science in Graphic Design*

**COURSE CREDITS (Charlotte Campus) 90**

**PROGRAM-SPECIFIC CREDITS 66**

FND1003 Perspective Drawing	3
GD102 Fundamentals of Design	3
GD112 Typography	3
GD113 Color Theory	3
GD118 Vector Graphics	3
GD120 Raster Graphics	3
GD123 Design Layout	3
GD125 Art & Design Concepts	3
GD206 Electronic Design	3
GD207 Digital Illustration	3
GD211 Media/Marketing Design	3
GD212 Electronic Pre-Press	3
GD214 Advanced Typography	3
GD216 Law & the Graphic Arts	3
GD217 Corporate Identity	3
GD223 Photography Techniques	3
GD226 Art Direction	3
GD234 Special Topics	3

**PROGRAM-SPECIFIC CREDITS (continued)**

GD235 Portfolio	3
IMD122 Introduction to Authoring	3
IMD225 Digital Animation	3
IN201A Internship	3

**GENERAL EDUCATION CREDITS 24**

GE0014 College Mathematics	4
GE0024 Oral Communication	4
GE0054 Psychology	4
GE2134 Survey of Art History	4
GE0124 Writing I	4
GE2084 Writing II	4

**COURSE CREDITS (Raleigh-Durham Campus) 90**

**PROGRAM-SPECIFIC CREDITS 66**

GD100 Perspective Drawing	3
GD102 Fundamentals of Design	3
GD103 Survey of Media & Design	3
GD112 Typography	3
GD113 Color Theory	3
GD121 Image Manipulation	3
GD123 Design Layout	3
GD125 Art & Design Concepts	3
GD206 Electronic Design	3
GD207 Digital Illustration	3
GD211 Media/Marketing Design	3
GD212 Electronic Pre-Press	3
GD214 Advanced Typography	3
GD216 Law & the Graphic Arts	3
GD217 Corporate Identity	3
GD223 Photography Techniques	3
GD226 Art Direction	3
GD234 Special Topics	3
GD235 Portfolio	3
IMD122 Introduction to Authoring	3
IMD225 Digital Animation	3
IN201A Internship	3
GWDA101 Applications & Industry	3
GWDA102 Rapid Visualization	3
GWDA103 Digital Illustration	3
GWDA105 Concept Design	3
GWDA111 Introduction to Layout Design	3
GWDA112 Typography – Traditional	3
GWDA133 Fundamentals of Web Design	3
GWDA122 Typography – Hierarchy	3
GWDA202 Interface Design	3
GWDA203 Pre-Press & Production	3
GWDA209 Portfolio I	3
GWDA212 Typography – Expressive & Experimental	3
GWDA222 Intermediate Layout Design	3

**PROGRAM-SPECIFIC CREDITS (continued)**

GWDA252 Advanced Layout Design	3
GWDA272 Corporate Identity	3
GWDA273 Intermediate Web Design	3
GWDA308 Business of Graphic Design	3
FND105 Design Fundamentals	3
FND110 Observational Drawing	3
FND135 Image Manipulation	3
FND150 Digital Color Theory	3
PHOA101 Principles of Photography	3

**GENERAL EDUCATION CREDITS 24**

GE0014 College Mathematics	4
GE0024 Oral Communication	4
GE0054 Psychology	4
GE2134 Survey of Art History	4
GE0124 Writing I	4
GE2084 Writing II	4

**Requirements for graduation:**

**Credit Hours 90**

**Number of Weeks: 66 (6 quarters)**

**Contact Hours 12871232**

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*Change of program requirements*

*Certificate in Web Design & Interactive CommunicationsMedia*

**COURSE CREDITS 48**

FND135 Image Manipulation	3
GWDA103 Digital Illustration	3
GWDA111 Introduction to Layout Design	3
<del>GWDA113 Fundamentals of Web Page Scripting</del>	<del>3</del>
GWDA133 Fundamentals of Web Design	3
GWDA123 Programming Logic	3
<del>GWDA201 Audio &amp; Video</del>	<del>3</del>
GWDA202 Interface Design	3
GWDA213 Timeline Animation & Interaction	3
<del>GWDA223 Intermediate Web Page Scripting</del>	<del>3</del>
GWDA273 Intermediate Web Design	3
<del>GWDA233 Advanced Web Page Scripting</del>	<del>3</del>
GWDA283 Advanced Web Design	3
GWDA243 Object Oriented Scripting	3
GWDA303 Interactive Motion Graphics	3
<del>GWDA363 Client Side Scripting</del>	<del>3</del>
GWDA382 Design for Mobile Devices	3
<del>GWDA419 Portfolio II</del>	<del>3</del>
GWDA209 Portfolio I	3
<del>GWDA432 Digital Typography</del>	<del>3</del>

**COURSE CREDITS (continued)**

GWDA112 Typography – Traditional	3
GWDA132 Information Architecture	3
Elective	3

**Requirements for graduation:**

**Credit Hours 48**

**Number of Weeks: 44 (4 quarters)**

**Contact Hours 704**

## Course Description Changes

### PAGES 112-113

*Deletion of old courses: DSN1073 Survey of Graphic Design, DSN2013 Typography Hierarchy, DSN2023 Digital Grid Systems, DSN2053 Typography, Expressive & Experimental, DSN2073 Conceptual Imagery, DSN2093 Package Design, DSN3033 Portfolio I, DSN3073 Design Marketing, and DSN4033 E-Portfolio*

### DESIGN (DSN)

#### ~~DSN1073 Survey of Graphic Design~~

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

An introduction to the history, principles, elements and vocabulary of graphic design. Methods are explored to help identify design objectives and improve graphic communication skills.

*3-quarter hours*

#### ~~DSN2013 Typography Hierarchy~~

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course is a continuation of the study of traditional typography. Exercises and projects focus on the hierarchical qualities of typography. The development of marketable, original, and creative problem solving solutions will also be examined with an emphasis on creative techniques. Industry standard software will be used in the development of digital typography and hierarchal skills.

*3-quarter hours*

#### ~~DSN2023 Digital Grid Systems~~

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This advanced layout course enhances and reflects skills developed in fundamental design courses. Critical analysis will be applied through the usage of type and layout to create clear, communicative design. Portfolio quality projects will be developed as part of this process.

*3-quarter hours*

#### ~~DSN2053 Typography, Expressive & Experimental~~

*Course Prerequisite(s): DSN2013 or GD214*

*Course Corequisite(s): None*

Emphasis is placed on the expressive potential of typography. How the form of the written letter affects meaning is studied experimentally. The emphasis is on design elements from the perspective of history, psychology, and artistic interpretation executed with digital tools.

*3-quarter hours*

#### ~~DSN2073 Conceptual Imagery~~

*Course Prerequisite(s): GWDA105, FND135*

*Course Corequisite(s): None*

This course concentrates on image concepts, content, symbolism, and narrative potential for advanced portfolio applications and provocative expression. Students will develop the techniques and abilities to create personal, conceptual, and experimental imagery to enhance design projects while increasing their flexibility as an artist and designer. Issues of style, consistency, content, and presentation will help students develop a wider range of communication resources.

*3-quarter hours*



**DSN2093 Package Design**

*Course Prerequisite(s): DSN2073*

*Course Corequisite(s): None*

Exploration of the design process in package design and the challenges of adapting 2D designs to 3D forms, both simple and complex. Projects will explore materials, structure, aesthetics, production methods, marketing objectives, and budgetary constraints.

*3 quarter hours*

**DSN2103 Advanced Image Manipulation**

*Course Prerequisite(s): FND135*

*Course Corequisite(s): None*

This course builds upon the Image Manipulation course to integrate raster and vector graphics with concerns for varied formats, including web and print graphics. Upon successful completion of the course, the student will demonstrate advanced research, conceptual development, and execution through the use of industry-standard, raster-image software.

*3 quarter hours*

**DSN3033 Portfolio I**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short and long term professional employment goals, industry and professional related resources, and portfolio development strategies.

*3 quarter hours*

**DSN3073 Design Marketing**

*Course Prerequisite(s): GE2084*

*Course Corequisite(s): None*

In this class, students will explore theories, methods, and strategies for effectively selling a product. Students will also provide concepts of product, price, promotion, distribution and benefit as they relate to advertising. Lectures include a review of the target audiences, budgets, strategy, and the company vision. Students will examine various management styles, techniques and trends in the industry.

*3 quarter hours*

**DSN4033 E Portfolio**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course will guide students through the process of compiling their work into a final interactive portfolio. This course will also stress the importance of professional development and help the student obtain the necessary completion of the initial job search requirements.

*3 quarter hours*

**PAGE 116**

**Changing GAD-prefix Prerequisites**

**GAD2133 Game Modeling**

Course Prerequisite(s): ~~MAA2143~~MAA2133

Course Corequisite(s): None

Real time 3D animation requires a thorough understanding and ability to create scenes and characters in such a way as to minimize the time it takes for a computer to redraw the scene as it moves in a game. Students will learn level detail creation techniques using industry-standard 3D modeling software and computers.

3 quarter hours

**PAGES 117-119**

**Deletion of old courses: GD100 Perspective Drawing, GD101 Drawing & Perspective, GD102 Fundamentals of Design, GD103 Survey of Media & Design, GD111 Life Drawing, GD112 Typography, GD113 Color Theory, GD118 Vector Graphics, GD120 Raster Graphics, GD121 Image Manipulation, GD122 Illustration, GD123 Design Layout, GD125 Art & Design Concepts, GD204 3-Dimensional Design, GD205 Design History, GD206 Electronic Design, GD207 Digital Illustration, GD208 Digital Grid Systems, GD211 Media/Marketing Design, GD212 Electronic Pre-Press, GD214 Advanced Typography, GD216 Law & the Graphic Arts, GD217 Corporate Identity, GD220 Advanced Image Manipulation, GD223 Photography Techniques, GD226 Art Direction, GD228 Graphic Symbolism, GD229 Print Production, GD233 Package Design, GD234 Special Topics, GD235 Portfolio, GD236 Portfolio I, GD239 Conceptual Illustration, GD303 Collateral Design, GD312 Self Promotion, GD314 Design Marketing, GD336 Graphic Design Studio, GD415 Senior Project, GD420 E-Portfolio, GD429 Portfolio II, GD430 Graphic Design Capstone**

**GRAPHIC DESIGN (GD)**

**GD100 Perspective Drawing**

Course Prerequisite(s): None

Course Corequisite(s): None

In this fundamental drawing course, students explore various art and media, learn to use a variety of drawing tools, draw three dimensional objects in one-, two-, and three-point perspective, and generate drawings that demonstrate correct proportions of models.

3-quarter hours

**GD101 Drawing & Perspective**

Course Prerequisite(s): None

Course Corequisite(s): None

In this fundamental drawing course, students explore various art and media, learn to use a variety of drawing tools, draw three dimensional objects in one-, two-, and three-point perspective, and generate drawings that demonstrate correct proportions of models.

3-quarter hours

**GD102 Fundamentals of Design**

Course Prerequisite(s): None

Course Corequisite(s): None

This introductory course explores the principles of design, and introduces and develops the creative process. Design elements and relationships are identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design is presented as a tool of communication.

3-quarter hours

### GD103 Survey of Media & Design

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course presents to the student a survey of the computer animation, graphic design, and multimedia industries with an emphasis on the characteristics of entry-level jobs and responsibilities, career paths, necessary skills for success, regional differences in employment, and types of projects and products. It provides the student with an introduction to the concept to product path in each of the industries.

*3-quarter hours*

### GD111 Life Drawing

*Course Prerequisite(s): GD100, GD101, FND1003, or FND120*

*Course Corequisite(s): None*

Students continue to develop the various drawing skills first achieved in the first drawing course (GD101). Emphasis is placed on the ability to depict gesture and motion, to capture the essence of movement and form in space, and to create compositions based on the four basic lighting situations.

*3-quarter hours*

### GD112 Typography

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Students are introduced to lettering skills and the history and foundations of letterforms. The placement of display and text type in a formatted space is studied as well as the relationship between the appearance and readability of letterforms. Students work in the traditional context of hand-rendering type and are introduced to contemporary typesetting technology.

*3-quarter hours*

### GD113 Color Theory

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

In this course, students explore color theory including additive and subtractive color. Emphasis is placed on color and its relationship to composition through harmony and contrast in a variety of formats and media.

*3-quarter hours*

### GD118 Vector Graphics

*Course Prerequisite(s): GD120*

*Course Corequisite(s): None*

Students develop basic image manipulation skills in a vector computer environment. Emphasis is placed on mastering the fundamentals of path creation and control, color management, typography, and special effects.

*3-quarter hours*

### GD120 Raster Graphics

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Students develop basic image manipulation skills in a raster-based computer environment. Emphasis is placed on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.

*3-quarter hours*

**GD121 Image Manipulation**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Students develop basic image manipulation skills in a vector and raster based computer environment. Emphasis is placed on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.

*3 quarter hours*

**GD122 Illustration**

*Course Prerequisite(s): GD101, GD111, or Permission of Academic Department Director*

*Course Corequisite(s): None*

This course presents an introduction to the conceptual development behind illustration and its use in the industry. Assignments focus on black and white and color techniques, using contrast, values, composition, and function.

*3 quarter hours*

**GD123 Design Layout**

*Course Prerequisite(s): GD121 or GD118, GD112*

*Course Corequisite(s): None*

This course, in conjunction with Electronic Design (GD206), enables the student to design with type and visuals and utilize technology in problem solving. Emphasis is placed on the process of design development from roughs to comprehensives, layout and marker techniques, and the use of a grid system for multi component layouts.

*3 quarter hours*

**GD125 Art & Design Concepts**

*Course Prerequisite(s): GD102*

*Course Corequisite(s): None*

This course emphasizes the conceptualization processes of art and design in problem solving. The student uses creative problem solving and research techniques; specifically, problem identification, analysis, brainstorming, and idea refinement.

*3 quarter hours*

**GD204 3 Dimensional Design**

*Course Prerequisite(s): GD121 or GD118, GD123*

*Course Corequisite(s): None*

In this course, design principles are applied to the development of three dimensional product graphics. This course explores materials, processes, and industry guidelines for surface treatments including products, packages, and environmental graphics.

*3 quarter hours*

**GD205 Design History**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Students examine the influences of art history and society on contemporary graphic design, advertising design, illustration, and photography.

*3 quarter hours*

**GD206 Electronic Design**

*Course Prerequisite(s): GD123*

*Course Corequisite(s): None*

The student explores the various means of indicating, placing, and manipulating visual elements in page design, systematically developing strong and creative layout solutions by means of a cumulative, conceptual design process. The ability to integrate effectively photographs, illustrations, and display and text type is developed using page composition software.

*3-quarter hours*

**GD207 Digital Illustration**

*Course Prerequisite(s): GD121 or GD118*

*Course Corequisite(s): None*

This course assists students to communicate and design with the computer as a professional tool. Using different software applications, the student learns to demonstrate an understanding of electronic illustration. The course explores rasterized and vector based graphic applications.

*3-quarter hours*

**GD208 Digital Grid Systems**

*Course Prerequisite(s): GD123*

*Course Corequisite(s): None*

This advanced layout course enhances and reflects skills developed in fundamental design courses. Critical analysis is applied through the usage of type and layout to create clear, communicative design. Portfolio quality projects are developed as part of this process.

*3-quarter hours*

**GD211 Media/Marketing Design**

*Course Prerequisite(s): GD123, GD125*

*Course Corequisite(s): None*

This course explores the relationship between marketing techniques and media with an emphasis on strategy, selection, implementation, and analysis.

*3-quarter hours*

**GD212 Electronic Pre-Press**

*Course Prerequisite(s): GD123*

*Course Corequisite(s): None*

Students complete multi-paged electronic pre-press documents that include scanned and edited images, object defined graphics, and text through the integration of a variety of file types. Students also study the place of the electronic page make-up in modern print production.

*3-quarter hours*

**GD214 Advanced Typography**

*Course Prerequisite(s): GD123*

*Course Corequisite(s): None*

This course explores printed communication and the use of typography as a major element of design. The development of marketable, original, and creative problem-solving solutions is examined with an emphasis placed on professional presentation techniques.

*3-quarter hours*

**GD216 Law & the Graphic Arts**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course includes the study of basic legal principles related to the conducting of business. The course provides an overview of the legal system, contracts, personal property, intellectual property, real property, law of sales, agency and employment law, business organizations, security devices, bankruptcy, and alternative dispute resolution.

*3 quarter hours*

**GD217 Corporate Identity**

*Course Prerequisite(s): GD112, GD121 or GD118*

*Course Corequisite(s): None*

This is an advanced design course that teaches the development of corporate identity programs as applied to corporate communications. Applications may include stationery, business cards, signage, packaging, and vehicles.

*3 quarter hours*

**GD220 Advanced Image Manipulation**

*Course Prerequisite(s): GD121 or GD118*

*Course Corequisite(s): None*

This course builds upon the Image Manipulation class to integrate raster and vector graphics with concerns for varied formats, including web and print graphics. Students create visual messages and focused visual statements and gain an understanding of the differences in web and print graphics.

*3 quarter hours*

**GD223 Photography Techniques**

*Course Prerequisite(s): GD102, GD121 or GD118*

*Course Corequisite(s): None*

Students study the anatomy of a camera, its basic tools and film, and their intended purposes, as well as various photographic systems. In addition, students explore a variety of photographic techniques related to issues of aesthetics and applications. NOTE: Students are required to have a 35mm digital camera.

*3 quarter hours*

**GD226 Art Direction**

*Course Prerequisite(s): GD217, GD123*

*Course Corequisite(s): None*

This course includes an introduction to the principles of concept and problem solving for print, photography, and broadcast media as they relate to the function of the art director. Students examine the interaction of the creative team, marketing, and production functions in the promotion of ideas.

*3 quarter hours*

**GD228 Graphic Symbolism**

*Course Prerequisite(s): GD125, GD220*

*Course Corequisite(s): None*

This course examines the importance of graphic symbols in design. Logos and other symbolic images are examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery, and abstract shapes are then utilized to create individual logo designs and other symbolic images.

*3 quarter hours*

**GD229 Print Production**

*Course Prerequisite(s): GD208, GD220*

*Course Corequisite(s): None*

This course prepares students in the electronic preparation of simple designs. Image reproduction, color specification, file preparation procedures, and binding and finishing techniques are explored. Discussion of various printing processes and paper selections are covered in this class.

*3-quarter hours*

**GD233 Package Design**

*Course Prerequisite(s): GD228*

*Course Corequisite(s): None*

Students receive a broad overview that covers essential package design basics, including materials and production methods, structures and surfaces, product positioning, and environmental concerns.

*3-quarter hours*

**GD234 Special Topics**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

Students, in consultation with the instructor, identify an area of special interest in graphic design for focused skill development. Such skill development may include both community and curricular based projects. At the end of the course, students prepare, present, and defend a graduate project suitable for a professional portfolio.

*3-quarter hours*

**GD235 Portfolio**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course is designed to guide students through the process of compiling their work into a final interactive portfolio. Students apply techniques and strategies to market themselves in their chosen fields. Emphasis is placed on the individual student's ability to assess his or her most marketable skills, design storyboards for individual interactive portfolios, create professional design layouts, create interfaces, backgrounds, buttons, audio/video elements, resumés, and print material to support their interactive portfolios. This course requires a grade of C or greater to meet graduation requirements.

*3-quarter hours*

**GD236 Portfolio I**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and develop them further as needed. Particular emphasis is placed on identifying short and long term professional employment goals, industry and professional related resources and portfolio development strategies.

*3-quarter hours*

### GD239 Conceptual Illustration

*Course Prerequisite(s): GD125, GD122*

*Course Corequisite(s): None*

Students research current evolving cultures, both domestic and international. Students then apply these images to create original illustrations in the genre of fantasy, humor, cartoons, and editorial commentary.  
*3 quarter hours*

### GD303 Collateral Design

*Course Prerequisite(s): GD206, GD228*

*Course Corequisite(s): None*

The role of graphic design in collateral materials is introduced and explored with a focus on brochures, billboards, posters, transit cards, point of sale materials, direct mail pieces, sales promotion materials, etc. The process of developing unified advertising collateral materials involving multiple presentations is emphasized.

*3 quarter hours*

### GD312 Self Promotion

*Course Prerequisite(s): GD303*

*Course Corequisite(s): None*

Students formulate their career goals and develop a self promotion and marketing plan. Students differentiate the pros and cons of self promotion and representation.

*3 quarter hours*

### GD314 Design Marketing

*Course Prerequisite(s): GD236*

*Course Corequisite(s): None*

In this class, students will explore theories, methods, and strategies for effectively selling a product. Students will also provide concepts of product, price, promotion, distribution and benefit as they relate to advertising. Lectures include a review of the target audiences, budgets, strategy and the company vision. Examine various management styles, techniques and trends in the industry.

*3 quarter hours*

### GD336 Graphic Design Studio

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course provides an in-depth evaluation of projects to be utilized in each student's professional portfolio. Portfolio materials are evaluated, refined, and finalized. The student also has an opportunity to do individualized research on a topic that is of particular interest to their area of study.

*3 quarter hours*

### GD415 Senior Project

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

Students develop an independent project. Developing a long term assignment and extending the skills learned in previous studio classes are emphasized.

*3 quarter hours*



**GD420 E Portfolio**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course will guide students through the process of compiling their work into a final interactive portfolio. This course will also stress the importance of professional development and help the student obtain the necessary completion of the initial job search requirements.

*3 quarter hours*

**GD429 Portfolio II**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course focuses on the completion of the portfolio. The final portfolio should focus on the student's individual strengths. This work should reflect a student's uniqueness and ability to meet demanding industry standards. This course requires a C or above in order to pass or receive credit.

*3 quarter hours*

**GD430 Graphic Design Capstone**

*Course Prerequisite(s): GD415*

*Course Corequisite(s): None*

Students in this course present a comprehensive understanding of their academic experience. Proficiency will be demonstrated in both studio and general education courses through a written, oral, and visual presentation. This course requires a grade of C or above in order to pass or receive credit.

*3 quarter hours*

**PAGES 119-124**

*Addition of new courses: GE1014 Creative Geometry, GE3114 Film Appreciation, GE4014 Survey of World Religion, and GE4024 Western Civilization.*

*Deletion of old courses:*

*ART101 Survey of History I, ART102 Survey of Art History II, ECON201 Economics, ENG090 Developmental English, ENG101 English I, ENG102 English II, ENG104 Composition, ENG105 Composition & Research, ENG200 Professional & Technical Writing, ENG202 Creative Writing, ENG301 English III, ENG307 Twentieth Century Poetry, ENG310 Topics in American Literature, ENG311 Topics in British Literature, ENG312 Women in Literature, ENG314 Literature in Film, FRE101 Conversational French, GEP0040 English Foundations, HIS201 World Civilizations I, HIS202 World Civilizations II, HIS210 U.S. History I, HIS211 U.S. History II, HUM101 Introduction to Humanities, HUM310 Community Service, HUM312 Leadership, HUM410 Survey of World Religions, MAT100 College Math, MAT101 Quantitative Literacy, MAT102 Statistics, MAT201 Statistics, PHII05 Aesthetics, PHII10 Ethics, POL201 American Government, PSY101 Psychology, PSY201 Introduction to Psychology, RS204 Principles of Marketing, SCII01 Science, Environment & Society, SCII02 Science, Technology & Society, SCII03 Nutrition, SCI201 Science, Technology & Society, SCI310 Science of Light, SCI311 Science of Sound, SOC101 Sociology, SOC201 Sociology, SOC301 Cultural Diversity, SOC303 Popular Culture, SOC305 The Family, and SPA101 Conversational Spanish*

**GENERAL EDUCATION (GE or other prefix)**

**ART101 Survey of History I**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course will conduct a comparative study of the visual arts in different time periods and cultures. It will concentrate on the chronological progression of techniques and the evolving styles of artistic expression. *4 quarter hours*

**ART102 Survey of Art History II**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course is a comparative study of art, sculpture, and architecture showing the evolving styles of artistic expression from the Baroque period to the present. *4 quarter hours*

**ECON201 Economies**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course provides an introduction to the principles of economics, emphasizing an analysis of the economy as a whole. Interrelationships among the consumer, business, and government sectors are explored from American and international economic perspectives. *4 quarter hours*

**ENG090 Developmental English**

*Course Prerequisites: None*

*Course Corequisites: None*

This developmental studies course emphasizes the skills needed to produce clear, competent English prose. Course work concentrates on basic paragraph writing with its attendant skills including various sentence structures, spelling, subject/verb agreement, pronoun/antecedent agreement, punctuation, and correct verb tense. *4 quarter hours*

**ENG101 English I**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

English I introduces students to collegelevel writing as a process of developing and supporting a thesis in an organized essay. The use of appropriate diction and language is emphasized along with reading and responding to the writing of others. Students adhere to the standard conventions of written English. *4 quarter hours*

**ENG102 English II**

*Course Prerequisite(s): ENG101*

*Course Corequisite(s): None*

English II is the second of two courses in the English composition sequence. Student focus is on developing skills in reading, writing, and critical thinking. Students write essays to demonstrate their ability to analyze and evaluate the ideas of others and to integrate those ideas into their own writing. The course reinforces the students' experience with the conventions of standard written English and introduces students to the methods of research and the conventions of documentation. Students select, evaluate, and integrate a variety of sources to support a thesis in a research paper. *4 quarter hours*

### ENG104 Composition

*Course Prerequisite(s): ENG101*

*Course Corequisite(s): None*

Composition introduces students to collegelevel writing as a process of developing and supporting a thesis in an organized essay. The use of appropriate diction and language is emphasized, along with reading and responding to the writing of others. Students adhere to the standard conventions of written English. *4 quarter hours*

### ENG105 Composition & Research

*Course Prerequisite(s): ENG104*

*Course Corequisite(s): None*

Composition and Research is the second of two courses in the English composition sequence. Student focus is on developing skills in reading, writing, and critical thinking. Students write essays to demonstrate their ability to analyze and evaluate the ideas of others and to integrate those ideas into their own writing. The course reinforces the students' experience with the conventions of standard written English and introduces students to the methods of research and the conventions of documentation. Students select, evaluate, and integrate a variety of sources to support a thesis in a research paper. *4 quarter hours*

### ENG200 Professional & Technical Writing

*Course Prerequisite(s): ENG105*

*Course Corequisite(s): None*

Professional and Technical Writing helps students develop the skills they need to communicate with business and technical documents. The course introduces students to the rhetorical principles and compositional practices necessary for writing effective and professional communications such as reports, instructions, and documentation within their own business professions. *4 quarter hours*

### ENG202 Creative Writing

*Course Prerequisite(s): ENG105*

*Course Corequisite(s): None*

In this course, students will critically address fiction, poetry, and plays both formally and aesthetically as well as create original work using material in four genres—poetry, plays, graphic/hyper stories, and the short story—to submit to the workshop for discussion. The student will synthesize the critical thinking skills and writing response skills developed in college English. Students will read and discuss recently published material in each genre in order to familiarize themselves with the latest work of publishable merit and to practice workshop techniques in approaching this material as well as their own. Each student will submit a portfolio of revised material for discussion, interpretation, and written response. *4 quarter hours*

### ENG301 English III

*Course Prerequisite(s): ENG102*

*Course Corequisite(s): None*

English III helps students develop the skills they need to communicate with business and technical documents. The course introduces students to the rhetorical principles and compositional practices necessary for writing effective and professional communications, such as reports, instructions, and documentation within their own business professions. *4 quarter hours*

### ENG307 Twentieth Century Poetry

*Course Prerequisite(s): ENG105*

*Course Corequisite(s): None*

In this course, students will read various works of poetry produced in the United States during the first half of the twentieth century. The aims are to understand and critically analyze some of the important and influential poetries produced by major modernist poets and to survey important poetry produced by lesser known but no less powerful poets. Students will direct their study and methods for extended periods and depths with various poets' works. This combination of depth and breadth will help to situate the "big names" in a field that enhances the students' understanding of the canonical poets and to understand and critically value the poetry that surrounded, influenced, and competed with theirs. *4 quarter hours*

### ENG310 Topics in American Literature

*Course Prerequisite(s): ENG105*

*Course Corequisite(s): None*

This course will focus on reading, discussing, and analyzing notable works of American literature. Students will explore historical and cultural contexts of American literature and will apply various critical theories to the different literary forms including fiction, poetry, non-fiction prose, and drama. The course will further reinforce the students' experience with the conventions of standard written English and advanced research methodology. *4 quarter hours*

### ENG311 Topics in British Literature

*Course Prerequisite(s): ENG105*

*Course Corequisite(s): None*

This course will focus on reading, discussing, and analyzing notable works of British literature. Students will explore historical and cultural contexts of British literature and will apply various critical theories to the different literary forms, including fiction, poetry, non-fiction prose, and drama. The course will further reinforce the students' experience with the conventions of standard written English and advanced research methodology. *4 quarter hours*

### ENG312 Women in Literature

*Course Prerequisite(s): ENG105*

*Course Corequisite(s): None*

This course surveys literature written by and about women from various world traditions. Students examine archetypes and stereotypes of women as they are presented and challenged in the literature. This course also explores the place of women's literature in the world by examining such concepts as the reclaiming of agency, the post-Colonial writer's dilemma, and aesthetics. *4 quarter hours*

### ENG314 Literature in Film

*Course Prerequisite(s): ENG105*

*Course Corequisite(s): None*

The focus in this course is to read and discuss literary works (short stories, plays and novels) that have been adapted into films. After a discussion of the literature, the movie will be viewed by the class and comparisons will be made between the written work and the movie. The course will reinforce the student's experience with the conventions of standard written English and introduce the student to the methods of cinematic criticism. In conjunction with essays, students will create projects dealing with aspects of literature and films that relate to their chosen disciplines. *4 quarter hours*

**FRE101 Conversational French**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course introduces students to the association between French sounds and letters, and emphasizes pronunciation, vocabulary acquisition, basic grammar concepts, and the beginnings of an understanding of the French speaking communities of the world. *4 quarter hours*

**GE0014 College Mathematics**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

In this course students will learn about the application of algebraic and geometric concepts; including the mathematical topics such as sets, number systems, number theory, functions, congruence, probability, and statistics. *4 quarter hours*

**GE0024 Oral Communication**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course teaches students to present themselves with poise and confidence in a variety of contexts. Students will learn how to evaluate the nature of their audience, structure material appropriately and develop their individual speech style. *4 quarter hours*

**GE0054 Psychology**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course is designed as an introduction to human psychology. Class topics will include aspects of human development, personality theory, psychological aspects of stress, the learning process, creativity, and motivation. *4 quarter hours*

**GE0114 Introduction to Humanities**

*Course Prerequisite(s): GE0124*

*Course Corequisite(s): None*

This course introduces students to the scope of human creative traditions in the visual, performing, and intellectual arts. In this class students will experience and participate in methods of inquiry designed to develop their appreciation of creative works through context in the tradition of human expression, the reception and interpretation of it in today's society. *4 quarter hours*

**GE0124 Writing I**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course is designed to help students develop writing skills and to refine their critical thinking skills through a variety of assignments. The class will require successful completion of reading, interpretation, and writing assignments at the college level. *4 quarter hours*

**GE1014 Creative Geometry**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

In this course students learn to apply basic geometric concepts, express them in formulas, and analyze geometric structures found in art and nature. Through exercises and projects, students develop creative approaches to visualizing and solving spatial and geometric problems. *4 quarter hours*

### GE2024 Art History I

*Course Prerequisite(s): GE0124*

*Course Corequisite(s): None*

This survey course explores the cultural historical development of Western and non-Western art through a combination of lecture and discussion. Art History I will cover prehistory through the European Renaissance. Students will critically evaluate the work, the artists and explore relationships between Western and non-Western works of art. *4 quarter hours*

### GE2054 Social Psychology

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course is designed to provide a broadbased overview of Social Psychology, emphasizing both traditional and more recent theories, research, and current applications. The class will introduce students to topics concerning knowledge of self and others in the areas of prejudice, discrimination, stereotypes, attraction, well-being, helping, aggression, attitudes, persuasion, conformity, and group behavior. *4 quarter hours*

### GE2084 Writing II

*Course Prerequisite(s): GE0124*

*Course Corequisite(s): None*

This course advances and expands skills learned in Writing I. Students engage in activities designed to develop the skills necessary to conduct effective research on topics addressed in the course and composition of analytical or interpretive essays. *4 quarter hours*

### GE2114 Physics of Light, Sound & Motion

*Course Prerequisite(s): GE0014*

*Course Corequisite(s): None*

In this course students will investigate scientific theory, psychological phenomena, and the uses of technology in the physics of light, sound, and motion. The class will also cover how physics relates to a visual art, media, and the view of an audience. *4 quarter hours*

### GE2134 Survey of Art History

*Course Prerequisite(s): GE0124*

*Course Corequisite(s): None*

This survey course explores the cultural-historical development of Western and non-Western art through a combination of lecture and discussion. Students will critically evaluate works and artists and explore relationships among Western and non-Western works. *4 quarter hours*

### GE3004 Art History II

*Course Prerequisite(s): GE2024*

*Course Corequisite(s): None*

This course follows Art History I and furthers the exploration by studying early modern art through postmodern, as well as contemporary works and movements. The class contains an emphasis of influence of non-Western on Western art. *4 quarter hours*

**GE3014 Perspectives in Global Economics**

*Course Prerequisite(s): GE2084*

*Course Corequisite(s): None*

In this course students will investigate the relationship between politics, economics, and society, and become familiar with foundational theories in the tradition of political economy. Participants will apply analytical and comparative methods to the study of contemporary issues in a global economy. *4 quarter hours*

**GE3024 Environmental Science**

*Course Prerequisite(s): GE0014*

*Course Corequisite(s): None*

In this course students will explore the relationship between human beings and the natural world. The class will study the physical aspects of the earth, relationship between technology and nature, related scientific, political, and ethical environmental issues. Students will participate in activity and discussion designed to familiarize them with scientific method, history of the physical world, and results of human impact on the earth. *4 quarter hours*

**GE3104 Introduction to Chemistry**

*Course Prerequisite(s): GE0014*

*Course Corequisite(s): None*

In this course students will be introduced to the concepts and qualitative understanding of the principles of chemistry. The class fundamental concepts will include the periodic table, atomic structure, chemical bonding, reactions, stoichiometry, states of matter, kinetics, properties of metals, nonmetals and compounds, chemical nomenclature, gas laws, acid-base theory, oxidation-reduction, and solutions. *4 quarter hours*

**GE3114 Film Appreciation**

*Course Prerequisite(s): GE0124, GE0114*

*Course Corequisite(s): None*

This course will serve as an introduction to an appreciation of the broad arena of world cinema from a genre-based perspective. Films can be defined and categorized based on style, topic or content, audience and general criteria. Students will explore the various film genres along with focusing on film aspects such as purpose, impact, communication, reflection of cultural contexts, and artistic value. *4 quarter hours*

**GE4014 Survey of World Religion**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Students in this course will examine the social and philosophical aspect of major world religions, including Taoism, Hinduism, Buddhism, Judaism, Christianity, and Islam. Both the diversity and common beliefs in religious tradition will be emphasized. *4 quarter hours*

**GE4024 Western Civilization**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Students in this course will explore important events in the development of people in the Western World, with a special emphasis on certain personalities. The history, culture, and ideas of the times, as well as an analysis of the political, economic, and social trends will be studied. *4 quarter hours*

### GE4074 Research for Social Science

*Course Prerequisite(s): GE2084, GE0014*

*Course Corequisite(s): None*

This course is an introduction to qualitative and quantitative research theory and methodology used in the Social Sciences. The class will study basic research techniques with an emphasis on evaluation and how results can be used. *4 quarter hours*

### GE0040 English Foundations

*Course Prerequisites: None*

*Course Corequisites: None*

This course emphasizes the creation of clear, competent English prose, including the composition of basic sentences and paragraphs leading to the development of coherent essays. In addition, this course develops college level reading skills which include the identification of important details, the ability to make judgments, the understanding of sequences, and the integration of ideas leading to the development of coherent essays. *4 quarter hours*

### HIS201 World Civilizations I

*Course Prerequisite(s): ENG101*

*Course Corequisite(s): None*

This course introduces world history from the dawn of civilization to the early modern era. Topics include religion, politics, economics, and social developments in Eurasian, African, Pan American, and Greco-Roman civilizations, Christian, Islamic, and Byzantine institutions, and cultures of the Middle Ages, as well as emerging monarchies in Europe and the Far East. Emphasis is placed on historical developments and their impact on the premodern world. Upon completion, students should be able to analyze significant political, socioeconomic, and cultural developments in pre-modern world civilizations. *4 quarter hours*

### HIS202 World Civilizations II

*Course Prerequisite(s): ENG101*

*Course Corequisite(s): None*

This course introduces world history from the early modern era to the present. Topics include the religion, politics, economics, and social developments of Africa, Europe, India, China, Japan, and the Americas. Emphasis is placed on historical developments such as religious wars, Industrial Revolution, World Wars I & II and the Cold War, and their impact on the modern world. Upon completion, students should be able to analyze significant political, socioeconomic, and cultural developments in modern world civilizations. *4 quarter hours*

### HIS210 U.S. History I

*Course Prerequisite(s): ENG104*

*Course Corequisite(s): None*

This course provides a historical account of the main ideas and events that have shaped today's society from their beginnings in Colonial times through the end of the Reconstruction period. It traces the course of social, political, economic, intellectual, and cultural events in the United States as they created today's unique and diverse society. *4 quarter hours*

### HIS211 U.S. History II

*Course Prerequisite(s): ENG104*

*Course Corequisite(s): None*

This course provides a historical account of the main ideas and events that have shaped today's society from the end of the Reconstruction period to the present. It traces the course of social, political, economic, intellectual, and cultural events in the United States as they created today's unique and diverse society. *4 quarter hours*



### HUM101 Introduction to Humanities

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course introduces students to the scope of human creative traditions in the visual, performing, and intellectual arts. Students will experience and participate in methods of inquiry designed to develop their appreciation of the making of the work, its context in the tradition of human expression, and its reception and interpretation in today's society. *4 quarter hours*

### HUM310 Community Service

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

The course is designed to engage its students in a meaningful set of community service activities that closely parallel many of the main tasks and functions of a community service organization: planning, community education, budgeting, volunteer recruitment and management, public relations, and fundraising. Working in conjunction with a local community service agency, teams of students will design and implement a coordinated series of projects related to the agency's primary service mission. The course will serve a two-fold purpose of 1) addressing community-based issues and needs, and 2) developing leadership, problemsolving, and practical skills related to managing community service projects. This course will demonstrate how effective organizational practices can make a substantive contribution to addressing human needs in our community. *4 quarter hours*

### HUM312 Leadership

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course examines the universal principles of leadership and places emphasis on nature, styles, and skills of servant leadership. Utilizing historic and contemporary models and emphasizing responsible leadership, the course is designed to build repeatable and transferable leadership knowledge and skills in community and commerce. Students will participate in a field experience that is enhanced by reflection and discussion in small groups on issues in leadership. *4 quarter hours*

### HUM410 Survey of World Religions

*Course Prerequisite(s): ENG105*

*Course Corequisite(s): None*

Religious beliefs and practices form a core part of the identity and culture of many of the world's people. In order to understand how and why people believe the way they do, this course introduces students to the world's religions. Emphasis will be placed on the study of Buddhism, Christianity, Hinduism, Islam, Judaism, and Taoism. Aspects of shamanism, indigenous religions, and sacred ways will also be examined. Studies will include the history and cultural context of the various religions in order to foster student understanding of the global citizen. *4 quarter hours*

### MAT100 College Math

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

College Math introduces students to the conceptual understanding of problem solving and decision making and develops analytical skills by dealing with quantities and their magnitudes. Students estimate, approximate, and judge the reasonableness of answers in order to solve everyday problems. The course includes set theory and representation, number theory using exponential operations, statistical analysis applicable to real-world data, and algebraic problem solving. Students solve and graph linear equations, systems of equations, and polynomial functions. The use of measurement and graphs is emphasized throughout the course. *4 quarter hours*

### **MAT101 Quantitative Literacy**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Quantitative Literacy introduces students to the conceptual understanding of problem solving and decision making and develops analytical skills by dealing with quantities and their magnitudes. Students estimate, approximate, and judge the reasonableness of answers in order to solve everyday problems. The course includes set theory and representation, number theory using exponential operations, statistical analysis applicable to real-world data, and algebraic problem solving. Students solve and graph linear equations, systems of equations, and polynomial functions. The use of measurement and graphs is emphasized throughout the course. *4 quarter hours*

### **MAT102 Statistics**

*Course Prerequisite(s): MAT101*

*Course Corequisite(s): None*

This course is an introduction to descriptive and inferential statistics. Emphasis is placed on sampling, distributions, measures of central tendency and dispersion, Central Limit Theorem, confidence intervals, correlations, regression, discrete and continuous probability distributions, population parameter estimation, and hypothesis testing. Other topics include plotting data, graphing functions, and predicting outcomes. *4 quarter hours*

### **MAT201 Statistics**

*Course Prerequisite(s): MAT101*

*Course Corequisite(s): None*

This course is an introduction to descriptive and inferential statistics. Emphasis is placed on sampling, distributions, measures of central tendency and dispersion, Central Limit Theorem, confidence intervals, correlations, regression, discrete and continuous probability distributions, population parameter estimation, and hypothesis testing. Other topics include plotting data, graphing functions, and predicting outcomes. *4 quarter hours*

### **PHI105 Aesthetics**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course presents fundamental ideas and studies on the philosophy of art, beauty, and criticism from historical and contemporary viewpoints. Classical and modern arguments are presented to provide a foundation that leads students to a consideration of what constitutes a work of art. *4 quarter hours*

### **PHI110 Ethics**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course is an introduction to the concepts, theory, and practice of ethical decision making in the personal and social realms. Concepts such as justice, mercy, responsibility, and morality are considered. Students will learn about a broad range of ethical theories and theorists, ancient to modern. These theories will be compared, contrasted, and applied to a variety of ethical problems, dilemmas, and controversies. *4 quarter hours*

### **POL201 American Government**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course investigates the principles upon which the governmental and political institutions and systems of the United States are founded. Topics discussed include constitutional foundations, federalism, political parties, public opinion, interest group activities, civil liberties, and decision making in the

institutions of American national government, such as Congress, the presidency, and the Supreme Court. 4 quarter hours

### PSY101 Psychology

Course Prerequisite(s): None

Course Corequisite(s): None

This course introduces students to the nature of psychology. Topics discussed include aspects of human development, personality theory, psychological aspects of stress, and the psychology of learning, creativity, and motivation. Students are introduced to this material through a combination of lectures, experiential exercises, group dynamics, and interpersonal analyses. The course provides insight into human behavior and self-awareness. 4 quarter hours

### PSY201 Introduction to Psychology

Course Prerequisite(s): None

Course Corequisite(s): None

This course introduces students to the nature of psychology. Topics discussed include aspects of human development, personality theory, psychological aspects of stress, and the psychology of learning, creativity, and motivation. Students are introduced to this material through a combination of lectures, experiential exercises, group dynamics, and interpersonal analyses. The course provides insight into human behavior and self-awareness. 4 quarter hours

### RS204 Principles of Marketing

Course Prerequisite(s): None

Course Corequisite(s): None

This course examines the basic principles of marketing and integrating the concepts of consumer motivation with modern marketing strategizing and planning. Students investigate the importance marketing plays in the success of modern business. 3 quarter hours

### SCH01 Science, Environment & Society

Course Prerequisite(s): None

Course Corequisite(s): None

Environment & Society Science introduces and examines the basic ideas underlying modern science such as mass, inertia, force, and physical conservation laws, and the fundamental ideas of physics, chemistry, earth science, and astronomy. An understanding of the kinetic molecular theory is developed and used to explain common phenomena, and application is made of physical principles to technology and biology. The role of major scientific figures in the development of important ideas is examined in a historical and social context. Upon completion, the student is able to use quantitative reasoning and basic scientific knowledge to solve problems, to explain the role of science in the modern world, and to define what characterizes scientific statements. 4 quarter hours

### SCH02 Science, Technology & Society

Course Prerequisite(s): SCH01

Course Corequisite(s): None

This course explores the basis of chemistry and physics, with an examination of the application of physical and chemical principles in technology. Topics include electricity, principles of mechanics, engines, gears, transmissions, fluid flow, the Periodic Table, simple optics, and an introduction to materials science. Examples are drawn from the physical sciences, technology, and biology. Historical figures and developments are discussed in an effort to understand the contribution of science and technology to the evolution of human societies. 4 quarter hours

### **SCH103 Nutrition**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course centers on an explanation of the basic principles of nutrition and their relationship to health. The structure, function, and source of nutrients including proteins, carbohydrates, fats, vitamins, minerals, and water are discussed. Current issues in nutrition are reviewed including dietary guidelines, energy balance, vitamin supplements, and food fads. Cultural, psychological, and economic implications of food choices are considered. *4 quarter hours*

### **SCI201 Science, Technology & Society**

*Course Prerequisite(s): MAT100*

*Course Corequisite(s): None*

This course explores the basis of chemistry and physics, with an examination of the application of physical and chemical principles in technology. Topics include electricity, principles of mechanics, engines, gears, transmissions, fluid flow, the Periodic Table, simple optics, and an introduction to materials science. Examples are drawn from the physical sciences, technology, and biology. Historical figures and developments are discussed in an effort to understand the contribution of science and technology to the evolution of human societies. *4 quarter hours*

### **SCI310 Science of Light**

*Course Prerequisite(s): MAT100*

*Course Corequisite(s): None*

Students examine light and color in terms of physics, biology, and psychology. Topics include production and detection of light, geometric and wave optics, light and color in nature, production of colors, reaction of the eye and the brain to light and color, and psychological reaction to light. *4 quarter hours*

### **SCI311 Science of Sound**

*Course Prerequisite(s): MAT100*

*Course Corequisite(s): None*

This course examines sound in terms of its behavior, physics, and acoustics. Acoustical behavior of sound such as reverberation, echo, and pitch are also explored. Students learn theories and principles relating to acoustics through a variety of projects used for demonstration and ear training. The course emphasizes critical thought and aural analysis. *4 quarter hours*

### **SOC101 Sociology**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

In this course, students explore the dynamics and structure of human society. The fundamental structures and processes responsible for the social organization of behavior are examined. Topics include culture, socialization, deviance, social structure, social stratification, and institutions. Current issues in society are also addressed. *4 quarter hours*

### **SOC201 Sociology**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

In this course, students explore the dynamics and structure of human society. The fundamental structures and processes responsible for the social organization of behavior are examined. Topics include culture, socialization, deviance, social structure, social stratification, and institutions. Current issues in society are also addressed. *4 quarter hours*

**SOC301 Cultural Diversity**

*Course Prerequisite(s): SOC201*

*Course Corequisite(s): None*

This course provides a comparison of diverse roles, interests, opportunities, contributions, and experiences in social life. Topics include race, ethnicity, gender, sexual orientation, class, and religion. Upon completion, students should be able to analyze how cultural and ethnic differences evolve and how they affect personality development, values, and tolerance. *4 quarter hours*

**SOC303 Popular Culture**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

In this course, students will explore the interactions among such driving factors as advertising, mass media, and the constantly changing lifestyles and trends in American society. This course will examine the relationships between these cultural forces and the disciplines the students are pursuing. Topics include communications, electronic media, music, television, movies, and ethics in popular culture. *4 quarter hours*

**SOC305 The Family**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course covers the institution of the family and other intimate relationships. Emphasis is placed on mate selection, gender roles, sexuality, communication, power and conflict, parenthood, diverse lifestyles, divorce and remarriage, and economic issues. Upon completion, students should be able to analyze the family as a social institution and the social forces which influence its development and change. *4 quarter hours*

**SPA101 Conversational Spanish**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course introduces students to the association between Spanish sounds and letters, and emphasizes pronunciation, vocabulary acquisition, basic grammar concepts, and the beginnings of an understanding of the Spanish speaking communities of Latin America, the United States, and Spain. *4 quarter hours*

**PAGES 123-127**

***Addition of new courses: GWDA133 Fundamentals of Web Design, GWDA204 Introduction to Writing for Interactive Media, GWDA273 Intermediate Web Design, GWDA283 Advanced Web Design, GWDA317 Interactive Communication Planning & Research, GWDA318 Interactive Industry & Business Operations, GWDA407 Interactive Communication Usability & Prototyping, GWDA453 Interactive Communication Development & Delivery***

***Deletion of old courses: GWDA113 Fundamentals of Web Page Scripting, GWDA223 Intermediate Web Page Scripting, GWDA233 Advanced Web Page Scripting, GWDA292 Experience Design, GWDA312 Publication Design, GWDA333 Senior Project Pre-Production, GWDA353 Server-Side Scripting, GWDA363 Client-Side Scripting, GWDA403 Interactive Motion Graphics, GWDA423 Senior Project Production***

## **GRAPHIC & WEB DESIGN (GWDA)**

### **GWDA101 Applications & Industry**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Web design and graphic design applications, tools, and industry practices. Includes file management practices, basics of markup language and styling. Introduction to illustration and image manipulation software relevant to the web design and graphic design industries.

*3 quarter hours*

### **GWDA102 Rapid Visualization**

*Course Prerequisite(s): FND110*

*Course Corequisite(s): None*

This course introduces the philosophy behind illustration, emphasizing conceptual visual problem solving and quick sketching methods to portray ideas. It also highlights the uses of illustration in the graphic design and advertising industries. Assignments will focus on black and white and color techniques, using contrast, values, composition and function.

*3 quarter hours*

### **GWDA103 Digital Illustration**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course advances the students understanding of the computer as an artist tool. Building on previous courses in drawing, concept development and introductory computer aided design; students will be asked to generate a number of expressive solutions that address specific illustrative problems, both technical and creative. As part of this course, students will be given the opportunity to develop their digital illustration skills by exploring numerous tools and techniques to obtain desired results.

*3 quarter hours*

### **GWDA105 Concept Design**

*Course Prerequisite(s): GWDA111*

*Course Corequisite(s): None*

This course will emphasize the conceptualization process of design and its function in solving given problems. The student will use creative problem solving and research techniques, specifically: problem identification, analysis, brainstorming and idea refinement.

*3 quarter hours*

### **GWDA111 Introduction to Layout Design**

*Course Prerequisite(s): FND135*

*Course Corequisite(s): None*

This class will concentrate on utilizing design principles and theories in problem solving, focusing on the importance of layout composition. Emphasis will be on the process of design development from thumbnails to comprehensives, layout, and the use of grid systems for multi-component layouts.

*3 quarter hours*

### GWDA112 Typography – Traditional

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course is an introduction of lettering skills and the history and foundation of letterforms. The placement of display and text type in a formatted space, and the relationship between the appearance and readability of letterforms, are also studied. Students will work in a traditional context of hand-rendering type and also be introduced to contemporary typesetting technology.

*3 quarter hours*

### GWDA113 Fundamentals of Web Page Scripting

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

An introduction to the terms, technologies, trends, and best practices of the interactive design industry. Students design, develop, and upload a simple web site using HTML and basic CSS. The importance of writing valid and semantic code is emphasized. Basic web site production stages and requirements such as naming conventions, file organization, project development life cycle, and image optimization are also covered.

*3 quarter hours*

### GWDA122 Typography – Hierarchy

*Course Prerequisite(s): GWDA112*

*Course Corequisite(s): None*

This course is a continuation of the study of traditional typography. Exercises and projects focus on the hierarchical qualities of typography. The development of marketable, original, and creative problem solving solutions will also be examined with an emphasis on creative techniques. Industry standard software will be used in the development of digital typography and hierarchal skills.

*3 quarter hours*

### GWDA123 Programming Logic

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Students acquire basic programming skills needed to design, develop, and produce practical applications with a specific scripting or programming language. The course addresses sound programming practices, structured logic, and object-oriented concepts, including methods, properties, events, and handlers.

*3 quarter hours*

### GWDA132 Information Architecture

*Course Prerequisite(s): ~~GWDA101~~GWDA133*

*Course Corequisite(s): None*

An introduction to the concepts and processes of planning interactive projects that solve business and user needs. Students research users, goals, competition, and content, and develop the navigation structure, process flow, layouts and labeling systems that best address these needs. They prepare and present a professional information architecture proposal.

*3 quarter hours*

### GWDA133 Fundamentals of Web Design

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

An introduction to the terms, technologies, trends, and best practices of the interactive design industry. Students design, develop, and upload a simple web site using HTML and basic CSS. The importance of writing valid and semantic code is emphasized. Basic web site production stages and requirements such as

naming conventions, file organization, project development life cycle, and image optimization are also covered.

*3 quarter hours*

### GWDA201 Audio & Video

*Course Prerequisite(s):* GWDA233GWDA283

*Course Corequisite(s):* None

Students will develop editing skills while communicating messages and telling stories through the introduction of various media and technology. Examining the latest advances in audio and video, computer graphics, special effects, editing, and the important role these new technologies play in digital video production will be employed.

*3 quarter hours*

### GWDA202 Interface Design

*Course Prerequisite(s):* GWDA111

*Course Corequisite(s):* None

An exploration of the synthesis of visual and information design principles. This course will examine the conceptual and practical design of interfaces. Students discuss interface design heuristics and user interface patterns and explain their importance. The components of the interface design process such as sketches, mood boards, wireframes, visual comprehensives, and prototypes are executed.

*3 quarter hours*

### GWDA203 Pre-Press and Production

*Course Prerequisite(s):* GWDA222

*Course Corequisite(s):* None

This course prepares students in the electronic preparation of simple designs. Image reproduction, color specification, file preparation procedures, and binding and finishing techniques will be explored. Discussion of various printing processes and paper selections are covered in this class.

*3 quarter hours*

### GWDA204 Introduction to Writing for Interactive Media

*Course Prerequisite(s):* None

*Course Corequisite(s):* None

This course covers the process of copywriting for interactive media. Students explore the role of the writer as an individual or as a member of the creative team.

*3 quarter hours*

### GWDA207 Design History

*Course Prerequisite(s):* GWDA222

*Course Corequisite(s):* None

This course examines the influences of societal trends, historical events, technological developments and the fine arts on contemporary graphic design, illustration, typographic design, architectural design, photography and fashion design trends in general. Through lectures, supplied visual examples, independent research and design assignments, the students study a variety of major design influences. The students also study how to research and utilize a wide variety of design styles.

*3 quarter hours*



### GWDA209 Portfolio I

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies.

*3 quarter hours*

### GWDA212 Typography – Expressive & Experimental

*Course Prerequisite(s): GWDA122*

*Course Corequisite(s): None*

Emphasis is placed on the expressive potential of typography. How the form of the written letter affects meaning is studied experimentally. The emphasis is on design elements from the perspective of history, psychology, and artistic interpretation executed with digital tools.

*3 quarter hours*

### GWDA213 Timeline Animation & Interaction

*Course Prerequisite(s): FND135*

*Course Corequisite(s): None*

Use timeline animation in the development of interactive interfaces and experiences. Concept development and storyboarding will be explored. Designing and delivering low-bandwidth animations, presentations, and web sites will be explored, as well as, basic scripting capabilities. The course covers design, standards, procedures, and delivery. Emphasis is placed on industry standards, ensuring compatibility (browser/ platform), and developing a complete product from concept to delivery.

*3 quarter hours*

### GWDA222 Intermediate Layout Design

*Course Prerequisite(s): GWDA111*

*Course Corequisite(s): None*

This advanced layout course enhances and reflects skills developed in fundamental design courses. Critical analysis will be applied through the usage of type and layout to create clear, communicative design. Portfolio-quality projects will be developed as part of this process.

*3 quarter hours*

### GWDA223 Intermediate Web Page Scripting

*Course Prerequisite(s): GWDA113*

*Course Corequisite(s): None*

Students expand their prior knowledge of HTML and CSS by learning additional methods for structuring and styling web page content. The ability to style multi column layouts and various interface components is explored. Students participate in visual design critiques, evaluate the designs and code of existing websites, and use CSS to visually design the presentation of HTML content.

*3 quarter hours*

### GWDA232 Form & Space

*Course Prerequisite(s): FND105*

*Course Corequisite(s): None*

Form and Space involves the formal understanding and manipulation of the basic-organizing principals of the 3 dimensional worlds. Point, line, plane, mass, volume, density and form are discussed. Students learn to create and discuss 3-D situations using basic hand tools and readily available materials. Form and Space also involves the relationship of perceptual issues to manipulate the 3-D situation.

*3 quarter hours*

### GWDA233 Advanced Web Page Scripting

*Course Prerequisite(s): GWDA223*

*Course Corequisite(s): None*

An exploration of advanced methods for styling websites and creating page layouts. This course will examine the practical application of styling web page content, understanding cross browser compatibility, and creating designs that display effectively on various devices.

*3 quarter hours*

### GWDA242 Graphic Symbolism

*Course Prerequisite(s): GWDA103GWDA133*

*Course Corequisite(s): None*

This course examines the importance of graphic symbols in design. Logos and other symbolic images will be examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery, and abstract shapes will then be utilized to create individual logo designs and other symbolic images.

*3 quarter hours*

### GWDA243 Object Oriented Scripting

*Course Prerequisite(s): GWDA123GWDA133*

*Course Corequisite(s): None*

Students will be introduced to JavaScript utilizing the Document Object Model. Refining and enhanced programming skills will be employed. The student gains experience developing advanced applications using specific computer languages.

*3 quarter hours*

### GWDA252 Advanced Layout Design

*Course Prerequisite(s): GWDA222*

*Course Corequisite(s): None*

This course will explore various means of indicating, placing and manipulating visual elements in page design, systematically developing strong and creative layout solutions by means of a cumulative, conceptual design process. The ability to effectively integrate photographs, illustrations, and display and text type will be developed using page composition software.

*3 quarter hours*

### GWDA253 Authoring for Interaction

*Course Prerequisite(s): GWDA223GWDA273*

*Course Corequisite(s): None*

Students combine experience design concepts with advanced programming solutions. Emphasis placed on learning object-oriented approaches to developing dynamic/reusable rich media modules combined with data applications.

*3 quarter hours*

### GWDA262 Package Design

*Course Prerequisite(s):* GWDA232GWDA203

*Course Corequisite(s):* None

Exploration of the design process in package design and the challenges of adapting 2D designs to 3D forms, both simple and complex. Projects will explore materials, structure, aesthetics, production methods, marketing objectives and budgetary constraints.

*3 quarter hours*

### GWDA263 Web Standards

*Course Prerequisite(s):* GWDA243

*Course Corequisite(s):* None

An investigation into the importance of adhering to web standards and following accessibility guidelines. Students gain an understanding of how these best practices enable inclusive designs that address diverse user needs, contribute to improved Search Engine Optimization, and meet legal requirements such as Section 508. Students code and test sites for cross-browser compatibility, valid markup, and compliance with accessibility guidelines.

*3 quarter hours*

### GWDA272 Corporate Identity

*Course Prerequisite(s):* GWDA111

*Course Corequisite(s):* None

Students will investigate the use of corporate design and identity for branding. Further exploration of corporate ID as a branding tool in advertising, marketing and social media will be employed.

Comprehensive corporate identity systems, as well as, additional business collateral and a Graphic Standards Manual will be developed.

*3 quarter hours*

### GWDA273 Intermediate Web Design

*Course Prerequisite(s):* GWDA133

*Course Corequisite(s):* None

Students expand their prior knowledge of HTML and CSS by learning additional methods for structuring and styling web page content. The ability to style multi-column layouts and various interface components is explored. Students participate in visual design critiques, evaluate the designs and code of existing websites, and use CSS to visually design the presentation of HTML content.

*3 quarter hours*

### GWDA282 Collateral Design

*Course Prerequisite(s):* GWDA252 or Permission of Academic Department Director

*Course Corequisite(s):* None

The role that collateral design plays in the support of advertising campaigns is introduced and developed. Students explore various collateral design techniques, direct mail, business-to-business, business-to-consumer, non-profit, trade, and social media. The process of multiple-presentation techniques and media formats are emphasized.

*3 quarter hours*

### **GWDA283 Advanced Web Design**

*Course Prerequisite(s):* GWDA273

*Course Corequisite(s):* None

An exploration of advanced methods for styling websites and creating page layouts. This course will examine the practical application of styling web page content, understanding cross-browser compatibility, and creating designs that display effectively on various devices.

*3 quarter hours*

### **GWDA292 Experience Design**

*Course Prerequisite(s):* GWDA202

*Course Corequisite(s):* None

An examination of user-centered experience and its relationship to information architecture, interface design, and usability. Concepts such as storytelling, immersion, flow, affordances, and wayfinding are explored in terms of their impact on the user experience of interactive interfaces. Students explore how to design engaging and usable digital experiences.

*3 quarter hours*

### **GWDA302 Information Design**

*Course Prerequisite(s):* GWDA222

*Course Corequisite(s):* None

This course examines the influences of societal trends, historical events, technological developments and the fine arts on contemporary graphic design, illustration, typographic design, architectural design, photography and fashion design trends in general. Through lectures, supplied visual examples, independent research and design assignments, the students study a variety of major design influences. The students also study how to research and utilize a wide variety of design styles.

*3 quarter hours*

### **GWDA303 Interactive Motion Graphics**

*Course Prerequisite(s):* GWDA213

*Course Corequisite(s):* None

Students expand on the narrative structure in a time-based environment. The advanced principles and practices of digital audio & media in an interactive design setting are explored. Preparing and using current digital audio and video programs, for delivery online is employed. Emphasis is placed on the implementation via scripting in an interactive authoring application.

*3 quarter hours*

### **GWDA305 Art Direction**

*Course Prerequisite(s):* None

*Course Corequisite(s):* None

The role of the art director in producing multi-faceted design projects. Working in teams, students will coordinate their creative efforts, from concept to finished output. By encouraging a team approach, the course will further enhance students' leadership, communications and negotiation skills.

*3 quarter hours*

### **GWDA307 User Experience: Research**

*Course Prerequisite(s):* Permission of Academic Department Chair

*Course Corequisite(s):* None

A focused examination of user experience design research, concept development, and planning techniques for the design of multi-platform interactive experiences. Students will research and conceptualize an engaging and user-friendly experience that utilizes multiple channels to deliver strategic objectives. In-

depth research and analysis of users, business requirements, and cultural trends is conducted and provide an advanced understanding of the research methods of user experience designers.

*3 quarter hours*

### **GWDA308 Business of Graphic Design**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course is structured to investigate the wide ranges of both traditional and emerging business topics and considerations, preparing students as they transition into a media and design profession. Concepts of professionalism, expected business needs, an understanding of self-marketing, proposals and project management, and intellectual property and contractual issues will be addressed.

*3 quarter hours*

### **GWDA312 Publication Design**

*Course Prerequisite(s): GWDA222*

*Course Corequisite(s): None*

This intermediate course focuses on computer based page layout. Emphasis will be placed on design, multiple page layout, type management, high-end output file management, and static and digital publications.

*3 quarter hours*

### **GWDA313 Emerging Technologies**

*Course Prerequisite(s): GWDA213*

*Course Corequisite(s): None*

An examination of concepts and methodologies used in emerging technology. Students will research technical requirements for implementing the emerging technology and also discuss the potential impact on technological, social, and cultural change. A prototype and/or interactive marketing campaign will be produced to demonstrate understanding of the emerging technology.

*3 quarter hours*

### **GWDA315 Contemporary Issues in Typography**

*Course Prerequisite(s): GWDA212*

*Course Corequisite(s): None*

The use of typographic techniques inspired by contemporary type designers will also be explored. Students will define multiple typographic styles found in history. Development of type centered visual communications will be implemented to create marketable pieces.

*3 quarter hours*

### **GWDA317 Interactive Communication Planning & Research**

*Course Prerequisite(s): GWDA204*

*Course Corequisite(s): None*

This course covers real-world pre-production methods and research for interactive media. Emphasis is on content research, assessing client needs, pre-production assets, and planning of advanced interactive communication publications.

*3 quarter hours*

### **GWDA318 Interactive Industry & Business Operations**

*Course Prerequisite(s): GWDA101*

*Course Corequisite(s): None*

This course is structured to investigate the wide ranges of both traditional and emerging business topics and considerations, preparing students as they transition into an interactive media and design profession.  
*3 quarter hours*

### **GWDA322 Sequential Illustration**

*Course Prerequisite(s): GWDA102*

*Course Corequisite(s): None*

This course will focus on developing familiarity with the various forms of narrative and sequential illustration to include basic storyboarding, single and multi-panel comic strips, comic books, graphic novels, and web comics. Coursework will explore the design process, working methods, and creation of sequential and narrative illustrations. Discussions will focus on the historical development and current trends of visual storytelling as well as touch upon professional practices for cartoonists.  
*3 quarter hours*

### **GWDA323 Design Team Pre-Production**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

Real-world web pre-production through small teams is examined. Assessing client needs, pre-production assets, project management, and communication will be emphasized. Students will work in production groups to examine business problems and must determine the source problem, ascertain a working solution and implement a functional model complete with proposals, design, technical, and quality assurance documentation.  
*3 quarter hours*

### **GWDA332 Life Drawing**

*Course Prerequisite(s): GWDA102*

*Course Corequisite(s): None*

This course is an advanced drawing class that builds on the basic drawing skills and concepts. Anatomical and proportional relationships as well as figure drawing will be covered.  
*3 quarter hours*

### **GWDA333 Senior Project Pre-Production**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

Planning of an advanced interactive project. Students submit and present an individualized proposal and concept prototype for a project. In-depth research and planning of the content, design, and technology is emphasized, as well as formal written communication, independent critical analysis, and ability to defend the interactive solution proposed.  
*3 quarter hours*

### **GWDA342 Editorial Illustration**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

In this course, students translate narrative content into visual conceptual imagery through illustrative solutions. These illustrations are then incorporated into page layouts, and other publication design formats. Students research visual solutions and explore appropriate media, imagery, and style—to interpret the author’s point-of-view.  
*3 quarter hours*

### GWDA343 User Experience: Development

*Course Prerequisite(s):* GWDA392

*Course Corequisite(s):* None

A continuation of User Experience Design: Prototyping, this course examines the methodologies and techniques of developing multi-platform interactive experiences. Previous user experience research, prototyping, and testing culminate into an engaging, interactive, multi-platform user experience. Students demonstrate an advanced understanding of the User Experience design industry.

*3 quarter hours*

### GWDA352 History of Typography

*Course Prerequisite(s):* GWDA212

*Course Corequisite(s):* None

Students will explore the history of typographic styles from the historical through the present day. The study of type, type faces and the evolution of printed letters from hand type to metal type to digital type will be discussed. The difference between typographers and printers of type will be investigated.

*3 quarter hours*

### GWDA353 Server Side Scripting

*Course Prerequisite(s):* GWDA223

*Course Corequisite(s):* None

Through this course students learn advanced programming skills. Students will gain experience developing web applications using specific computer languages. Application in fundamentals of Interactive Web development will be explored. Students will be introduced to concepts related to data driven dynamic web site creation based on Server Side processing. Emphasis is placed on forms and content management.

*3 quarter hours*

### GWDA362 Font Design

*Course Prerequisite(s):* GWDA212

*Course Corequisite(s):* None

Students will explore the creation of typographic form. The discussion of type nuances, legibility and reader comprehension will be researched. Development of a personalized typeface will be implemented.

*3 quarter hours*

### GWDA363 Client Side Scripting

*Course Prerequisite(s):* GWDA243

*Course Corequisite(s):* None

This course provides a further exploration to designing dynamic sites. Students explore the components of software that makes up a web server, the differences between server sided and client sided authoring and basic scripting that uses this information to help design more dynamic sites. Client side scripting, as a method to develop advanced dynamic web applications will be developed.

*3 quarter hours*

### GWDA372 Content Management Systems

*Course Prerequisite(s):* GWDA243

*Course Corequisite(s):* None

Using an open source database program (MySQL), students practice the theory of database design by normalizing data, defining integrity relationships, and creating tables. Students also develop forms, reports, and search queries (MySQL) as they learn how to manage and manipulate data within a database.

*3 quarter hours*

### GWDA373 Advanced Server-Side Scripting

*Course Prerequisite(s):* GWDA353

*Course Corequisite(s):* None

Through this course students learn advanced programming skills. Students will gain experience developing web applications using specific computer languages. Application in advanced Interactive Web development will be explored. Students will further explore concepts related to data-driven dynamic web site creation based on Server Side processing. Advanced server-side scripting skills and CMS utilization will be developed.

*3 quarter hours*

### GWDA382 Design for Mobile Devices

*Course Prerequisite(s):* Permission by Academic Department Director

*Course Corequisite(s):* None

Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student-designed interfaces.

*3 quarter hours*

### GWDA392 User Experience: Prototyping

*Course Prerequisite(s):* Permission by Academic Department Director

*Course Corequisite(s):* None

A continuation of User Experience Design: Research, this course examines methodologies and techniques of prototyping and usability testing for the design of multi-device interactive experiences. Students utilize previous research to iteratively create and test prototypes. A variety of prototyping techniques are explored including paper and digital prototyping methods. Various testing methods are also explored from guerilla usability testing to more formal testing sessions.

*3 quarter hours*

### GWDA402 Book Illustration

*Course Prerequisite(s):* None

*Course Corequisite(s):* None

Students research illustrative trends and explore media for creating appropriate imagery that interprets an author's point-of-view. In this course, students translate narrative content into visually consistent imagery used to tell a story. Character studies are created to give the student a three-dimensional understanding of each of the various subjects—allowing each character to be drawn at any angle. Character consistency is required. Illustrative solutions are produced to be consistent throughout the book. These illustrative solutions are combined with the narrative into a page layout—book design—format.

*3 quarter hours*

### GWDA403 Interactive Motion Graphics

*Course Prerequisite(s):* GWDA112

*Course Corequisite(s):* None

Students expand on the narrative structure in a time-based environment. The advanced principles and practices of digital audio & media in an interactive design setting are explored. Preparing and using current digital audio and video programs, for delivery online is employed. Emphasis is placed on the implementation via scripting in an interactive authoring application.

*3 quarter hours*



### GWDA406 Internship

*Course Prerequisite(s):* Permission by Academic Department Director

*Course Corequisite(s):* None

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.

*3 quarter hours*

### GWDA407 Interactive Communication Usability & Prototyping

*Course Prerequisite(s):* GWDA317

*Course Corequisite(s):* None

Students design, prototype, and analyze effectiveness and usability of interactive projects.

*3 quarter hours*

### GWDA409 Graphic & Web Design Capstone

*Course Prerequisite(s):* GWDA312, GWDA252

*Course Corequisite(s):* None

Students in this course present a comprehensive understanding of their academic experience. Proficiency will be demonstrated in both studio and general education courses through a written, oral, and visual presentation.

*3 quarter hours*

### GWDA412 Mixed Media

*Course Prerequisite(s):* GWDA102

*Course Corequisite(s):* None

In this course, students translate narrative content into visual imagery through illustrative and graphical solutions that explore mixed media. Further development into digital media will be initiated to create a tra-digital (traditional and digital design) composition conveying a message to a designated target audience.

*3 quarter hours*

### GWDA413 Design Team Production

*Course Prerequisite(s):* GWDA323

*Course Corequisite(s):* None

A continuation of Design Team- Pre-Production. Real-world web production and delivery through small teams is further explored. Emphasis on assessing client needs, utilizing pre-production assets, production scripting, as well as, project management, and communication. The application and implementation of business, design and programming skills students have acquired will be demonstrated. Design solutions appropriate to a targeted market will be emphasized. Critical analysis, problem identification, and idea refinement/implementation will be the focus in producing a portfolio quality project.

*3 quarter hours*

### GWDA419 Portfolio II

*Course Prerequisite(s):* GWDA209

*Course Corequisite(s):* None

This course aims to prepare students for entry-level employment within the industry by assisting them with the development and presentation of a graphic design portfolio that reflects the stated exit competencies. Students will demonstrate an advanced skill-set in areas as process, conceptual thinking, design, web design, craftsmanship, and other skills, as projects are refined and assembled into a cohesive, comprehensive body of work. Particular emphasis will be placed on identifying short- and long-term

professional employment goals, industry and professional related resources and standards, portfolio development and presentation strategies.

*3 quarter hours*

### **GWDA422 Hand Lettering**

*Course Prerequisite(s): GWDA212*

*Course Corequisite(s): None*

Various media will be utilized to create market-specific hand-drawn word mark families. Students will learn to create visual messages through the use of hand lettering.

*3 quarter hours*

### **GWDA423 Senior Project Production**

*Course Prerequisite(s): GWDA333*

*Course Corequisite(s): None*

A continuation of Senior Project Pre Production. Students prepare, present, and defend an advanced interactive project. The course emphasizes production values, technical sophistication, quality assurance, evaluation of the effectiveness of the product, conceptual thinking, critical analysis, written communication, and presentation skills.

*3 quarter hours*

### **GWDA432 Digital Typography**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Beginning with an introduction to the history of letterforms and the function of typography, this course examines the construction and application of digital typographic text and headline display. Emphasis is placed on advanced concepts of typography as an essential element of design.

*3 quarter hours*

### **GWDA433 Advanced Motion Graphics**

*Course Prerequisite(s): GWDA303*

*Course Corequisite(s): None*

Advanced motion graphics as a design solution and story-telling technique. This is an advanced course that applies motion graphics as an integrated interactive solution; students script interaction, sequencing, and motion for interactive projects. Optimization is a critical consideration in the creation of the user-centered experience.

*3 quarter hours*

### **GWDA443 Advanced Scripting**

*Course Prerequisite(s): GWDA363*

*Course Corequisite(s): None*

Students develop and design advanced client- and server-side interactive media presentations to be delivered over multiple platforms. Students further explore the expectations of the business community in areas such as server implementations and security implications. Students gain experience in advanced scripting.

*3 quarter hours*

### **GWDA453 Interactive Communication Development & Delivery**

*Course Prerequisite(s): GWDA407*

*Course Corequisite(s): None*

Students individually develop, market, and present an advanced interactive digital publication.

*3 quarter hours*

**PAGES 127-129**

*Deletion of old courses: IMD1013 IMD Fundamentals, IMD2013 Concepts in Motion Design, IMD2003 Programming Logic, IMD3903 Portfolio Foundations, IMD116 Introduction to Audio/Video, IMD122 Introduction to Authoring, IMD124 Advanced Image Manipulation, IMD126 Introduction to Web, IMD203 Intermediate Authoring, IMD206 Introduction to Scripting Languages, IMD207 Fundamentals of Web Page Scripting, IMD208 Introduction to User Centered Design, IMD212 Intermediate Scripting Languages, IMD213 Intermedidate Web Page Scripting, IMD215 Usability Testing, IMD216 Designing for Dynamic Web Sites, IMD217 Interactive Motion Scripting, IMD223 Designing for Server Side Technology, IMD225 Digital Animation, IMD226 Project Management, IMD230 Audio for Interactive Design, IMD232 Desktop Video, IMD235 Portfolio Preparation, IMD236 Motion Graphics, IMD255 Portfolio, IMD301 Advanced Scripting Languages, IMD302 E-Learning Design, IMD303 Advanced Authoring, IMD305 Special Topics, IMD306 Mobile Application Development, IMD307 User Experience Design, IMD308 Interactive Presentation, IMD309 Content Management Systems, IMD337 Advanced Server-Side Languages, IMD403 Portfolio Foundations, IMD410 Senior Project Research, IMD415 Portfolio Preparation, IMD420 Senior Project Application & Defense, IMD424 Senior Seminar, IMD425 Portfolio*

**INTERACTIVE MEDIA (IMD)**

**IMD1013-IMD Fundamentals**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course is a survey of the interactive media industry, technologies, authoring tools, and Web-based tools that support the student's learning process. Students will subscribe to a personal web hosting service and social networking applications for use throughout the WDIM program. Students will also be introduced to the curriculum and expectations for learners in the program including requirements for Portfolio.

*3-quarter hours*

**IMD2013-Concepts in Motion Design**

*Course Prerequisite(s): MM2093*

*Course Corequisite(s): None*

An introduction to motion design concepts and techniques. Students create interactive motion using basic principles of design for timeline-based media.

*3-quarter hours*

**IMD2003-Programming Logic**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

An introduction to various logic statements used in all programming languages, providing the skills to convert written words into programming code.

*3-quarter hours*

**IMD3903-Portfolio Foundations**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course begins a detailed evaluation and critique of each student's work in order to prepare them for graduation. In the course students begin work on their final portfolio by completing a particular portion of the final portfolio requirements.

*3-quarter hours*

### IMD116 Introduction to Audio/Video

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Students learn the technical terms unique to audio/video production and industry uses of basic audio/video production equipment and techniques. Students also examine the tools and techniques used in multi-track recording and mixing. The course includes basics of critical listening, microphone techniques, console operation, tape machine operation, signal flow, signal processing, patching, and general studio operations.

*3-quarter hours*

### IMD122 Introduction to Authoring

*Course Prerequisite(s): GD121 or Permission of Academic Department Director*

*Course Corequisite(s): None*

This course introduces the student to concepts and designs utilized in the development of education, sales, and marketing presentations. Students create an integrated, interactive multimedia presentation using the basic concepts and principles of multimedia and graphic design.

*3-quarter hours*

### IMD124 Advanced Image Manipulation

*Course Prerequisite(s): GD121*

*Course Corequisite(s): None*

This course is designed to further enhance the skills acquired in previous image manipulation and technology-based classes. Emphasis is placed on advanced applications and the appropriate selection of variables for the required task. Integration of programs to achieve a required project also is emphasized.

*3-quarter hours*

### IMD126 Introduction to Web

*Course Prerequisite(s): GD121*

*Course Corequisite(s): None*

In this class students will be introduced to the aesthetics of modular design. This will include the pre-planning aspects of the process and interfaces that integrate client purpose and objectives with user-centered information design and navigation. Students develop a prototype project that demonstrates an understanding of interactive design principles for the Internet.

*3-quarter hours*

### IMD203 Intermediate Authoring

*Course Prerequisite(s): IMD122*

*Course Corequisite(s): None*

This course builds on the skills taught in the Introduction to Authoring class. Students design production-quality interactive presentations using intermediate-level scripting techniques that focus on good user-interface design and usability.

*3-quarter hours*

### IMD206 Introduction to Scripting Languages

*Course Prerequisite(s): GD121*

*Course Corequisite(s): None*

Students develop and refine basic programming skills. The student acquires skills needed to design, develop, and produce practical applications with a specific scripting or programming language.

*3-quarter hours*

**IMD207 Fundamentals of Web Page Scripting**

*Course Prerequisite(s): GD121, WDIM1023 or Permission of Academic Department Director*

*Course Corequisite(s): None*

Students develop and refine basic programming skills. The student acquires skills needed to design, develop, and produce practical applications with a specific scripting or programming language.  
*3 quarter hours*

**IMD208 Introduction to User Centered Design**

*Course Prerequisite(s): IMD206*

*Course Corequisite(s): None*

This course introduces students to the concepts and processes of developing web sites that have, as a primary goal, addressing and solving user needs. By exploring the process step-by-step, students identify where user issues are raised and how they are answered. During the course, students physically create either a web site or a prototype. Students present and defend their decisions.  
*3 quarter hours*

**IMD212 Intermediate Scripting Languages**

*Course Prerequisite(s): IMD206*

*Course Corequisite(s): None*

Students develop and refine intermediate programming skills. The student acquires skills needed to design, develop, and produce practical applications with a specific scripting or programming language.  
*3 quarter hours*

**IMD213 Intermedidate Web Page Scripting**

*Course Prerequisite(s): IMD206 or IMD207*

*Course Corequisite(s): None*

Students develop and refine intermediate programming skills. The student acquires skills needed to design, develop, and produce practical applications with a specific scripting or programming language.  
*3 quarter hours*

**IMD215 Usability Testing**

*Course Prerequisite(s): IMD208*

*Course Corequisite(s): None*

This course introduces students to concepts and techniques used in usability testing. Through theories presented in the course, students learn common ways to locate errors or problems with interactive products. This course focuses on Web design usability testing.  
*3 quarter hours*

**IMD216 Designing for Dynamic Web Sites**

*Course Prerequisite(s): IMD212 or Permission of Academic Department Director*

*Course Corequisite(s): None*

Students apply user centered design principles, database structure, and server side scripting to create dynamic web sites. Particular attention is paid to design issues relating to the display of dynamic content on the screen and how that dynamic content will be delivered.  
*3 quarter hours*

**IMD217 Interactive Motion Scripting**

*Course Prerequisite(s): IMD212*

*Course Corequisite(s): None*

An advanced course that applies motion graphics as an integrated interactive solution, students script interaction, sequencing, and motion for interactive projects. Optimization is a critical consideration in the creation of the user centered experience.

*3-quarter hours*

**IMD223 Designing for Server-Side Technology**

*Course Prerequisite(s): IMD216*

*Course Corequisite(s): None*

Students build on the skills taught in the Designing for Dynamic Web Sites class. Students design and develop web content for server based dynamic delivery. Focus is on incorporating server side solutions into user centered web design in order to provide an exchange of information between client and server.

*3-quarter hours*

**IMD225 Digital Animation**

*Course Prerequisite(s): IMD122*

*Course Corequisite(s): None*

This course focuses on digital animation concepts and techniques. Students create digital animation using basic principles of design for timeline based media.

*3-quarter hours*

**IMD226 Project Management**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course focuses on the interactive design project management process and on development of the project team as key to the successful achievement of interactive design project goals. The process examines the main elements required in every proposal/ plan, time frame, and budget. Key areas of interactive design project teams serve to support the fundamental approach that every project team is tailored to achieve project results efficiently and effectively.

*3-quarter hours*

**IMD230 Audio for Interactive Design**

*Course Prerequisite(s): IMD125 or Permission of Academic Department Director*

*Course Corequisite(s): None*

This course focuses on the principles and practices of digital audio in an interactive design setting. Students learn to use current digital audio programs for recording, editing, sequencing, and mixing for a variety of outputs and applications.

*3-quarter hours*

**IMD232 Desktop Video**

*Course Prerequisite(s): IMD125 or Permission of Academic Department Director*

*Course Corequisite(s): None*

Students demonstrate knowledge of editing using non-linear editing software and hardware in a computer lab. Students produce and edit video and audio using digital desktop video techniques.

*3-quarter hours*

### IMD235 Portfolio Preparation

*Course Prerequisite(s):* Permission of Academic Director

*Course Corequisite(s):* None

In this course, students organize, select, and enhance project work to be included in their interactive portfolios. Emphasis focuses on exploring unique design concepts which showcase their body of work. This course requires a grade of C or greater to meet graduation requirements.

*3-quarter hours*

### IMD236 Motion Graphics

*Course Prerequisite(s):* IMD232 or Permission of Academic Department Director

*Course Corequisite(s):* IMD225 or Permission of Academic Department Director

This course focuses on motion design, concepts, and techniques. Students create motion graphics using design principles for timeline-based media.

*3-quarter hours*

### IMD255 Portfolio

*Course Prerequisite(s):* Permission of Academic Department Director

*Course Corequisite(s):* None

This course focuses on the completion of the portfolio and enables students to begin their career search. The student should come into this course with work for the portfolio and determine the quality of the work so enhancements can be made. The student also completes a professional resumé and begins the job search. This course requires a grade of C or greater to meet graduation requirements.

*3-quarter hours*

### IMD301 Advanced Scripting Languages

*Course Prerequisite(s):* IMD223

*Course Corequisite(s):* None

Students refine dynamic scripting skills to develop complex interactivity and applications. The course also examines client-side forms in conjunction with server-side scripting applications.

*3-quarter hours*

### IMD302 E-Learning Design

*Course Prerequisite(s):* IMD215

*Course Corequisite(s):* None

This course introduces students to the principles of instructional design as applied to e-learning. Skill development includes goal analysis, performance objective writing, instructional strategies, and instructional materials creation.

*3-quarter hours*

### IMD303 Advanced Authoring

*Course Prerequisite(s):* IMD203

*Course Corequisite(s):* None

This course builds on the skills taught in the Intermediate Authoring class. Students will design production-quality interactive presentations using advanced-level scripting techniques focusing on good user interface design and usability.

*3-quarter hours*

### IMD305 Special Topics

*Course Prerequisite(s):* Permission of Academic Department Director

*Course Corequisite(s):* None

Students, in consultation with the instructor, identify an area of special interest in interactive media design for focused skill development. Such skill development may include both community and curricular based projects. At the end of the course, students will prepare, present, and defend a project suitable for a professional portfolio.

*3-quarter hours*

### IMD306 Mobile Application Development

*Course Prerequisite(s):* IMD215, IMD301

*Course Corequisite(s):* None

Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student designed interfaces.

*3-quarter hours*

### IMD307 User Experience Design

*Course Prerequisite(s):* IMD124, IMD215

*Course Corequisite(s):* None

This course builds on students design skills by focusing on the quality of the user experience and culturally significant solutions. Students will create interactive user experiences to engage users.

*3-quarter hours*

### IMD308 Interactive Presentation

*Course Prerequisite(s):* IMD124

*Course Corequisite(s):* None

Students will explore interactive design methods and techniques to create engaging presentations. Various delivery methods and interactive platforms will be explored.

*3-quarter hours*

### IMD309 Content Management Systems

*Course Prerequisite(s):* IMD223

*Course Corequisite(s):* None

Students will explore the role and implementation of content management systems (CMS). Platforms to be explored include: E-Learning, Blog/CMS and E-commerce.

*3-quarter hours*

### IMD337 Advanced Server Side Languages

*Course Prerequisite(s):* IMD223

*Course Corequisite(s):* None

Advanced Server Side Languages is an advanced course that culminates in the application of client and server side languages with a specific focus on user centered design within the realm of e-commerce. Students will be challenged to juxtapose unique shopping experiences with strong design and technical precision to create a portfolio worthy web site.

*3-quarter hours*



**IMD403 Portfolio Foundations**

*Course Prerequisite(s): IMD303*

*Course Corequisite(s): None*

The aim of this course is to complete the first portion of the student's portfolio in preparation for graduation.

*3 quarter hours*

**IMD410 Senior Project Research**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

The student selects an Interactive Media Design topic for his/her graduate project. During the course, students research their topics and begin programming the applications for their graduate projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results.

*3 quarter hours*

**IMD415 Portfolio Preparation**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

In this course, students organize, select, and enhance project work to be included in their interactive portfolio. Emphasis focuses on exploring unique design concepts that showcase their body of work. This course requires a C or above in order to pass or receive credit.

*3 quarter hours*

**IMD420 Senior Project Application & Defense**

*Course Prerequisite(s): IMD410*

*Course Corequisite(s): None*

This course is a continuation of Senior Project Research. Students prepare, present, and defend a graduate project suitable for professional utilization.

*3 quarter hours*

**IMD424 Senior Seminar**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course is designed as a capstone experience, the purpose of which is to unify and provide a broader context for knowledge about the field of interactive media. Part of this process is exploring connections between both (1) oneself and the field of interactive media and (2) the rest of the world and interactive media.

*2 quarter hours*

**IMD425 Portfolio**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course focuses on the completion of the portfolio and enables students to begin their career search. The student should come into this course with work for the portfolio and determine the quality of the work so those enhancements can be made. The student also completes a professional resumé and begins the job search.

*3 quarter hours*

**PAGES 129-130**

***Deletion of old courses: IN201A Internship and IN402 Internship***

**INTERNSHIPS (IN)**

**IN201A Internship**

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

Through a field internship experience, students are able to apply acquired subject matter and professional skills in a real and practical situation. The main objective of the internship is to allow students the opportunity to observe and participate in the operation of successful businesses relating to their fields of study. Students gain experience needed to enter their field on graduation.

*3 quarter hours*

**IN402 Internship**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

Through a field internship experience, students are able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objective of the internship is to allow students the opportunity to observe and participate in the operation of successful businesses relative to their fields of study. The students gain experience needed to enter the field upon graduation.

*NOTE: Internship sites must be secured and requisite paperwork completed by the end of the drop/add period of the scheduled quarter or the student will be withdrawn from the course. Individual instructors may publish earlier deadlines. Students wanting to enroll in internship courses for credit should see their Academic Department Director for more information.*

*2 quarter hours*

**PAGE 136**

***Deletion of old courses: WA2113 Web Site Development for Front End Designers and WA2123 Front End Designer Studio***

**WEB (WA)**

**WA2113 Web Site Development for Front End Designers**

*Course Prerequisite(s): GWDA233 or Permission of Academic Department Director*

*Course Corequisite(s): None*

This course addresses WSIWYG editors for web site design, and students use skills derived from previous Web based courses, and advanced presentation techniques to develop a personal web site that showcases their portfolio.

*3 quarter hours*

**WA2123 Front End Designer Studio**

*Course Prerequisite(s): GWDA233, GWDA243 or Permission of Academic Department Director*

*Course Corequisite(s): None*

Students will create individual, partner, and team interactive projects that integrate design and coding skills acquired in previous quarters of instruction.

*3 quarter hours*

**PAGES 136-137**

***Deletion of old courses: WDM1023 Introduction to Web Design, WDM1033 Introduction to User Centered Design, WDM1093 Audio Production, WDM2003 Intermediate Client Side Languages, WDM2103 WDM Portfolio, WDM3003 Advanced Client Side Languages, WDM3053 Design for Mobile Devices I, WDM4023 Advanced Server Side Languages, and WDM4033 Usability Testing***

### WEB DESIGN (WDM)

#### WDM1023 Introduction to Web Design

*Course Prerequisite(s): FND105 or Permission of Academic Department Director*

*Course Corequisite(s): None*

This course introduces some of the techniques, tools, and technologies associated with web development. By identifying, interpreting, and implementing the roles and responsibilities of web industry team members students will define, design, and develop an HTML based website using standard authoring tools.

*3 quarter hours*

#### WDM1033 Introduction to User Centered Design

*Course Prerequisite(s): WDM1023 or Permission of Academic Department Director*

*Course Corequisite(s): None*

This course introduces students to the concepts and processes of developing a web site that affects the user's experience. By exploring interaction design from the user's point of view, students will identify where issues of usability and connectivity are raised and how they are resolved.

*3 quarter hours*

#### WDM1093 Audio Production

*Course Prerequisite(s): None*

*Course Corequisite(s): None*

This course introduces students to the fundamental terminology, concepts, and techniques of digital audio composition. Students will demonstrate knowledge of editing and encoding audio to various output formats for interactive projects and web delivery.

*3 quarter hours*

#### WDM2003 Intermediate Client Side Languages

*Course Prerequisite(s): WDM1033, WDM1003 or Permission of Academic Department Director*

*Course Corequisite(s): None*

An intermediate level course which implements client side languages including XHTML, CSS, XML, and JavaScript. The course focuses on layout and design of portfolio quality web sites utilizing well formed, standards based documents.

*3 quarter hours*

#### WDM2103 WDM Portfolio

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

The Portfolio is a series of interactive projects that demonstrate the students' creative design and scripting skills.

*3 quarter hours*

#### WDM3003 Advanced Client Side Languages

*Course Prerequisite(s): WDM2003*

*Course Corequisite(s): None*

An advanced level course that integrates client side languages to create well formed standards based professional quality web sites. The course focuses on complex layout and design web sites that display appropriately in all major browsers.

*3 quarter hours*

**WDM3053 Design for Mobile Devices I**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

An introduction to using JavaScript based development environment to create applications for mobile devices. The course will focus on navigation design, usability, and the production of an application for a targeted mobile device.

*3 quarter hours*

**WDM4023 Advanced Server Side Languages**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

An advanced course that culminates in the application of client and server side languages with a specific focus on user centered design within the realm of e-commerce. Students will be challenged to juxtapose unique shopping experiences with strong design and technical precision to create a portfolio worthy web site.

*3 quarter hours*

**WDM4033 Usability Testing**

*Course Prerequisite(s): Permission of Academic Department Director*

*Course Corequisite(s): None*

This course will focus on implementing formal evaluation techniques during user testing sessions. Students will then make site modifications based on the collected data.

*3 quarter hours*

## Updated Board Membership Roster

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*Updated Board Members for South University's Board of Trustees and Education Management Corporation's Board of Directors*

### GOVERNANCE AND OWNERSHIP

The South University Board of Trustees has approval authority over new campuses, senior administrative officers, the Strategic Plan, the annual budget, and further authority as outlined in the Bylaws of the South University Board of Trustees. The position of Chancellor is the highest administrative position in South University. The Vice Chancellor of The Art Institutes and the Vice Chancellor of South University report to the Chancellor. Campus presidents report to the Vice Chancellors.

### SOUTH UNIVERSITY BOARD OF TRUSTEES 2012-2013

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Former President and CEO, Savannah Economic Development Authority

**Pam Carter-Mendenhall**

Principal and Owner, Mendenhall Interiors

**William D. Hansen**

Chairman and CEO, Madison Education Group

**Carol DiBattiste**

Executive Vice President, Education Management Corporation

**Holden T. Hayes**

President and Director, The Savannah Bank

**William W. Hubbard**

President and CEO, Savannah Area Chamber of Commerce

**John R. McKernan, Jr.**

President of the U.S. Chamber of Commerce Foundation

**Charles McMillan**

President/Owner, McMillan and Associates

**Todd S. Nelson**

Chairman and Director, Education Management Corporation

**John T. South, III**

Chancellor, South University

### EDUCATION MANAGEMENT CORPORATION BOARD OF DIRECTORS

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**Samuel C. Cowley**

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**Leo F. Mullin**

**Brian A. Napack**

**Paul J. Salem**

**Edward H. West**

**Peter O. Wilde**

**Joseph R. Wright**

## Updated Campus Faculty and Staff

**PAGE 139**

**Updates to Faculty and Staff Listing**

**Add:**

**College of Creative Art and Design**

Larry Horn, Vice Chancellor of Art Institute Campuses

**The Art Institute of Charlotte, a campus of South University**

Jeremi L. Bumpus, Director of Housing and Residential Life

Tad Graham-Handley, Interim President

Patricia Oberle, Registrar

Devon Y. Stokes, Librarian

**The Art Institute of Dallas, a campus of South University**

Michelle Hildebrand, Director of Student Financial Services

Nina Hunter, Faculty

Jennifer Jones, Assistant to the Registrar

Carl D. Rossini, Faculty

Andrew Savoie, Faculty

Matt Sharp, Regional Director of Finance

John Willis, President

**Remove:**

**The Art Institute of Charlotte, a campus of South University**

Cheryl Coyle, Registrar

Lori Lantos, Librarian

Maurice Lee, President

**The Art Institute of Dallas, a campus of South University**

Diana Bussard, Accounting Supervisor

Jeff Clark, Director of Student Financial Services

Elizabeth Hayden, Associate Registrar

Bruce Konowalow, Faculty, Culinary Arts

Thomas W. Newsom, President and Vice Chancellor of Art Institute Campuses

Ken Spencer, Director of Housing

## College Calendar Update

### QUARTERLY SCHEDULE – 2013

<b>Quarter</b>	<b>Start Date</b>
Winter	January 7, 2013
Spring	April 1, 2013
Summer	July 8, 2013
Fall	September 30, 2013

### MID-QUARTER SCHEDULE – 2013

<b>Quarter</b>	<b>Start Date</b>
Winter II	February 16, 2013
Spring II	May 10, 2013
Summer II	August 15, 2013
Fall II	November 7, 2013

### QUARTERLY SCHEDULE – 2014

<b>Quarter</b>	<b>Start Date</b>	<b>End Date</b>
Winter	January 13, 2014	March 29, 2014
Spring	April 7, 2014	June 21, 2014
Summer	July 14, 2014	September 27, 2014
Fall	October 6, 2014	December 20, 2014

### MID-QUARTER SCHEDULE – 2014

<b>Quarter</b>	<b>Start Date</b>	<b>End Date</b>
Winter II	February 20, 2014	March 29, 2014
Spring II	May 15, 2014	June 21, 2014
Summer II	August 21, 2014	September 27, 2014
Fall II	November 13, 2014	December 20, 2014

### QUARTERLY SCHEDULE – 2015

<b>Quarter</b>	<b>Start Date</b>	<b>End Date</b>
Winter	January 12, 2015	March 28, 2015
Spring	April 6, 2015	June 20, 2015
Summer	July 13, 2015	September 26, 2015
Fall	October 5, 2015	December 19, 2015

### MID-QUARTER SCHEDULE – 2015

<b>Quarter</b>	<b>Start Date</b>	<b>End Date</b>
Winter II	February 19, 2015	March 28, 2015
Spring II	May 14, 2015	June 20, 2015
Summer II	August 20, 2015	September 26, 2015
Fall II	November 12, 2015	December 19, 2015