See AiPrograms.info for program duration, tuition, fees, other costs, median debt, federal salary data, alumni success, and other important info.
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. 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

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**

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

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

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

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Updated Contact Information

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

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
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.

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

**Change of program requirements**

**Bachelor of Fine Arts in Advertising Design**

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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 69
FND105 Design Fundamentals 3
FND110 Observational Drawing 3
FND135 Image Manipulation 3
FND150 Digital Color Theory 3
GWDA101 Applications & Industry 3
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# GRAPHIC DESIGN CONCENTRATION (continued)

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**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
- GWDA403 Interactive Motion Graphics 3
- GWDA422 Hand Lettering 3

# WEB DESIGN CONCENTRATION

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Program Elective 1 3
WEB DESIGN CONCENTRATION (continued)

Program Elective 2 3
GWDA222 Intermediate Layout Design 3
Program Elective 3 3
ADVA407 E-Commerce Strategies & Analytics 3
Program Elective 4 3
GWDA204 Introduction to Writing for Interactive Media 3
Program Elective 5 3
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
GWDA353 Server-Side Scripting 3
GWDA363 Client-Side Scripting 3
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

COURSE CREDITS 90
PROGRAM-SPECIFIC CREDITS 66
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
GWDA113 Fundamentals of Web Page Scripting 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
PROGRAM-SPECIFIC CREDITS (continued)

GWDA213 Timeline Animation & Interaction 3
GWDA222 Intermediate Layout Design 3
GWDA252 Advanced Layout Design 3
GWDA272 Corporate Identity 3
GWDA273 Intermediate Web Design 3
GWDA308 Business of Graphic Design 3
GWDA312 Publication 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
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

PAGE 30

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 2
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 2
- 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)

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<tr>
<td>FND150</td>
<td>Digital Color Theory</td>
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<tr>
<td>PHOA101</td>
<td>Principles of Photography</td>
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### GENERAL EDUCATION CREDITS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>GE0014</td>
<td>College Mathematics</td>
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<tr>
<td>GE0024</td>
<td>Oral Communication</td>
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<tr>
<td>GE0054</td>
<td>Psychology</td>
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<tr>
<td>GE2134</td>
<td>Survey of Art History</td>
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<tr>
<td>GE0124</td>
<td>Writing I</td>
<td>4</td>
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<tr>
<td>GE2084</td>
<td>Writing II</td>
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Requirements for graduation:
- **Credit Hours**: 90
- **Number of Weeks**: 66 (6 quarters)
- **Contact Hours**: 1287

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*Change of program requirements*

Certificate in Web Design & Interactive CommunicationsMedia

### COURSE CREDITS

<table>
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<td>GWDA103</td>
<td>Digital Illustration</td>
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<td>GWDA111</td>
<td>Introduction to Layout Design</td>
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<td>Fundamentals of Web Page Scripting</td>
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<td>GWDA133</td>
<td>Fundamentals of Web Design</td>
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<td>GWDA123</td>
<td>Programming Logic</td>
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<td>Audio &amp; Video</td>
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<td>GWDA213</td>
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<td>GWDA223</td>
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<td>GWDA363</td>
<td>Client Side Scripting</td>
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<td>GWDA382</td>
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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

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): GWDA1105, 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
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

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

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**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

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**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

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**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:

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 Economics**
*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 college-level 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 college-level 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 broad-based 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*

GEP0040 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, problem-solving, 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

SCI101 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

SCI102 Science, Technology & Society
Course Prerequisite(s): SCI101
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
SCI103 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*

SCI1201 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*

SCI1310 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*

SCI1311 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

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
Course Corequisite(s): GWDA133
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): GWDA233, GWDA283
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): GWDA222GWDA273  
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 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 hour*

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

**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 Intermediate 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

IMD222 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.  
3 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 resume and begins the job search.  
3 quarter hours
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

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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

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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 website.
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

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
Eric R. Winger, Chairman
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
Todd S. Nelson, Chairman
Samuel C. Cowley
William R. Johnson
Adrian M. Jones
Jeffrey T. Leeds
John R. McKernan, Jr.
Leo F. Mullin
Brian A. Napack
Paul J. Salem
Edward H. West
Peter O. Wilde
Joseph R. Wright
Updated Campus Faculty and Staff

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

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Start Date</th>
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<tbody>
<tr>
<td>Winter</td>
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<tr>
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<td>September 30, 2013</td>
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## MID-QUARTER SCHEDULE – 2013

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<td>Summer II</td>
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<td>Summer</td>
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| Fall II     | December 19, 2015 |