## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION</td>
<td></td>
</tr>
<tr>
<td>COLLEGE OF CREATIVE ART AND DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>THE ART INSTITUTE OF CHARLOTTE,</td>
<td>4</td>
</tr>
<tr>
<td>a campus of South University</td>
<td>4</td>
</tr>
<tr>
<td>THE ART INSTITUTE OF DALLAS,</td>
<td>5</td>
</tr>
<tr>
<td>a campus of South University</td>
<td>5</td>
</tr>
<tr>
<td>THE ART INSTITUTE OF FORT WORTH,</td>
<td>5</td>
</tr>
<tr>
<td>a campus of South University</td>
<td>5</td>
</tr>
<tr>
<td>THE ART INSTITUTE OF RALEIGH-DURHAM,</td>
<td>5</td>
</tr>
<tr>
<td>a campus of South University</td>
<td>5</td>
</tr>
<tr>
<td>CURRICULUM</td>
<td>7</td>
</tr>
<tr>
<td>CULINARY</td>
<td>7</td>
</tr>
<tr>
<td>Culinary Management</td>
<td>7</td>
</tr>
<tr>
<td>AAS Culinary Arts</td>
<td>9</td>
</tr>
<tr>
<td>C Culinary Arts</td>
<td>11</td>
</tr>
<tr>
<td>AAS Baking &amp; Pastry</td>
<td>13</td>
</tr>
<tr>
<td>C Baking &amp; Pastry</td>
<td>15</td>
</tr>
<tr>
<td>AAS Restaurant &amp; Catering Management</td>
<td>17</td>
</tr>
<tr>
<td>DESIGN</td>
<td>19</td>
</tr>
<tr>
<td>MA Design &amp; Media Management</td>
<td>19</td>
</tr>
<tr>
<td>BFA Advertising Design</td>
<td>21</td>
</tr>
<tr>
<td>BFA Graphic &amp; Web Design</td>
<td>23</td>
</tr>
<tr>
<td>BFA Graphic Design</td>
<td>25</td>
</tr>
<tr>
<td>AAA Graphic Design</td>
<td>27</td>
</tr>
<tr>
<td>AAS Graphic Design</td>
<td>29</td>
</tr>
<tr>
<td>BFA Interior Design</td>
<td>31</td>
</tr>
<tr>
<td>AAS Interior Design</td>
<td>33</td>
</tr>
<tr>
<td>FASHION</td>
<td>35</td>
</tr>
<tr>
<td>BA Fashion &amp; Retail Management</td>
<td>35</td>
</tr>
<tr>
<td>BFA Fashion &amp; Retail Management</td>
<td>37</td>
</tr>
<tr>
<td>AAS Fashion &amp; Retail Management</td>
<td>39</td>
</tr>
<tr>
<td>C Fashion Retailing</td>
<td>41</td>
</tr>
<tr>
<td>BFA Fashion Design</td>
<td>43</td>
</tr>
<tr>
<td>AAA Fashion Design</td>
<td>45</td>
</tr>
<tr>
<td>AAS Fashion Design</td>
<td>47</td>
</tr>
<tr>
<td>MEDIA ARTS</td>
<td></td>
</tr>
<tr>
<td>BS Audio Production</td>
<td>49</td>
</tr>
<tr>
<td>BFA Digital Filmmaking and Video Production</td>
<td>51</td>
</tr>
<tr>
<td>AAS Video Production</td>
<td>53</td>
</tr>
<tr>
<td>BFA Game Art &amp; Design</td>
<td>55</td>
</tr>
<tr>
<td>BFA Media Arts &amp; Animation</td>
<td>57</td>
</tr>
<tr>
<td>BFA Photography</td>
<td>59</td>
</tr>
<tr>
<td>AAS Photography</td>
<td>61</td>
</tr>
<tr>
<td>C Digital Image Management</td>
<td>63</td>
</tr>
<tr>
<td>BFA Visual Effects &amp; Motion Graphics</td>
<td>65</td>
</tr>
<tr>
<td>BFA Web Design &amp; Interactive Media</td>
<td>67</td>
</tr>
<tr>
<td>AAS Web Design &amp; Interactive Media</td>
<td>69</td>
</tr>
<tr>
<td>C Web Design &amp; Development</td>
<td>71</td>
</tr>
<tr>
<td>C Web Design &amp; Interactive Communications</td>
<td>73</td>
</tr>
<tr>
<td>ADMISSIONS</td>
<td>75</td>
</tr>
<tr>
<td>ADMISSION POLICIES AND PROCEDURES</td>
<td>75</td>
</tr>
<tr>
<td>ADMISSIONS</td>
<td>79</td>
</tr>
<tr>
<td>LOANS</td>
<td>82</td>
</tr>
<tr>
<td>STUDENT AFFAIRS</td>
<td>83</td>
</tr>
<tr>
<td>ACADEMIC AFFAIRS</td>
<td>89</td>
</tr>
<tr>
<td>INTELLECTUAL PROPERTY</td>
<td>97</td>
</tr>
<tr>
<td>COURSE DESCRIPTIONS</td>
<td>101</td>
</tr>
<tr>
<td>GOVERNANCE AND OWNERSHIP</td>
<td>138</td>
</tr>
<tr>
<td>CAMPUS FACULTY AND STAFF</td>
<td>139</td>
</tr>
<tr>
<td>COLLEGE CALENDAR</td>
<td>144</td>
</tr>
<tr>
<td>CAMPUS LOCATIONS</td>
<td>145</td>
</tr>
<tr>
<td>ADDITIONAL TEACHING SITES</td>
<td>145</td>
</tr>
</tbody>
</table>

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

NON-DISCRIMINATION POLICY STATEMENT
South University does not discriminate or harass on the basis of race, color, national origin, sex, gender, sexual orientation, gender identity or expression, disability, age, veteran’s status, religion, genetic marker, or any other characteristic protected by state, local or federal law, in our programs and activities. South University will not retaliate against persons bringing forward allegations of harassment or discrimination. The Campus Presidents or their designates handle inquiries and coordinate the institution’s compliance efforts regarding the non-discrimination policy.

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 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.

ACCREDITATION & LICENSING
The Art Institute of Charleston, The Art Institute of Dallas, The Art Institute of Fort Worth, and The Art Institute of Raleigh-Durham are campuses of South University. South University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, masters, and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of South University.

The Art Institute of Dallas and The Art Institute of Fort Worth hold Certificates of Authorization acknowledging exemption from the Texas Higher Education Coordinating Board regulations. (PO Box 12788; Austin, TX 78711 or 1200 E Anderson Lane; Austin, TX 78752; 512-427-6200; www.thecb.state.tx.us). The Art Institute of Dallas is authorized to offer the Master of Arts in Design and Media Management program on the campuses of The Art Institute of Houston (4140 Southwest Freeway, Houston, TX 77027-7311) and The Art Institute of Austin (101 West Louis Henna Boulevard, Suite 100; Austin, TX 78728-1260).

The Art Institute of Charlotte and The Art Institute of Raleigh-Durham are licensed by the Board of Governors of the University of North Carolina to offer degree programs under matters regulated by General Statute 116-15 (PO Box 2688, Chapel Hill, NC 27515-2688; 919-962-4558; www.northcarolina.edu/aa_planning/licensure/resources.htm). The Art Institute of Charlotte and The Art Institute of Raleigh-Durham are approved by the North Carolina State Board of Community Colleges to offer certificate programs under matters regulated by Article 8, Chapter 115D of the North Carolina General Statutes (5001 Mail Service Center; Raleigh, NC 27699-5001; 919-807-7100).

A Guaranty Bond (for prepaid tuition held by each campus) is located in each of the offices of the presidents at the Charlotte and Raleigh-Durham campuses and is available for review by anyone during normal business hours.

The Art Institute of Dallas is licensed by the Arkansas State Board of Private Career Education (501 Woodlane, Suite 312 South, Little Rock, AR 72201) and the Oklahoma Board of Private Vocational Schools (3700 North Classen Boulevard, Suite 250, Oklahoma City, OK 73118, 405-528-3370).

The Art Institute of Charlotte and The Art Institute of Raleigh-Durham are approved for the training of veterans and eligible veterans’ dependents by the North Carolina State Approving Agency (120 Penmarc Drive, Suite 103; Raleigh, NC 27603-2434; 919-733-7535).

The Art Institute of Dallas and The Art Institute of Fort Worth are approved for training veterans and other individuals by the Texas Veterans Commission (PO Box 12277; Austin, TX 78711-2277; 800-252-8387; www.tvc.state.tx.us).

The Certificate in the Art of Cooking and the Associate of Applied Science degree in Culinary Arts programs offered by The Art Institute of Dallas, and the Associate of Applied Science degree in Culinary Arts offered by The Art Institute of Charlotte, are accredited by The Accrediting Commission of the American Culinary Federation Education Foundation (180 Center Place Way; St. Augustine, FL 32095; 800-624-9458; www.acfchefs.org).

The Interior Design program leading to the Bachelor of Fine Arts in Interior Design at The Art Institute of Dallas is accredited by the Council for Interior Design Accreditation, (206 Grandville Avenue, Suite 350; Grand Rapids, MI 49503; www.accredit-id.org).

DEPARTMENT OF HOMELAND SECURITY
The Art Institute of Charlotte, a campus of South University, is authorized under federal law to enroll nonimmigrant alien students. The Art Institute of Dallas, a campus of South University, is authorized under federal law to enroll nonimmigrant alien students. The Art Institute of Ft. Worth, a campus of South University, is authorized under federal law to enroll nonimmigrant alien students. The Art Institute of Raleigh-Durham, a campus of South University, is authorized under federal law to enroll nonimmigrant alien students.

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;
create the foundation for personal and professional fulfillment. South University attempts to provide a comprehensive education that instills within its students a philosophy that values not only learning and professionalism but also contribution and commitment to the advancement of community.

Believing that qualified individuals should have the privilege of formal academic training, South University welcomes those who seek educational challenges. To this end, the University provides a learning environment, both on campus and online, that helps students identify goals and the means to achieve them. With this philosophy in mind, students learn by interacting with a community of faculty, staff and administration dedicated to South University’s academic purpose.

COLLEGE OF CREATIVE ART AND DESIGN

STATEMENT OF PURPOSE
In support of the South University mission, the College of Creative Art and Design offers creative professional studies based upon focused and balanced curricula. The college prepares students for careers in design, media arts, culinary arts, and fashion by providing a stimulating learning environment that utilizes changing technology in order to meet the opportunities of a global economy.

We measure our success by our ability to:

- provide a learning-centered environment fostered by dedicated and knowledgeable faculty who exhibit excellence in teaching, possess appropriate academic credentials, and have industry-related experience;
- ensure market-driven, competency based education and curriculum by ongoing communication with students, graduates, employers, and industry professionals;
- prepare students for career entry and professional growth in their respective fields through successful and measurable employment outcomes for graduates;
- maintain a systematic approach to institutional growth and development through assessment and long-range planning while improving processes and operations, and;
- champion a culture of learning by continuous personal and professional development of students, alumni, and employees.

VISION
The College of Creative Art and Design strives to provide an exemplary education in the creative arts by fostering a student-focused learning environment, rich in creativity and collaboration, where students, faculty, and staff encourage a culture of excellence.

VALUES
We believe in an educational environment that places the learner at the center of our efforts, believing in the worth and potential of each student and striving to provide high quality programs and services.

We value critical thinking and creative expression while advocating an appreciation of cultural diversity. We believe in a learning environment that is predicated upon strong ethical principles while creating an atmosphere that fosters development of integrity, worth, and potential.

The College of Creative Art and Design offers programs at the following South University campuses:
The Art Institute of Charlotte
The Art Institute of Dallas
The Art Institute of Fort Worth
The Art Institute of Raleigh-Durham

Each program area in the College of Creative Art & Design (CCAD) 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 seek 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.

INSTITUTIONAL MISSION – SOUTH UNIVERSITY
South University is a private academic institution dedicated to providing educational opportunities for the intellectual, social, and professional development of a diverse student population.

To achieve this purpose, the institution offers focused and balanced curricula at the associate’s, baccalaureate, master’s, and doctoral levels. A broad-based core curriculum is offered, promoting critical thinking, effective verbal and written communication, and skills for life-long learning. Additionally, the University focuses on developing the requisites to pursue and appreciate knowledge. South University’s approach to higher education and the resulting varied academic experiences provide students with the intellectual acumen and pragmatic approach necessary to

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
- Fashion & Retail Management
- Graphic Design
- Interior Design
- Photography
- Restaurant & Catering Management
- Video Production
- Web Design & Development

Bachelor of Arts (BA)
- Fashion & Retail Management

Bachelor of Fine Arts (BFA)
- Digital Filmmaking & Video Production
- Graphic Design
- Interior Design
- Media Arts & Animation
- Photography
- Web Design & Interactive Media

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 Science (AAS)
- Culinary Arts
- 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
- Interior Design
- Media Arts & Animation
- Photography
- Visual Effects & Motion Graphics
- Web Design & Interactive Media

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)
- Baking & Pastry
- Culinary Arts
- Digital Image Management
- Fashion Retailing
- Web Design & Development

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)
Game Art & Design
Graphic Design
Interior Design
Photography
Web Design & Interactive Media

Bachelor of Science (BS)
Culinary Management

PROGRAM DESCRIPTIONS

COURSE CODE NUMBERING
The Art Institute is transitioning to a new course numbering system; however, for clarity, both versions are explained below.

NEW NUMBERING SYSTEM
The numbering system implemented with revised and new programs as of January 1, 2013 are based on student learning outcomes in the program and on the quarter in which the course falls within the program.

Course numbering Example: INTA112
There is a four (4)-letter prefix in each code where the first three (3) letters identify the program of study (INT = Interior Design). The last letter (A) identifies the campus delivery method. Each of South University's The Art Institute campuses use the delivery method designated as by the letter "A" which is five (5) courses per quarter.

Following the letter prefix is a three (3)-digit course code specific to each course. The number in the "hundreds" place (X00) is used to determine in which quarter the course falls:
- "1" in the hundreds column = Quarter 1-3
- "2" in the hundreds column = Quarter 4-6
- "3" in the hundreds column = Quarter 7-9
- "4" in the hundreds column = Quarter 10-12

The number in the "tens" place (XX) is used to show the quantity of courses that fall under a particular Student Learning Outcome. The number in the "ones" place (X) is used to show with which student learning outcome an individual course most closely identifies:
1. Basic Principles/Skills (Examples: foundation skills, photography basic skills)
2. Design/Process Skills (Examples: building systems, theory, cinematography, international and classical pastries and desserts using basic as well as advanced techniques)
3. Technical & Production (Examples: interior finish materials, lighting, post production, preparing standardized recipes, produce various baked goods)
4. Communication (Examples: visual communication, articulate a vision)

5. Concept (Examples: history/concept, conceptualize fashion displays)
6. Professionalism (Examples: professional practice, presentation, articulate core values of professionals)
7. Critical Thinking (Examples: problem solving, documentation, evaluation, producing & directing, photo criticism, evaluate apparel construction, critique & evaluate)
8. Business (Examples: marketing, management, global marketing, business of photography, knowledge of consumer behavior, business plans)
9. Portfolio (Examples: Portfolio and Capstone courses)

PREVIOUS NUMBERING SYSTEM
Course codes are numbered to delineate whether they are lower or upper division.

Course codes that are 1000- or 2000-level codes (or in the case of General Education and Foundation courses, 100- or 200-level codes) are lower division courses, and are typically taken in the first two (2) years of academic study.

Course codes that are 3000- or 4000-level codes (or in the case of General Education and Foundation courses, 300- or 400-level codes) are upper division courses, and are typically taken in the third (3rd) and fourth (4th) years of academic study.

Course codes that are 500-600 level codes are graduate courses.

Course codes that are 0-level codes are non-credit Transitional Studies courses.

DEFINITION OF A CREDIT HOUR AND OUTSIDE CLASSWORK EXPECTATIONS
South University operates on a quarter system with each quarter having approximately 10 to 12 weeks.

Students can expect ten (10) hours of instructional engagement for every one quarter credit hour of a course. Instructional engagement activities include lectures, presentations, discussions, group-work, and other activities that would normally occur during class time. Instructional engagement activities may occur in a face-to-face meeting or in the e-classroom.

In addition to instructional engagement, students can expect to complete at least twenty (20) hours of outside work for every one quarter credit hour of a course. Outside work includes preparing for and completing readings and assignments. Such outside work also includes, but is not limited to, all research associated with completing assignments, work with others to complete a group project, participation in tutorials, labs, simulations, and other electronic activities that are not a part of the instructional engagement, as well as any activities related to preparation for instructional engagement.

Other academic work leading to the awarding of credit hours requires at least an equivalent amount of work as listed in the paragraph above and shall be applied to other academic activities as established by the institution; including laboratory work, internships, practica, and studio work. For example, one quarter credit hour is also equivalent to at least 20 hours of lab work, 30 hours of externship or clinical practicum, or a combination of the equivalencies.

PROGRAM LENGTH
The Master of Arts degree program is four (4) quarters in length. Completion of the program in six (6) quarters is dependent upon whether the student successfully completes a minimum of eight (8) quarter credits per quarter.

The Bachelor of Arts (BA), Bachelor of Fine Arts (BFA), and Bachelor of Science (BS) degree programs are twelve (12) quarters in length. Completion of a BA, BFA, or BS degree program in twelve (12) quarters is dependent upon whether the student successfully completes fifteen (15) to sixteen (16) quarter credits per quarter.

The Associate of Applied Arts (AAA) and Associate of Applied Science (AAS) degree programs are six (6) quarters in length. Completion of an AAS or AAS degree program in six (6) quarters is dependent upon whether the student successfully completes fifteen (15) to sixteen (16) quarter credits per quarter.

The Certificate programs are four (4) to six (6) quarters in length. Completion of a Certificate program in the amount of quarters prescribed in this catalog is dependent upon whether the student successfully completes twelve (12) quarter credits per quarter.

REVISED PROGRAMS
Each of the programs in this catalog has been revised, but students remain in the previous versions of the programs as they are being taught out. The previous versions of the programs are included in prior catalogs (see each campus's website for previous catalog versions).
CULINARY MANAGEMENT
BACHELOR OF SCIENCE
Offered at The Art Institute of Charlotte, The Art Institute of Dallas, and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION
The Culinary Management program blends theoretical and hands-on learning in the areas of culinary arts, management, human resources, finance, food and beverage operations and service. Students will be exposed to a variety of world cuisines and use ingredients and techniques from around the globe. Instruction in kitchen management, purchasing, cost control, menu design, and dining room operation provides students with business acumen. This degree takes an in-depth, comprehensive approach to culinary education; a management externship is an integral part of the curriculum as it provides an opportunity for application to real world situations. The program also includes a senior-level capstone class and senior practicum that require students to apply all of their learned managerial and leadership skills.

PROGRAM OUTCOMES:
- Seek an entry-level skill position in the food service industry
- Identify, establish and maintain safety and sanitation procedures which meet industry quality standards
- Demonstrate and articulate an awareness of the cross-cultural, moral, ethical and environmental issues in hospitality organizations and their relationship with all stakeholders
- Analyze the food and beverage cost-control cycle and accounting practices, and implement controls to manage, maintain and ensure profitability
- Prepare a variety of international recipes using a variety of cooking techniques which meet industry quality standards
- Apply standard Human Resource principles in regards to recruiting, retaining, and developing staff
- Create a business plan for a food service outlet or hospitality company
### COURSE CREDITS

**COURSE CREDITS**

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDIT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>180</td>
</tr>
</tbody>
</table>

**PROGRAM-SPECIFIC CREDITS**

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CU1003</td>
<td>Concepts &amp; Theories of Culinary Arts</td>
</tr>
<tr>
<td>CU1016</td>
<td>American Regional Cuisine</td>
</tr>
<tr>
<td>CU1046</td>
<td>Introduction to Baking &amp; Pastry Techniques</td>
</tr>
<tr>
<td>CU1036</td>
<td>Fundamentals of Classical Techniques</td>
</tr>
<tr>
<td>CU1123</td>
<td>Menu Management</td>
</tr>
<tr>
<td>CU1163</td>
<td>Latin Cuisine</td>
</tr>
<tr>
<td>CU2006</td>
<td>Garde Manger</td>
</tr>
<tr>
<td>CU2013</td>
<td>European Cuisine</td>
</tr>
<tr>
<td>CU2026</td>
<td>À La Carte &amp; Service*</td>
</tr>
<tr>
<td>CU2163</td>
<td>Capstone</td>
</tr>
<tr>
<td>CU2183</td>
<td>Nutritional Cooking</td>
</tr>
<tr>
<td>CU2283</td>
<td>Asian Cuisine</td>
</tr>
<tr>
<td>CU2293</td>
<td>Food &amp; Beverage Operations</td>
</tr>
<tr>
<td>CU2303</td>
<td>Food &amp; Beverage Cost Controls</td>
</tr>
<tr>
<td>CU2313</td>
<td>Supervision &amp; Career Development</td>
</tr>
<tr>
<td>CU2323</td>
<td>World Cuisine</td>
</tr>
<tr>
<td>CU2333</td>
<td>Art Culinaire</td>
</tr>
<tr>
<td>CU2403</td>
<td>Sustainable Purchasing &amp; Controlling Costs</td>
</tr>
<tr>
<td>CU2603</td>
<td>Quantity Food Production</td>
</tr>
<tr>
<td>CU3003</td>
<td>Foodservice Technology &amp; Information</td>
</tr>
<tr>
<td>CU3013</td>
<td>Facilities Management &amp; Design</td>
</tr>
<tr>
<td>CU3023</td>
<td>Hospitality Marketing</td>
</tr>
<tr>
<td>CU3103</td>
<td>Accounting</td>
</tr>
<tr>
<td>CU3113</td>
<td>Catering &amp; Event Management</td>
</tr>
<tr>
<td>CU3123</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>CU4003</td>
<td>Exploring Wines &amp; the Culinary Arts</td>
</tr>
<tr>
<td>CU4013</td>
<td>Foodservice Financial Management</td>
</tr>
<tr>
<td>CU4023</td>
<td>Quality Foodservice Management &amp; Training</td>
</tr>
<tr>
<td>CU4033</td>
<td>Legal Issues &amp; Ethics for Culinarians</td>
</tr>
<tr>
<td>CU4103</td>
<td>Leadership &amp; Organizational Development</td>
</tr>
<tr>
<td>CU4113</td>
<td>Senior Culinary Practicum</td>
</tr>
<tr>
<td>CU4123</td>
<td>Baccalaureate Capstone</td>
</tr>
<tr>
<td>CU4203</td>
<td>Externship II</td>
</tr>
<tr>
<td>CU4213</td>
<td>Innovation &amp; Entrepreneurship</td>
</tr>
<tr>
<td>CU4223</td>
<td>Global Management &amp; Operations in the Hospitality Industry</td>
</tr>
<tr>
<td></td>
<td>Culinary Elective</td>
</tr>
<tr>
<td></td>
<td>Culinary Elective</td>
</tr>
<tr>
<td></td>
<td>Culinary Elective</td>
</tr>
</tbody>
</table>

**GENERAL EDUCATION CREDITS**

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE0014</td>
<td>College Mathematics</td>
</tr>
<tr>
<td>GE0024</td>
<td>Oral Communication</td>
</tr>
<tr>
<td>GE0054</td>
<td>Psychology</td>
</tr>
<tr>
<td>GE0114</td>
<td>Introduction to Humanities</td>
</tr>
<tr>
<td>GE0124</td>
<td>Writing I</td>
</tr>
<tr>
<td>GE0204</td>
<td>Writing II</td>
</tr>
<tr>
<td>GE3104</td>
<td>Introduction to Chemistry</td>
</tr>
<tr>
<td></td>
<td>Humanities Elective</td>
</tr>
<tr>
<td></td>
<td>Humanities Elective</td>
</tr>
<tr>
<td></td>
<td>Math &amp; Science Elective</td>
</tr>
<tr>
<td></td>
<td>Math &amp; Science Elective</td>
</tr>
<tr>
<td></td>
<td>Social Science Elective</td>
</tr>
</tbody>
</table>

**Requirements for graduation:**

- **Credit Hours:** 180
- **Number of Weeks:** 132 (12 quarters)
- **Contact Hours:** 2733

* Minimum of 90 field experience hours for the quarter
CULINARY ARTS
ASSOCIATE OF APPLIED SCIENCE
Offered at The Art Institute of Charlotte, The Art Institute of Dallas, and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION
The Associate of Science degree program in Culinary Arts is a six-quarter program that develops students' skills through a variety of culinary courses designed to teach classical cuisine techniques, as well as exploring international cuisine. Students will be exposed to a variety of world cuisines and use ingredients and techniques from around the globe. Instruction in kitchen management, purchasing, cost control, menu design, and dining room operation provides students with business acumen. The program focuses on both production and individual skills necessary to seek employment in restaurants, hotels, resorts, and other catering or foodservice institutional settings.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Establish and maintain safety and sanitation procedures
• Prepare standardized recipes using a variety of cooking techniques which meet industry quality standards
• Prepare a variety of international recipes utilizing the correct techniques, ingredients, and equipment which meet industry quality standards
• Describe and perform tasks related to common business practices in the culinary industry, including inventory, menu planning, cost control, and food purchasing
• Describe the principles of food and beverage management
• Define and articulate the core values of the culinary professional
• Seek entry-level positions in commercial and institutional food service settings
## CULINARY ARTS  Associate of Applied Science

<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong></td>
<td>66</td>
</tr>
<tr>
<td>CU1003  Concepts &amp; Theories of Culinary Arts</td>
<td>3</td>
</tr>
<tr>
<td>CU1016  American Regional Cuisine</td>
<td>6</td>
</tr>
<tr>
<td>CU1036  Fundamentals of Classical Techniques</td>
<td>6</td>
</tr>
<tr>
<td>CU1046  Introduction to Baking &amp; Pastry Techniques</td>
<td>6</td>
</tr>
<tr>
<td>CU1123  Menu Management</td>
<td>3</td>
</tr>
<tr>
<td>CU1163  Latin Cuisine</td>
<td>3</td>
</tr>
<tr>
<td>CU2006  Garde Manger</td>
<td>6</td>
</tr>
<tr>
<td>CU2026  European Cuisine</td>
<td>3</td>
</tr>
<tr>
<td>CU2063  À La Carte &amp; Service*</td>
<td>6</td>
</tr>
<tr>
<td>CU2163  Capstone</td>
<td>3</td>
</tr>
<tr>
<td>CU2183  Nutritional Cooking</td>
<td>3</td>
</tr>
<tr>
<td>CU2283  Asian Cuisine</td>
<td>3</td>
</tr>
<tr>
<td>CU2293  Food &amp; Beverage Operations</td>
<td>3</td>
</tr>
<tr>
<td>CU2313  Supervision &amp; Career Development</td>
<td>3</td>
</tr>
<tr>
<td>CU2323  World Cuisine</td>
<td>3</td>
</tr>
<tr>
<td>CU2333  Art Culinaire</td>
<td>3</td>
</tr>
<tr>
<td>CU2403  Sustainable Purchasing &amp; Controlling Costs</td>
<td>3</td>
</tr>
<tr>
<td><strong>GENERAL EDUCATION CREDITS</strong></td>
<td>24</td>
</tr>
<tr>
<td>GE0014  College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024  Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054  Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114  Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124  Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE0124  Writing II</td>
<td>4</td>
</tr>
</tbody>
</table>

Requirements for graduation:
Credit Hours 90
Number of Weeks: 66 (6 quarters)
Contact Hours: 1581

* Minimum of 90 field experience hours for the quarter.
CULINARY ARTS
CERTIFICATE
Offered at The Art Institute of Charlotte, The Art Institute of Dallas, and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION
Culinary Certificate students have the opportunity to obtain a foundational knowledge and skills in the fundamental techniques and theories of the culinary arts and in industry practices. Through applied coursework and hands-on experiences students may build the necessary skills and abilities to confidently meet the challenges of the food service industry. The curriculum is based on classical principles emphasizing modern techniques and trends in both the classroom and the kitchen. Students are prepared to seek entry-level employment in the culinary industry such as entry-level prep cooks, line attendants, and entry-level pastry assistants.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
- Establish and maintain safety and sanitation procedures
- Prepare standardized recipes using a variety of cooking techniques which meet industry quality standards
- Prepare a variety of recipes utilizing the correct techniques, ingredients and equipment which meet industry quality standards
- Define and articulate the core values of the culinary professional
- Seek entry-level positions in commercial and institutional food service settings

CULINARY
Choosing among culinary schools can be difficult. At South University, students can learn the real-world skills and gain the hands-on experience needed to pursue opportunities in the dynamic culinary field. Choose from among multiple degree and certificate programs. Not all culinary programs are offered at all locations, but each location provides a quality learning experience.
### CULINARY ARTS Certificate

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CU1003</td>
<td>Concepts &amp; Theories of Culinary Arts</td>
</tr>
<tr>
<td>CU1016</td>
<td>American Regional Cuisine</td>
</tr>
<tr>
<td>CU1036</td>
<td>Fundamentals of Classical Techniques</td>
</tr>
<tr>
<td>CU1046</td>
<td>Introduction to Baking &amp; Pastry Techniques</td>
</tr>
<tr>
<td>CU1123</td>
<td>Menu Management</td>
</tr>
<tr>
<td>CU1163</td>
<td>Latin Cuisine</td>
</tr>
<tr>
<td>CU2006</td>
<td>Garde Manger</td>
</tr>
<tr>
<td>CU2026</td>
<td>A La Carte &amp; Service*</td>
</tr>
<tr>
<td>CU2183</td>
<td>Nutritional Cooking</td>
</tr>
<tr>
<td>CU2283</td>
<td>Asian Cuisine</td>
</tr>
<tr>
<td>CU2293</td>
<td>Food &amp; Beverage Operations</td>
</tr>
<tr>
<td>CU2313</td>
<td>Supervision &amp; Career Development</td>
</tr>
<tr>
<td>CU2323</td>
<td>World Cuisine</td>
</tr>
<tr>
<td>CU2403</td>
<td>Sustainable Purchasing &amp; Controlling Costs</td>
</tr>
</tbody>
</table>

**Requirements for graduation:**
- Credit Hours: 57
- Number of Weeks: 55 (5 quarters)
- Contact Hours: 990

*Minimum of 90 field experience hours for the quarter*
BAKING & PASTRY
ASSOCIATE OF APPLIED SCIENCE
Offered at The Art Institute of Dallas

PROGRAM DESCRIPTION
The associate degree program in Baking & Pastry is a six-quarter program, which provides students with culinary skills combined with a focus on baking and pastry skills. The combination of culinary, baking and pastry skills, as well as business courses enhances the students’ ability to meet the challenges of an increasingly demanding and rapidly changing field. Students develop competencies in breads, plated and restaurant desserts, cake production, and buffet centerpieces. The program focuses on both production and individual skills necessary to seek employment in bakeries, restaurants, hotels, resorts, and other catering or foodservice institutional settings.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Seek an entry-level skill position in the foodservice industry
• Prepare standardized recipes using a variety of cooking, baking and pastry techniques as well as appropriate equipment and tools
• Produce various baked goods and a variety of international and classical pastries and desserts using basic as well as advanced techniques, which meet industry quality standards
• Design, produce, assemble and decorate display and wedding cakes using various finishing methods which meet industry quality standards
• Describe and perform tasks related to common business practices within the foodservice industry including inventory, menu planning, cost control and food purchasing
• Seek employment in retail, commercial and institutional foodservice settings in entry-level job positions

CULINARY
Choosing among culinary schools can be difficult. At South University, students can learn the real-world skills and gain the hands-on experience needed to pursue opportunities in the dynamic culinary field. Choose from among multiple degree and certificate programs. Not all culinary programs are offered at all locations, but each location provides a quality learning experience.
## COURSE CREDITS

<table>
<thead>
<tr>
<th>COURSE NAME</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong></td>
<td>66</td>
</tr>
<tr>
<td>CU1003 Concepts &amp; Theories of Culinary Arts</td>
<td>3</td>
</tr>
<tr>
<td>CU1016 American Regional Cuisine</td>
<td>6</td>
</tr>
<tr>
<td>CU1036 Fundamentals of Classical Techniques</td>
<td>6</td>
</tr>
<tr>
<td>CU1046 Introduction to Baking &amp; Pastry Techniques</td>
<td>6</td>
</tr>
<tr>
<td>CU1123 Menu Management</td>
<td>3</td>
</tr>
<tr>
<td>CU1163 Latin Cuisine</td>
<td>3</td>
</tr>
<tr>
<td>CU2026 À La Carte &amp; Service*</td>
<td>6</td>
</tr>
<tr>
<td>CU2163 Capstone</td>
<td>3</td>
</tr>
<tr>
<td>CU2183 Nutritional Cooking</td>
<td>3</td>
</tr>
<tr>
<td>CU2293 Food &amp; Beverage Operations</td>
<td>3</td>
</tr>
<tr>
<td>CU2313 Supervision &amp; Career Development</td>
<td>3</td>
</tr>
<tr>
<td>CU2346 Artisan Breads &amp; Baking Production</td>
<td>6</td>
</tr>
<tr>
<td>CU2353 European Cakes &amp; Tortes</td>
<td>3</td>
</tr>
<tr>
<td>CU2366 Advanced Patisserie &amp; Display Cakes</td>
<td>6</td>
</tr>
<tr>
<td>CU2373 Chocolate, Confections, &amp; Centerpieces</td>
<td>3</td>
</tr>
<tr>
<td>CU2403 Sustainable Purchasing &amp; Controlling Costs</td>
<td>3</td>
</tr>
<tr>
<td><strong>GENERAL EDUCATION CREDITS</strong></td>
<td>24</td>
</tr>
<tr>
<td>GE0014 College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024 Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054 Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114 Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124 Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE2084 Writing II</td>
<td>4</td>
</tr>
</tbody>
</table>

**Requirements for graduation:**

* Minimum of 90 field experience hours for the quarter.
BAKING & PASTRY CERTIFICATE
Offered at The Art Institute of Charlotte, The Art Institute of Dallas, and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION
Baking & Pastry Certificate students are given the opportunity to obtain a foundational knowledge and skills in the fundamental techniques and theories of the baking and pastry arts and in industry practices. Through applied coursework and hands-on experiences, students may build the necessary skills and abilities to confidently meet the challenges of the baking, pastry and foodservice industry. The curriculum is based on classical principles emphasizing modern techniques and trends in both the classroom and the kitchen. Students are prepared to seek entry-level employment in the culinary industry such as entry-level pastry cooks, entry-level bakers, entry prep cooks, and entry-level line cooks.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Establish and maintain safety and sanitation procedures
• Prepare standardized recipes using a variety of cooking, baking and pastry techniques as well as appropriate equipment and tools
• Produce various baked goods and a variety of international and classical pastries and desserts using basic as well as advanced techniques, which meet industry quality standards
• Design, produce, assemble and decorate display and wedding cakes using various finishing methods which meet industry quality standards
• Seek employment in retail, commercial and institutional food service settings in entry-level job positions
# BAKING & PASTRY Certificate

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CU1003 Concepts &amp; Theories of Culinary Arts</td>
<td>3</td>
</tr>
<tr>
<td>CU1016 American Regional Cuisine</td>
<td>6</td>
</tr>
<tr>
<td>CU1046 Introduction to Baking &amp; Pastry Techniques</td>
<td>6</td>
</tr>
<tr>
<td>CU1036 Fundamentals of Classical Techniques</td>
<td>6</td>
</tr>
<tr>
<td>CU1123 Menu Management</td>
<td>3</td>
</tr>
<tr>
<td>CU2026 À La Carte &amp; Service*</td>
<td>6</td>
</tr>
<tr>
<td>CU2183 Nutritional Cooking</td>
<td>3</td>
</tr>
<tr>
<td>CU2313 Supervision &amp; Career Development</td>
<td>3</td>
</tr>
<tr>
<td>CU2346 Artisan Breads &amp; Baking Production</td>
<td>6</td>
</tr>
<tr>
<td>CU2353 European Cakes &amp; Tortes</td>
<td>3</td>
</tr>
<tr>
<td>CU2366 Advanced Patisserie &amp; Display Cakes</td>
<td>6</td>
</tr>
<tr>
<td>CU2373 Chocolate, Confections, &amp; Centerpieces</td>
<td>3</td>
</tr>
<tr>
<td>CU2403 Sustainable Purchasing &amp; Controlling Costs</td>
<td>3</td>
</tr>
</tbody>
</table>

**Requirements for graduation:**

- Credit Hours 57
- Number of Weeks: 55 (5 quarters)
- Contact Hours 998

* Minimum of 90 field experience hours for the quarter
RESTAURANT & CATERING MANAGEMENT
ASSOCIATE OF APPLIED SCIENCE
Offered at The Art Institute of Charlotte and The Art Institute of Dallas

PROGRAM DESCRIPTION
Students have the opportunity to learn skills in management, marketing, human resources, accounting, and financial management. They can also become savvy in business communications, beverage management, legal issues, customer service, and global management and operations as they relate to the food industry. Developing managerial and leadership skills are important factors for students graduating in the program. The Restaurant & Catering Management program culminates with a Capstone project. This project consists of a complete business plan to open a restaurant that seats at least 100 guests, and two complete catered event plans.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Describe and perform business and operational tasks related to the culinary industry such as food and beverage purchasing, cost control, quality control, staff management, and marketing
• Demonstrate proficiency with accounting and financial management needs of the culinary industry
• Develop strong leadership and managerial skills
• Demonstrate a variety of cooking techniques that meet industry standards
• Analyze and plan for various dining room service needs including the execution of a food buffet
• Complete a business plan for a 100 seat restaurant and two catered events
### COURSE CREDITS

**PROGRAM-SPECIFIC CREDITS**

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CU1003</td>
<td>Concepts &amp; Theories of Culinary Arts</td>
<td>3</td>
</tr>
<tr>
<td>CU1016</td>
<td>American Regional Cuisine</td>
<td>6</td>
</tr>
<tr>
<td>CU1036</td>
<td>Fundamentals of Classical Techniques</td>
<td>6</td>
</tr>
<tr>
<td>CU1046</td>
<td>Introduction to Baking &amp; Pastry Techniques</td>
<td>6</td>
</tr>
<tr>
<td>CU1123</td>
<td>Menu Management</td>
<td>3</td>
</tr>
<tr>
<td>CU1163</td>
<td>Latin Cuisine</td>
<td>3</td>
</tr>
<tr>
<td>CU2006</td>
<td>Garde Manger</td>
<td>6</td>
</tr>
<tr>
<td>CU2183</td>
<td>Nutritional Cooking</td>
<td>3</td>
</tr>
<tr>
<td>CU2293</td>
<td>Food &amp; Beverage Operations</td>
<td>3</td>
</tr>
<tr>
<td>CU2313</td>
<td>Supervision &amp; Career Development</td>
<td>3</td>
</tr>
<tr>
<td>CU2403</td>
<td>Sustainable Purchasing &amp; Controlling Costs</td>
<td>3</td>
</tr>
<tr>
<td>RCM2003</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>RCM2033</td>
<td>Computers in the Foodservice Industry</td>
<td>3</td>
</tr>
<tr>
<td>RCM2043</td>
<td>Human Resources, Law &amp; Ethics</td>
<td>3</td>
</tr>
<tr>
<td>RCM2053</td>
<td>Marketing &amp; Product Knowledge</td>
<td>3</td>
</tr>
<tr>
<td>RCM2103</td>
<td>À La Carte &amp; Storeroom Management</td>
<td>3</td>
</tr>
<tr>
<td>RCM2203</td>
<td>Dining Room &amp; Catering Management*</td>
<td>3</td>
</tr>
<tr>
<td>RCM2263</td>
<td>Capstone</td>
<td>3</td>
</tr>
</tbody>
</table>

**GENERAL EDUCATION CREDITS**

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE0014</td>
<td>College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024</td>
<td>Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054</td>
<td>Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114</td>
<td>Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124</td>
<td>Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE2084</td>
<td>Writing II</td>
<td>4</td>
</tr>
</tbody>
</table>

### Requirements for graduation:
- **Credit Hours**: 90
- **Number of Weeks**: 66 (6 quarters)
- **Contact Hours**: 1452

* Minimum of 90 field experience hours for the quarter.
PROGRAM DESCRIPTION

The Master of Arts in Design & Media Management was created to prepare graduates for professional opportunities in management at a variety of art and design enterprises. The curriculum was developed to address the critical management competencies and challenges of this evolving discipline through the study of theoretical management concepts and the application of professional skills. The program has two areas of specialization: Design Management and Media Arts Management. Both specializations include a common foundation of six courses and a culminating capstone course. Students focus their studies toward future goals through the selection of electives and a track based on either the design industry or the media arts industry.

PROGRAM OUTCOMES:

Upon successful completion of the program, graduates should be able to:

• Demonstrate the application of leadership theory, capacity management, risk assessment, marketing, and investment strategies in their academic coursework
• Demonstrate a range of effective communication skills that support the development and management of a business
• Demonstrate effective information literacy skills
• Demonstrate effective critical thinking skills in the development and execution of projects
• Demonstrate conceptual and creative thinking skills in the development and support of their academic coursework
### DESIGN & MEDIA MANAGEMENT  Masters of Arts

#### COURSE CREDITS

<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foundation Classes</strong></td>
<td></td>
</tr>
<tr>
<td>DMM5004 Building &amp; Leading Creative Teams</td>
<td>4</td>
</tr>
<tr>
<td>DMM5054 Information Management &amp; New Technologies in Design &amp; Media Arts</td>
<td>4</td>
</tr>
<tr>
<td>DMM5104 Law, Policy &amp; Ethics in Design &amp; Media Arts</td>
<td>4</td>
</tr>
<tr>
<td>DMM5154 Strategic Planning &amp; Management in Creative Organizations</td>
<td>4</td>
</tr>
<tr>
<td>DMM5204 Assessment &amp; Analysis for Managers in Design &amp; Media Arts</td>
<td>4</td>
</tr>
<tr>
<td>DMM5254 Design &amp; Media Arts Innovation: Marketing, Planning &amp; Strategy</td>
<td>4</td>
</tr>
<tr>
<td><strong>Specialization Track – Design:</strong></td>
<td></td>
</tr>
<tr>
<td>DMM5454 Entrepreneurship in Design</td>
<td>4</td>
</tr>
<tr>
<td>DMM5654 Planning, Producing &amp; Promoting a Design Venture</td>
<td>4</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Specialization Track – Media Arts:</strong></td>
<td></td>
</tr>
<tr>
<td>DMM5504 Entrepreneurship in Media Arts</td>
<td>4</td>
</tr>
<tr>
<td>DMM5704 Planning, Producing &amp; Promoting a Media Arts Venture</td>
<td>4</td>
</tr>
<tr>
<td>Elective Courses – Select two</td>
<td></td>
</tr>
<tr>
<td>DMM5304 Communication, Grant Writing &amp; Management in Creative Organizations</td>
<td>4</td>
</tr>
<tr>
<td>DMM5354 Collaboration at a Distance</td>
<td>4</td>
</tr>
<tr>
<td>DMM5404 Creative Problem Solving</td>
<td>4</td>
</tr>
<tr>
<td>DMM5554 Project Management in Design &amp; Media Arts</td>
<td>4</td>
</tr>
<tr>
<td>DMM5604 Managing New Technologies in Creative Organizations</td>
<td>4</td>
</tr>
<tr>
<td><strong>Capstone</strong></td>
<td></td>
</tr>
<tr>
<td>DMM6008 Capstone Course</td>
<td>8</td>
</tr>
</tbody>
</table>

**Requirements for graduation:**
- Credit Hours 48
- **Number of Weeks: 66 (6 quarters)**
- Contact Hours 704

* Students must successfully complete all other coursework and have their Capstone Project Proposal approved by the Academic Director.
PROGRAM DESCRIPTION
The Bachelor of Fine Arts degree program in Advertising Design is meant to bridge the gap between technology, art, marketing, and business. Beginning with the fundamentals of design, color theory, typography, marketing, and business practices as well as advertising, you will have the opportunity to learn how to combine your artistic gifts with a solid background in design for business, marketing, or advertising. Our industry-experienced, academically qualified faculty will provide you with a hands-on, creative and realistic education with an emphasis on both digital and manual design skills. Graduates from the program will be prepared to seek entry-level employment in the advertising industry from the aspects of both advertising and graphic design. Upon completion of the program, your digital skills should include the ability to use the Adobe Creative Suite (Illustrator, PhotoShop, InDesign, etc.) as well as other industry-standard software. As you enter your final two quarters, you will have the opportunity to see the culmination of all your hard work as you are taught how to professionally assemble and present your portfolio — the most important tool you have to showcase your talents to prospective employers!

PROGRAM OUTCOMES:
• Theory - Graduates will apply industry knowledge and critical thinking skills to analyze, develop, and implement effective advertising solutions that meet professional standards
• Design - Graduates will develop concepts as well as analyze and incorporate aesthetics and layout in the design process for advertising campaigns and marketing communications
• Technology and Production - Graduates will demonstrate proficiency with the tools and graphic techniques of the profession to plan and implement production of advertising media such as print collateral, audio and video spots, and Web-interactive materials
• Critical Thinking - Graduates will demonstrate knowledge of the interdependence between advertising/marketing objectives and visual expression and be able to evaluate and critique their ideas
• Graduates will be able to articulate the vision behind their creative work and explain and promote their solutions to clients and colleagues
• Professionalism - Graduates will demonstrate professional presentation; articulation of knowledge of advertising and visual problem solving; and mastery of industry standards, professional practices and ethics
COURSE CREDITS ........................................................................ 180

PROGRAM-SPECIFIC CREDITS ................................................. 132
ADV3003 Dynamics of Media & Mass Communication ................ 3
ADV3033 Advertising Direct Response ..................................... 3
ADVA101 Fundamentals of Advertising .................................... 3
ADVA201 Fundamentals of Marketing ....................................... 3
ADVA208 Principles of Marketing Research .............................. 3
ADVA209 Portfolio I ................................................................. 3
ADVA214 Advertising Copywriting ......................................... 3
ADVA215 Advertising Storyboarding & Scriptwriting ............... 3
ADVA302 Introduction to Ad Campaigns .................................. 3
ADVA308 Account Planning .................................................... 3
ADVA328 Public Relations ....................................................... 3
ADVA338 Media Planning ........................................................ 3
ADVA409 Portfolio Presentation ............................................. 3
ADVA419 Portfolio II ............................................................... 3
DSN1073 Survey of Graphic Design ......................................... 3
DSN2023 Digital Grid Systems ................................................ 3
DSN2073 Conceptual Imagery ................................................. 3
DSN2093 Package Design ....................................................... 3
DSN2103 Advanced Image Manipulation ................................. 3
FND105 Design Fundamentals ................................................ 3
FND110 Observational Drawing ............................................. 3
FND120 Perspective Drawing ................................................. 3
FND135 Image Manipulation .................................................. 3
FND150 Digital Color Theory .................................................. 3
GWDA101 Applications & Industry .......................................... 3
GWDA103 Digital Illustration ................................................. 3
GWDA105 Concept Design ..................................................... 3
GWDA111 Introduction to Layout Design ................................. 3
GWDA112 Typography – Traditional ....................................... 3
GWDA113 Fundamentals of Web Page Scripting ....................... 3
GWDA122 Typography – Hierarchy ........................................ 3
GWDA203 Pre-Press & Production ........................................... 3
GWDA207 Design History ....................................................... 3
GWDA212 Typography – Expressive & Experimental ............... 3
GWDA222 Intermediate Layout Design .................................... 3
GWDA242 Graphic Symbolism ............................................... 3
GWDA272 Corporate Identity .................................................. 3
GWDA282 Collateral Design .................................................... 3
GWDA305 Art Direction .......................................................... 3
GWDA308 Business of Graphic Design .................................... 3
PHOA101 Principles of Photography ....................................... 3
          Elective ........................................................................ 3
          Elective ........................................................................ 3
GENERAL EDUCATION CREDITS ............................................. 48
GE0014 College Mathematics ................................................ 4
GE0024 Oral Communication ................................................ 4
GE0054 Psychology ............................................................... 4
GE0114 Introduction to Humanities ........................................ 4
GE0124 Writing I .................................................................... 4
GE0214 Art History ............................................................... 4
GE0284 Writing II .................................................................. 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

* Minimum of 88 internship hours for the quarter
** Students are required to meet with their Academic Director or Advisor to determine courses that are appropriate to serve as an elective.
GRAPHIC & WEB DESIGN
BACHELOR OF FINE ARTS
Offered at The Art Institute of Dallas and The Art Institute of Fort Worth

PROGRAM DESCRIPTION
The Bachelor Degree Program in Graphic & Web Design is a twelve-quarter, 180 credit, program. The Graphic & Web Design degree program teaches students how to express themselves creatively while visually communicating a message while not losing sight of the end user. The Graphic & Web Design degree program emphasizes hands-on learning. Students in the Graphic & Web Design degree program use industry-related technology and software. Course topics in the Graphic & Web Design degree program include typography, illustration, interface design and web development. With a Graphic & Web Design degree, graduates can pursue entry-level jobs such as graphic designer, production artist, web designer, and interactive designer.

The Graphic & Web Design program at The Art Institute is the first step toward a career in creativity. Initially, students develop an understanding of color and composition, design and technology. As they progress through the program, students are trained in creative problem solving and learn to offer solutions that are effective in the business world and applicable on various mediums.

Emphasis is placed on concept development and creative problem solving as it relates to technology, design, and development. Skills and techniques of advanced technologies are often taught by industry professionals. Tools include scanners, digital cameras, handheld devices and various hardware and software. Advanced training includes the execution of assignments encountered during industry internships.

There are two separate tracks in this program. One is graphic design focused and the other is web design focused. Students can further differentiate their sub-specialization by choosing elective courses that fit their future career goals and paths.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:

Graphic & Web Outcomes:
• Design - Graduates will demonstrate versatile, aesthetic solutions of layout and design. This includes proper understanding and usage of; space, line, color, shape, texture, form and value. Typographic and photographic hierarchy structures will also be considered
• Conceptual - Graduates will demonstrate conceptual thinking through work that reflects historical and contemporary trends by answering design problems with creative visuals and writings
• Visual Communication - Graduates will express a clear message to specific demographics using various mediums
• Professional Presentation - Graduates will articulate their chosen design direction and solution by communicating their mastery knowledge of graphic design, problem solving, ethics and industry standards in a visual presentation

Graphic Design Specific Outcome:
• Technical - Graduates will demonstrate, through a printed and online portfolio, the application of competencies through projects that highlight their mastery of industry software and technology in the print design field. This includes technical aspects of prepress, output, and quality reproduction as well as web design

Web Design Specific Outcome:
• Technical - Graduates will demonstrate, through a live web site, a mastery of interactive design & development using industry software, authoring systems and/or web scripting. This includes the application and integration of advanced functionality within interactive business solutions for clients
Graphic Design Elective 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 ..............................................63
GWDA123 Programming Logic .................................................3
GWDA132 Information Architecture ........................................3
GWDA201 Audio & Video .......................................................3
GWDA223 Intermediate Web Page Scripting ..........................3
GWDA233 Advanced Web Page Scripting ...............................3
GWDA243 Object Oriented Scripting .........................................3
GWDA253 Authoring for Interaction ........................................3
GWDA263 Web Standards ......................................................3
GWDA292 Experience Design ................................................3
GWDA313 Emerging Technologies ..........................................3
GWDA323 Design Team Pre-Production ..................................3
GWDA333 Senior Project Pre-Production .................................3
GWDA372 Content Management Systems ..............................3
GWDA382 Design for Mobile Devices ....................................3
GWDA413 Design Team Production ........................................3
GWDA423 Senior Project Production .......................................3
  Program Elective 1** ............................................................3
  Program Elective 2** ............................................................3
  Program Elective 3** ............................................................3
  Program Elective 4** ............................................................3
  Program Elective 5** ............................................................3

Web Design Elective 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

* Minimum of 88 internship hours for the quarter.
**Students are required to meet with their Academic Advisor or
Director to determine courses that are appropriate to serve as electives.
GRAPHIC DESIGN
BACHELOR OF FINE ARTS
Offered at The Art Institute of Charlotte and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION
Virtually anywhere you go, you will find images, layouts, typographical treatments, and fine art that have a basis in graphic design. Every field of endeavor requires design. From visual communications such as corporate identity and logos, to consumer packaging, collateral materials, and web and interactive solutions, graphic design is employed almost anywhere a message or product has to be seen. It is a form of communication that uses images and words to convey meaning, evoke emotion, add value and ultimately solve a problem.

Students in the baccalaureate program have the opportunity to learn how to draw attention to their message and reach a desired target audience. Students can discover which media contribute to the effectiveness of the message, combining their digital skills with traditional illustration. Our program is designed to approach graphic design from classic, traditional, and hand-skill techniques and utilizes industry-related software packages. Our experienced faculty strives to enhance students’ inherent creativity and to prepare them to market themselves for a rewarding career in graphic design. Creative problem solving and decision making are practiced at every level as students are given design situations to solve.

PROGRAM OUTCOMES:
• Graphic design principles: Students will apply learning outcomes from foundation courses to graphic design problems
• Problem-solving: Students will develop original, professional-level solutions to graphic design problems based on appropriate research and within specified parameters such as, deadlines, audience, budget, construction and output considerations
• Technology: Students will use appropriate technology to produce professional examples of their work
• Critical thinking: Students will demonstrate the ability to analyze and critique graphic design
• Images: Students will generate original images in support of their design work
• Professionalism and professional practice: Students will develop an understanding of design business practices and professional expectations
• Communication: Students will use visual and verbal communication to present content and meaning effectively; they will possess oral and written skills to present concepts to employers, clients, and others; they will possess teamwork, collaboration, and negotiation skills
• Context: Students will understand the broader context of their work: social and historical, language, information systems, and finance
# GRAPHIC DESIGN Bachelor of Fine Arts

<table>
<thead>
<tr>
<th>COURSE CREDITS (Charlotte Campus)</th>
<th>180</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM-SPECIFIC CREDITS……..…...</td>
<td>124</td>
</tr>
<tr>
<td>ART101 Survey of Art History I</td>
<td>4</td>
</tr>
<tr>
<td>ART102 Survey of Art History II</td>
<td>4</td>
</tr>
<tr>
<td>DSN2053 Typography, Expressive &amp; Experimental</td>
<td>3</td>
</tr>
<tr>
<td>DSN3033 Portfolio I……………</td>
<td>3</td>
</tr>
<tr>
<td>DSN3073 Design Marketing………</td>
<td>3</td>
</tr>
<tr>
<td>DSN4033 E-Portfolio……………</td>
<td>3</td>
</tr>
<tr>
<td>FND1003 Perspective Drawing…..</td>
<td>3</td>
</tr>
<tr>
<td>GD102 Fundamentals of Design…</td>
<td>3</td>
</tr>
<tr>
<td>GD111 Life Drawing……………..</td>
<td>3</td>
</tr>
<tr>
<td>GD112 Typography………………</td>
<td>3</td>
</tr>
<tr>
<td>GD113 Color Theory…………….</td>
<td>3</td>
</tr>
<tr>
<td>GD118 Vector Graphics………….</td>
<td>3</td>
</tr>
<tr>
<td>GD120 Raster Graphics………….</td>
<td>3</td>
</tr>
<tr>
<td>GD122 Illustration……………..</td>
<td>3</td>
</tr>
<tr>
<td>GD123 Design Layout…………….</td>
<td>3</td>
</tr>
<tr>
<td>GD125 Art &amp; Design Concepts….</td>
<td>3</td>
</tr>
<tr>
<td>GD204 3-Dimensional Design…….</td>
<td>3</td>
</tr>
<tr>
<td>GD205 Design History…………..</td>
<td>3</td>
</tr>
<tr>
<td>GD206 Electronic Design………..</td>
<td>3</td>
</tr>
<tr>
<td>GD207 Digital Illustration……..</td>
<td>3</td>
</tr>
<tr>
<td>GD208 Digital Grid Systems…….</td>
<td>3</td>
</tr>
<tr>
<td>GD211 Media/Marketing Design….</td>
<td>3</td>
</tr>
<tr>
<td>GD212 Electronic Pre-Press…….</td>
<td>3</td>
</tr>
<tr>
<td>GD214 Advanced Typography…….</td>
<td>3</td>
</tr>
<tr>
<td>GD216 Law &amp; the Graphic Arts..</td>
<td>3</td>
</tr>
<tr>
<td>GD217 Corporate Identity……….</td>
<td>3</td>
</tr>
<tr>
<td>GD220 Advanced Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>GD223 Photography Techniques….</td>
<td>3</td>
</tr>
<tr>
<td>GD226 Art Direction…………….</td>
<td>3</td>
</tr>
<tr>
<td>GD228 Graphic Symbolism……….</td>
<td>3</td>
</tr>
<tr>
<td>GD229 Print Production………….</td>
<td>3</td>
</tr>
<tr>
<td>GD233 Package Design………….</td>
<td>3</td>
</tr>
<tr>
<td>GD236 Portfolio I……………….</td>
<td>3</td>
</tr>
<tr>
<td>GD239 Conceptual Illustration..</td>
<td>3</td>
</tr>
<tr>
<td>GD233 Package Design………….</td>
<td>3</td>
</tr>
<tr>
<td>GD303 Collateral Design………..</td>
<td>3</td>
</tr>
<tr>
<td>GD312 Self Promotion…………..</td>
<td>3</td>
</tr>
<tr>
<td>GD314 Design Marketing………..</td>
<td>3</td>
</tr>
<tr>
<td>GD336 Graphic Design Studio….</td>
<td>3</td>
</tr>
<tr>
<td>GD415 Senior Project…………..</td>
<td>3</td>
</tr>
<tr>
<td>GD420 E-Portfolio……………….</td>
<td>3</td>
</tr>
<tr>
<td>GD429 Portfolio II…………….</td>
<td>3</td>
</tr>
<tr>
<td>GD430 Graphic Design Capstone.</td>
<td>3</td>
</tr>
<tr>
<td>IN402 Internship……………….</td>
<td>2</td>
</tr>
</tbody>
</table>

Graphic Design Electives (Choose one [1]):
- GD336 Graphic Design Studio……3
- GD430 Graphic Design Capstone…3

**GENERAL EDUCATION CREDITS………………………56**

| GE0014 College Mathematics…….| 4   |
| GE0024 Oral Communication……..| 4   |
| GE0114 Introduction to Humanities| 4 |
| GE0124 Writing I………………..| 4   |
| GE0204 Art History I…………….| 4   |
| GE0204 Writing II……………….| 4   |
| GE0304 Art History II………..…| 4   |
| Humanities Elective…………….| 4   |
| Social/Behavioral Science Elective | 4 |
| Science Elective………………..| 4   |
| Social/Behavioral Science Elective | 4 |
| Social/Behavioral Science/History Elective | 4 |
| Elective………………………| 4   |
| Elective………………………| 4   |

**PROGRAM-SPECIFIC CREDITS……………………124**

| ART101 Survey of Art History I  | 4   |
| ART102 Survey of Art History II | 4   |
| DSN2053 Typography, Expressive & Experimental | 3 |
| GD100 Perspective Drawing………| 3   |
| GD102 Fundamentals of Design….| 3   |
| GD111 Life Drawing……………..| 3   |
| GD112 Typography………………| 3   |
| GD113 Color Theory…………….| 3   |
| GD121 Image Manipulation……….| 3   |
| GD122 Illustration……………..| 3   |
| GD123 Design Layout…………….| 3   |
| GD125 Art & Design Concepts….| 3   |
| GD204 3-Dimensional Design…….| 3   |
| GD205 Design History…………..| 3   |
| GD206 Electronic Design………..| 3   |
| GD207 Digital Illustration……..| 3   |
| GD208 Digital Grid Systems…….| 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   |
| GD220 Advanced Image Manipulation | 3 |
| GD223 Photography Techniques….| 3   |
| GD226 Art Direction…………….| 3   |
| GD228 Graphic Symbolism……….| 3   |
| GD229 Print Production………….| 3   |
| GD233 Package Design………….| 3   |
| GD236 Portfolio I……………….| 3   |

**GENERAL EDUCATION CREDITS………………………56**

| GE0014 College Mathematics…….| 4   |
| GE0024 Oral Communication……..| 4   |
| GE0114 Introduction to Humanities| 4 |
| GE0124 Writing I………………..| 4   |
| GE0204 Art History I…………….| 4   |
| GE0204 Writing II……………….| 4   |
| GE0304 Art History II………..…| 4   |
| Humanities Elective…………….| 4   |
| Social/Behavioral Science Elective | 4 |
| Science Elective………………..| 4   |
| Social/Behavioral Science Elective | 4 |
| Social/Behavioral Science/History Elective | 4 |
| Elective………………………| 4   |
| Elective………………………| 4   |

**Requirements for graduation:**
- Credit Hours 180
- Number of Weeks: 132 (12 quarters)
- Contact Hours 2464
PROGRAM DESCRIPTION
The associate degree program in Graphic Design is a six-quarter, 90-credit program, emphasizing hands-on learning and technical skills. Students in the Graphic Design degree program utilize industry-related technology and software to complete projects. Course topics include typography, illustration, interface design and web development. With a Graphic Design degree, graduates can pursue entry-level jobs such as graphic designer and production artist.

Students develop an understanding of color, composition, design and technology. As they progress through the program, students are trained in technical problem solving and learn to offer solutions that are effective in the business world and applicable on various mediums.

Emphasis is placed on technical competency and creative problem solving as it relates to technology, design, and development. Skills and techniques of advanced technologies are often taught by industry professionals. Tools include scanners, digital cameras, mobile devices and various hardware and software.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Design - Graduates will demonstrate versatile, aesthetic solutions of layout and design. This includes proper understanding and usage of; space, line, color, shape, texture, form and value. Typographic and photographic hierarchy structures will also be considered
• Conceptual - Graduates will demonstrate conceptual thinking through work that reflects historical and contemporary trends by answering design problems with creative visuals and writings
• Visual Communication - Graduates will express a clear message to specific demographics using various mediums
• Professional Presentation - Graduates will articulate their chosen design direction and solution by communicating their mastery knowledge of graphic design, problem solving, ethics and industry standards in a visual presentation
<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COURSE CREDITS</strong></td>
<td>90</td>
</tr>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong></td>
<td>66</td>
</tr>
<tr>
<td>GWDA101 Applications &amp; Industry</td>
<td>3</td>
</tr>
<tr>
<td>GWDA102 Rapid Visualization</td>
<td>3</td>
</tr>
<tr>
<td>GWDA103 Digital Illustration</td>
<td>3</td>
</tr>
<tr>
<td>GWDA105 Concept Design</td>
<td>3</td>
</tr>
<tr>
<td>GWDA111 Introduction to Layout Design</td>
<td>3</td>
</tr>
<tr>
<td>GWDA112 Typography – Traditional</td>
<td>3</td>
</tr>
<tr>
<td>GWDA113 Fundamentals of Web Page Scripting</td>
<td>3</td>
</tr>
<tr>
<td>GWDA122 Typography – Hierarchy</td>
<td>3</td>
</tr>
<tr>
<td>GWDA202 Interface Design</td>
<td>3</td>
</tr>
<tr>
<td>GWDA203 Pre-Press &amp; Production</td>
<td>3</td>
</tr>
<tr>
<td>GWDA209 Portfolio I</td>
<td>3</td>
</tr>
<tr>
<td>GWDA212 Typography – Expressive &amp; Experimental</td>
<td>3</td>
</tr>
<tr>
<td>GWDA213 Timeline Animation &amp; Interaction</td>
<td>3</td>
</tr>
<tr>
<td>GWDA222 Intermediate Layout Design</td>
<td>3</td>
</tr>
<tr>
<td>GWDA252 Advanced Layout Design</td>
<td>3</td>
</tr>
<tr>
<td>GWDA272 Corporate Identity</td>
<td>3</td>
</tr>
<tr>
<td>GWDA308 Business of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>GWDA312 Publication Design</td>
<td>3</td>
</tr>
<tr>
<td>FND105 Design Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FND110 Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FND135 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>FND150 Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td><strong>GENERAL EDUCATION CREDITS</strong></td>
<td>24</td>
</tr>
<tr>
<td>GE0014 College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024 Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054 Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0124 Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE2084 Writing II</td>
<td>4</td>
</tr>
<tr>
<td>GE2134 Survey of Art History</td>
<td>4</td>
</tr>
</tbody>
</table>

Requirements for graduation:
- Credit Hours 90
- Number of Weeks: 66 (6 quarters)
- Contact Hours 1232
PROGRAM DESCRIPTION
The associate degree program in Graphic Design is a six-quarter, 90-credit program, emphasizing hands-on learning and technical skills. Students in the Graphic Design degree program utilize industry-related technology and software to complete projects. Course topics include typography, illustration, interface design and web development. With a Graphic Design degree, graduates can pursue entry-level jobs such as graphic designer and production artist.

Students develop an understanding of color, composition, design and technology. As they progress through the program, students are trained in technical problem solving and learn to offer solutions that are effective in the business world and applicable on various mediums.

Emphasis is placed on technical competency and creative problem solving as it relates to technology, design, and development. Skills and techniques of advanced technologies are often taught by industry professionals. Tools include scanners, digital cameras, mobile devices and various hardware and software.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
- Design - Graduates will demonstrate versatile, aesthetic solutions of layout and design. This includes proper understanding and usage of; space, line, color, shape, texture, form and value. Typographic and photographic hierarchy structures will also be considered
- Conceptual - Graduates will demonstrate conceptual thinking through work that reflects historical and contemporary trends by answering design problems with creative visuals and writings
- Visual Communication - Graduates will express a clear message to specific demographics using various mediums
- Professional Presentation - Graduates will articulate their chosen design direction and solution by communicating their mastery knowledge of graphic design, problem solving, ethics and industry standards in a visual presentation
# GRAPHIC DESIGN Associate of Applied Science

<table>
<thead>
<tr>
<th>COURSE CREDITS (Charlotte Campus)</th>
<th>90</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong></td>
<td>66</td>
</tr>
<tr>
<td>FND1003  Perspective Drawing</td>
<td>3</td>
</tr>
<tr>
<td>GD102   Fundamentals of Design</td>
<td>3</td>
</tr>
<tr>
<td>GD112   Typography</td>
<td>3</td>
</tr>
<tr>
<td>GD113   Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>GD118   Vector Graphics</td>
<td>3</td>
</tr>
<tr>
<td>GD120   Raster Graphics</td>
<td>3</td>
</tr>
<tr>
<td>GD123   Design Layout</td>
<td>3</td>
</tr>
<tr>
<td>GD125   Art &amp; Design Concepts</td>
<td>3</td>
</tr>
<tr>
<td>GD206   Electronic Design</td>
<td>3</td>
</tr>
<tr>
<td>GD207   Digital Illustration</td>
<td>3</td>
</tr>
<tr>
<td>GD211   Media/Marketing Design</td>
<td>3</td>
</tr>
<tr>
<td>GD212   Electronic Pre-Press</td>
<td>3</td>
</tr>
<tr>
<td>GD214   Advanced Typography</td>
<td>3</td>
</tr>
<tr>
<td>GD216   Law &amp; the Graphic Arts</td>
<td>3</td>
</tr>
<tr>
<td>GD217   Corporate Identity</td>
<td>3</td>
</tr>
<tr>
<td>GD223   Photography Techniques</td>
<td>3</td>
</tr>
<tr>
<td>GD226   Art Direction</td>
<td>3</td>
</tr>
<tr>
<td>GD234   Special Topics</td>
<td>3</td>
</tr>
<tr>
<td>GD235   Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>IMD122  Introduction to Authoring</td>
<td>3</td>
</tr>
<tr>
<td>IMD225  Digital Animation</td>
<td>3</td>
</tr>
<tr>
<td>IN201A  Internship</td>
<td>3</td>
</tr>
</tbody>
</table>

**GENERAL EDUCATION CREDITS** .............................................. 24

| GE0014  College Mathematics        | 4  |
| GE0024  Oral Communication         | 4  |
| GE0054  Psychology                 | 4  |
| GE1314  Survey of Art History      | 4  |
| GE0124  Writing I                  | 4  |
| GE2084  Writing II                 | 4  |

<table>
<thead>
<tr>
<th>COURSE CREDITS (Raleigh Durham Campus)</th>
<th>90</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong></td>
<td>66</td>
</tr>
<tr>
<td>GD100  Perspective Drawing</td>
<td>3</td>
</tr>
<tr>
<td>GD102  Fundamentals of Design</td>
<td>3</td>
</tr>
<tr>
<td>GD103  Survey of Media &amp; Design</td>
<td>3</td>
</tr>
<tr>
<td>GD112  Typography</td>
<td>3</td>
</tr>
<tr>
<td>GD113  Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>GD121  Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>GD123  Design Layout</td>
<td>3</td>
</tr>
<tr>
<td>GD125  Art &amp; Design Concepts</td>
<td>3</td>
</tr>
<tr>
<td>GD206  Electronic Design</td>
<td>3</td>
</tr>
<tr>
<td>GD207  Digital Illustration</td>
<td>3</td>
</tr>
<tr>
<td>GD211  Media/Marketing Design</td>
<td>3</td>
</tr>
<tr>
<td>GD212  Electronic Pre-Press</td>
<td>3</td>
</tr>
<tr>
<td>GD214  Advanced Typography</td>
<td>3</td>
</tr>
<tr>
<td>GD216  Law &amp; the Graphic Arts</td>
<td>3</td>
</tr>
<tr>
<td>GD217  Corporate Identity</td>
<td>3</td>
</tr>
<tr>
<td>GD223  Photography Techniques</td>
<td>3</td>
</tr>
<tr>
<td>GD226  Art Direction</td>
<td>3</td>
</tr>
<tr>
<td>GD234  Special Topics</td>
<td>3</td>
</tr>
<tr>
<td>GD235  Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>IMD122  Introduction to Authoring</td>
<td>3</td>
</tr>
<tr>
<td>IMD225  Digital Animation</td>
<td>3</td>
</tr>
<tr>
<td>IN201A  Internship</td>
<td>3</td>
</tr>
</tbody>
</table>

**GENERAL EDUCATION CREDITS** .............................................. 24

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

Requirements for graduation:
Credit Hours 90
**Number of Weeks: 66 (6 quarters)**
Contact Hours 1287
PROGRAM DESCRIPTION

The Interior Design Bachelor’s Program is rich in theory and practice. The focus on theory at the beginning of the program articulates the guiding principles which provide the foundation for the hands-on application of design concepts. Students develop abilities in all aspects of the design of three-dimensional space, residential and commercial, rooted in historical and cultural context. They learn to communicate design solutions through a variety of visual media, interface with professionals and manage the business of their profession. Students will develop aesthetic and ethical sensitivities over the course of the program, prepared to seek entry into the fields of commercial and/or residential interior design.

PROGRAM OUTCOMES:

Upon successful completion of the program, graduates should be able to:
• Problem Solving - Graduates will solve complex interior design problems using the design process and their knowledge of interior design principles, theories and applications to analyze the client profile and project program, both individually and collaboratively
• Communication - Graduates will provide interior design services using effective oral, written, and visual communication employing a variety of means, methods and technologies, in both two- and three-dimensions
• Building Systems - Graduates will produce interior design solutions that constructively integrate with available building, environmental, and property management systems, as well as prevailing standards of use, maintenance and sustainability
• Interior Finish Materials - Graduates will specify and apply to their interior design solutions finish materials that meet prevailing standards of use, maintenance, sustainability, regulatory compliance, and aesthetics
• Professionalism - Graduates will provide professional services based on the interior design body of knowledge with a standard of care that both meets client needs and protects the health, safety, and welfare of the public in an ethical and legal manner resulting from exposure to academic and real-world experiences

* In compliance with revised accreditation standards, the following policy is in effect for students enrolled in the interior design program at The Art Institute of Dallas: the scope of accreditation does not extend to students taking 25% or more of the interior design courses required for graduation and/or 50% of the general education courses required for graduation through on-line delivery methods and/or non-CIDA accredited programs.
# Interior Design Bachelor of Fine Arts

## Course Credits

### Program-Specific Credits: 132 Credits

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FND105</td>
<td>Design Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FND110</td>
<td>Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FND120</td>
<td>Perspective Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FND135</td>
<td>Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>FND150</td>
<td>Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>GWDA101</td>
<td>Applications &amp; Industry</td>
<td>3</td>
</tr>
<tr>
<td>INTA101</td>
<td>Architectural Drawing</td>
<td>3</td>
</tr>
<tr>
<td>INTA102</td>
<td>Introduction to Interior Design</td>
<td>3</td>
</tr>
<tr>
<td>INTA103</td>
<td>CAD I</td>
<td>3</td>
</tr>
<tr>
<td>INTA105</td>
<td>Sketching &amp; Ideation</td>
<td>3</td>
</tr>
<tr>
<td>INTA107</td>
<td>History of Architecture, Interiors &amp; Furniture I</td>
<td>3</td>
</tr>
<tr>
<td>INTA111</td>
<td>Space Planning</td>
<td>3</td>
</tr>
<tr>
<td>INTA112</td>
<td>Design Basics 3D</td>
<td>3</td>
</tr>
<tr>
<td>INTA122</td>
<td>Textiles</td>
<td>3</td>
</tr>
<tr>
<td>INTA201</td>
<td>Materials &amp; Specifications</td>
<td>3</td>
</tr>
<tr>
<td>INTA202</td>
<td>Presentation Techniques</td>
<td>3</td>
</tr>
<tr>
<td>INTA203</td>
<td>CAD II</td>
<td>3</td>
</tr>
<tr>
<td>INTA207</td>
<td>History of Architecture, Interiors &amp; Furniture II</td>
<td>3</td>
</tr>
<tr>
<td>INTA211</td>
<td>Codes &amp; Regulations</td>
<td>3</td>
</tr>
<tr>
<td>INTA212</td>
<td>Residential Design I</td>
<td>3</td>
</tr>
<tr>
<td>INTA222</td>
<td>Human Factors</td>
<td>3</td>
</tr>
<tr>
<td>INTA232</td>
<td>Lighting Design</td>
<td>3</td>
</tr>
<tr>
<td>INTA242</td>
<td>Commercial Design I</td>
<td>3</td>
</tr>
<tr>
<td>INTA252</td>
<td>Interior Detailing</td>
<td>3</td>
</tr>
<tr>
<td>INTA262</td>
<td>Construction Documents I</td>
<td>3</td>
</tr>
<tr>
<td>INTA302</td>
<td>Residential Design II</td>
<td>3</td>
</tr>
<tr>
<td>INTA303</td>
<td>Digital Modeling I</td>
<td>3</td>
</tr>
<tr>
<td>INTA306</td>
<td>Professional Practice</td>
<td>3</td>
</tr>
<tr>
<td>INTA312</td>
<td>Global Design</td>
<td>3</td>
</tr>
<tr>
<td>INTA313</td>
<td>Digital Modeling II</td>
<td>3</td>
</tr>
<tr>
<td>INTA322</td>
<td>Building &amp; Mechanical Systems</td>
<td>3</td>
</tr>
<tr>
<td>INTA332</td>
<td>Environmental &amp; Sustainable Design</td>
<td>3</td>
</tr>
<tr>
<td>INTA342</td>
<td>Commercial Design II</td>
<td>3</td>
</tr>
<tr>
<td>INTA352</td>
<td>Hospitality Design</td>
<td>3</td>
</tr>
<tr>
<td>INTA362</td>
<td>Kitchen &amp; Bath Design</td>
<td>3</td>
</tr>
<tr>
<td>INTA402</td>
<td>Senior Studio I</td>
<td>3</td>
</tr>
<tr>
<td>INTA406</td>
<td>Internship*</td>
<td>3</td>
</tr>
<tr>
<td>INTA409</td>
<td>Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>INTA412</td>
<td>Institutional Design</td>
<td>3</td>
</tr>
<tr>
<td>INTA422</td>
<td>Senior Studio II</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

### General Education Credits: 48 Credits

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE0014</td>
<td>College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024</td>
<td>Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054</td>
<td>Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114</td>
<td>Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124</td>
<td>Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE2024</td>
<td>Art History I</td>
<td>4</td>
</tr>
<tr>
<td>GE2084</td>
<td>Writing II</td>
<td>4</td>
</tr>
<tr>
<td>GE3004</td>
<td>Art History II</td>
<td>4</td>
</tr>
<tr>
<td>GE3014</td>
<td>Perspectives in Global Economics</td>
<td>4</td>
</tr>
<tr>
<td>GE3024</td>
<td>Environmental Science</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Humanities Elective</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Social/Behavioral Science Elective</td>
<td>4</td>
</tr>
</tbody>
</table>

### Requirements for Graduation:

- **Credit Hours**: 180
- **Number of Weeks**: 132 (12 quarters)
- **Contact Hours**: 2552

*Minimum of 88 internship hours for the quarter*
INTERIOR DESIGN
ASSOCIATE OF APPLIED SCIENCE
Offered at The Art Institute of Charlotte

PROGRAM DESCRIPTION
The Interior Design program is rich in theory and practice. The focus on theory at the beginning of the program articulates the guiding principles which provide the foundation for the hands-on application of design concepts. Students develop abilities in all aspects of the design of three-dimensional space, residential and commercial, rooted in historical and cultural context. They learn to communicate design solutions through a variety of visual media and manage the business of their profession. Students will develop aesthetic and ethical sensitivities over the course of the program, prepared to seek entry into the fields of commercial and/or residential interior design.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Problem Solving - Graduates will solve complex interior design problems using the design process and their knowledge of interior design principles, theories and applications to analyze the client profile and project program, both individually and collaboratively
• Communication - Graduates will provide interior design services using effective oral, written, and visual communication employing a variety of means, methods and technologies, in both two- and three-dimensions
• Building Systems - Graduates will produce interior design solutions that constructively integrate with available building, environmental, and property management systems, as well as prevailing standards of use, maintenance and sustainability
• Interior Finish Materials - Graduates will specify and apply to their interior design solutions finish materials that meet prevailing standards of use, maintenance, sustainability, regulatory compliance, and aesthetics
• Professionalism - Graduates will provide professional services based on the interior design body of knowledge with a standard of care that both meets client needs and protects the health, safety, and welfare of the public in an ethical and legal manner resulting from exposure to academic and real-world experiences

DESIGN
A design school is a good fit for creative, inventive, and inquisitive individuals. When attending a design school, 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.
### COURSE CREDITS

<table>
<thead>
<tr>
<th>COURSE CREDITS ........................................................................................................</th>
<th>90</th>
</tr>
</thead>
</table>

#### PROGRAM-SPECIFIC CREDITS ............................................................................. | 66 |
| FND105 Design Fundamentals ................................................................................. | 3  |
| FND110 Observational Drawing .............................................................................. | 3  |
| FND120 Perspective Drawing ................................................................................. | 3  |
| FND150 Digital Color Theory ................................................................................. | 3  |
| INTA101 Architectural Drawing ............................................................................. | 3  |
| INTA102 Introduction to Interior Design ........................................................... | 3  |
| INTA103 CAD I ....................................................................................................... | 3  |
| INTA105 Sketching & Ideation ............................................................................... | 3  |
| INTA107 History of Architecture, Interiors, & Furniture I ................................ | 3  |
| INTA111 Space Planning ....................................................................................... | 3  |
| INTA112 Design Basics 3D .................................................................................... | 3  |
| INTA122 Textiles .................................................................................................... | 3  |
| INTA201 Materials & Specifications .................................................................... | 3  |
| INTA202 Presentation Techniques ......................................................................... | 3  |
| INTA203 CAD II .................................................................................................... | 3  |
| INTA207 History of Architecture, Interiors, & Furniture II ................................ | 3  |
| INTA211 Codes & Regulations ............................................................................. | 3  |
| INTA212 Residential Design I ............................................................................... | 3  |
| INTA232 Lighting Design ..................................................................................... | 3  |
| INTA242 Commercial Design I ............................................................................. | 3  |
| INTA252 Interior Detailing .................................................................................... | 3  |
| INTA406 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  |

**Requirements for graduation:**

- **Credit Hours 90**
- **Number of Weeks: 66 (6 quarters)**
- **Contact Hours 1232**

* Minimum of 88 internship hours for the quarter
FASHION & RETAIL MANAGEMENT

BACHELOR OF ARTS

Offered at The Art Institute of Charlotte and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION

The Bachelors degree in Fashion & Retail Management program is a twelve-quarter program that will offer experience across disciplines in business, fashion, and design, covering both soft and hard lines. This cross-functional focus will allow students to expand beyond traditional fashion design positions and choose among options in manufacturing, design and retailing. The content of the curriculum includes fashion industry trends and manufacturing, general business, management, operations and compliance, retailing, marketing, advertising, and design. Students will learn how to effectively bridge the gap between designers and the retail market. They will be required to both identify and anticipate fashion trends, as well as to develop the decision-making skills needed to insure that the preferred consumer goods are in stock at the appropriate time.

PROGRAM OUTCOMES:

Upon successful completion of the program, graduates should be able to:

• Demonstrate proficiency with common business computer programs including inventory management, presentation, spreadsheet, and Web software
• Accurately use industry terminology to analyze and meet client needs. This process will include trend forecasting, textile evaluation, buying plans, and usage for specific markets
• Demonstrate the ability to plan and analyze key marketing and management processes including event planning, product development, target market identification, market research strategies, branding, electronic marketing, and supply chain distribution
• Demonstrate the knowledge of Visual Merchandising as a communication tool to market the merchandise to the consumer
• Demonstrate professional presentation skills to include appropriate interpersonal communication skills; articulation of knowledge of fashion marketing and management; and mastery of industry standards, professional practices and ethics
• Global Marketing - Graduates will demonstrate an understanding of the complexities of the global marketplace in terms of trade restrictions and international business

FASHION

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.
| COURSE CREDITS | PROGRAM-SPECIFIC CREDITS | | CREDITS |
|----------------|--------------------------| | CREDITS |
| 180            | 132                      | | |
| ADVA201         | Fundamentals of Marketing | | 3 |
| ADVA204         | Consumer Behavior & Persuasive Sales Techniques | | 3 |
| ADVA307         | Brand Strategy            | | 3 |
| ADVA328         | Public Relations          | | 3 |
| ADVA348         | Leadership & Organizational Behavior | | 3 |
| ADVA407         | E-Commerce Strategies & Analytics | | 3 |
| FADA103         | Textiles Fundamentals     | | 3 |
| FADA111         | Survey of the Fashion Industry | | 3 |
| FADA207         | Early History of Fashion  | | 3 |
| FADA208         | Trends & Forecasting      | | 3 |
| FADA217         | Modern History of Fashion | | 3 |
| FADA308         | Fundamentals of Business  | | 3 |
| FADA312         | Sourcing & Technical Design | | 3 |
| FMMA101         | Introduction to Retailing | | 3 |
| FMMA103         | Survey of Manufacturing & Product Development | | 3 |
| FMMA104         | Sales Promotion            | | 3 |
| FMMA201         | Merchandising Math         | | 3 |
| FMMA202         | 3D Visual Merchandising I  | | 3 |
| FMMA203         | Event & Fashion Show Production | | 3 |
| FMMA208         | Finance Principles        | | 3 |
| FMMA211         | Retail Buying              | | 3 |
| FMMA212         | 3D Visual Merchandising II | | 3 |
| FMMA218         | Human Resource Management  | | 3 |
| FMMA221         | Merchandise Management    | | 3 |
| FMMA301         | Elements of Retail Logistics & Distribution | | 3 |
| FMMA302         | Global Marketing           | | 3 |
| FMMA303         | Apparel Fit & Construction Evaluation | | 3 |
| FMMA308         | Fashion Business Law       | | 3 |
| FMMA312         | Fundamentals of Fashion Styling | | 3 |
| FMMA406         | Internship*                | | 3 |
| FMMA408         | Entrepreneurship           | | 3 |
| FMMA409         | Portfolio I                | | 3 |
| FMMA419         | Portfolio & Professional Development | | 3 |
| FND105          | Design Fundamentals        | | 3 |
| FND135          | Image Manipulation         | | 3 |
| FND150          | Digital Color Theory       | | 3 |
| GWDA103         | Digital Illustration       | | 3 |
| Program Elective I |                              | | 3 |
| Program Elective II |                             | | 3 |
| Program Elective III |                           | | 3 |
| Elective        |                           | | 3 |
| Elective        |                           | | 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 |
| GE0204          | Art History I              | | 4 |
| GE0208         | Writing II                 | | 4 |
| GE3004          | Art History II             | | 4 |
| GE3014          | Perspectives in Global Economics | | 4 |
| GE3024          | Environmental Science      | | 4 |
| Social Science Elective |                      | | 4 |
| Humanities Elective |                          | | 4 |

Requirements for graduation:
Credit Hours 180
Number of Weeks: 132 (12 quarters)
Contact Hours 2530

* Minimum of 88 internship hours for the quarter
FASHION & RETAIL MANAGEMENT
BACHELOR OF FINE ARTS
Offered at The Art Institute of Dallas and The Art Institute of Fort Worth

PROGRAM DESCRIPTION
The Bachelors degree in Fashion & Retail Management program is a twelve-quarter program that will offer experience across disciplines in business, fashion, and design, covering both soft and hard lines. This cross-functional focus will allow students to expand beyond traditional fashion design positions and choose among options in manufacturing, design and retailing. The content of the curriculum includes fashion industry trends and manufacturing, general business, management, operations and compliance, retailing, marketing, advertising, and design. Students will learn how to effectively bridge the gap between designers and the retail market. They will be required to both identify and anticipate fashion trends, as well as to develop the decision-making skills needed to insure that the preferred consumer goods are in stock at the appropriate time.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Demonstrate proficiency with common business computer programs including inventory management, presentation, spreadsheet, and Web software
• Accurately use industry terminology to analyze and meet client needs. This process will include trend forecasting, textile evaluation, buying plans, and usage for specific markets
• Demonstrate the ability to plan and analyze key marketing and management processes including event planning, product development, target market identification, market research strategies, branding, electronic marketing, and supply chain distribution
• Demonstrate the knowledge of Visual Merchandising as a communication tool to market the merchandise to the consumer
• Demonstrate professional presentation skills to include appropriate interpersonal communication skills; articulation of knowledge of fashion marketing and management; and mastery of industry standards, professional practices and ethics
• Global Marketing - Graduates will demonstrate an understanding of the complexities of the global marketplace in terms of trade restrictions and international business

FASHION
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.
<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVA201</td>
<td>3</td>
<td>FMMA308</td>
<td>3</td>
</tr>
<tr>
<td>ADVA204</td>
<td>3</td>
<td>FMMA312</td>
<td>3</td>
</tr>
<tr>
<td>ADVA307</td>
<td>3</td>
<td>FMMA406</td>
<td>3</td>
</tr>
<tr>
<td>ADVA328</td>
<td>3</td>
<td>FMMA408</td>
<td>3</td>
</tr>
<tr>
<td>ADVA348</td>
<td>3</td>
<td>FMMA409</td>
<td>3</td>
</tr>
<tr>
<td>ADVA407</td>
<td>3</td>
<td>FMMA419</td>
<td>3</td>
</tr>
<tr>
<td>FADA103</td>
<td>3</td>
<td>FND105</td>
<td>3</td>
</tr>
<tr>
<td>FADA111</td>
<td>3</td>
<td>FND135</td>
<td>3</td>
</tr>
<tr>
<td>FADA207</td>
<td>3</td>
<td>FND150</td>
<td>3</td>
</tr>
<tr>
<td>FADA208</td>
<td>3</td>
<td>FMMA101</td>
<td>3</td>
</tr>
<tr>
<td>FADA217</td>
<td>3</td>
<td>FMMA103</td>
<td>3</td>
</tr>
<tr>
<td>FADA308</td>
<td>3</td>
<td>FMMA104</td>
<td>3</td>
</tr>
<tr>
<td>FADA312</td>
<td>3</td>
<td>FMMA201</td>
<td>3</td>
</tr>
<tr>
<td>FADA327</td>
<td>3</td>
<td>FMMA202</td>
<td>3</td>
</tr>
<tr>
<td>FADA335</td>
<td>3</td>
<td>FMMA203</td>
<td>3</td>
</tr>
<tr>
<td>FADA348</td>
<td>3</td>
<td>FMMA208</td>
<td>3</td>
</tr>
<tr>
<td>FADA357</td>
<td>3</td>
<td>FMMA211</td>
<td>3</td>
</tr>
<tr>
<td>FADA359</td>
<td>3</td>
<td>FMMA212</td>
<td>3</td>
</tr>
<tr>
<td>FMMA101</td>
<td>3</td>
<td>FMMA218</td>
<td>3</td>
</tr>
<tr>
<td>FMMA104</td>
<td>3</td>
<td>FMMA221</td>
<td>3</td>
</tr>
<tr>
<td>FMMA301</td>
<td>3</td>
<td>FMMA302</td>
<td>3</td>
</tr>
<tr>
<td>FMMA303</td>
<td>3</td>
<td>GE0014</td>
<td>4</td>
</tr>
<tr>
<td>FMMA306</td>
<td>3</td>
<td>GE0024</td>
<td>4</td>
</tr>
<tr>
<td>FMMA308</td>
<td>3</td>
<td>GE0054</td>
<td>4</td>
</tr>
<tr>
<td>FMMA312</td>
<td>3</td>
<td>GE0114</td>
<td>4</td>
</tr>
<tr>
<td>FMMA321</td>
<td>3</td>
<td>GE0124</td>
<td>4</td>
</tr>
<tr>
<td>FMMA324</td>
<td>3</td>
<td>GE0224</td>
<td>4</td>
</tr>
<tr>
<td>FMMA331</td>
<td>3</td>
<td>GE0284</td>
<td>4</td>
</tr>
<tr>
<td>FMMA335</td>
<td>3</td>
<td>GE3004</td>
<td>4</td>
</tr>
<tr>
<td>FMMA341</td>
<td>3</td>
<td>GE3014</td>
<td>4</td>
</tr>
<tr>
<td>FMMA350</td>
<td>3</td>
<td>GE3024</td>
<td>4</td>
</tr>
</tbody>
</table>

**GENERAL EDUCATION CREDITS**

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE0114</td>
<td>4</td>
</tr>
<tr>
<td>GE0124</td>
<td>4</td>
</tr>
<tr>
<td>GE0224</td>
<td>4</td>
</tr>
<tr>
<td>GE0284</td>
<td>4</td>
</tr>
<tr>
<td>GE3004</td>
<td>4</td>
</tr>
<tr>
<td>GE3014</td>
<td>4</td>
</tr>
<tr>
<td>GE3024</td>
<td>4</td>
</tr>
</tbody>
</table>

**Requirements for graduation:**

Credit Hours 180

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

Contact Hours 2530

* Minimum of 88 internship hours for the quarter
FASHION & RETAIL MANAGEMENT
ASSOCIATE OF APPLIED SCIENCE
Offered at The Art Institute of Charlotte and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION
The Fashion & Retail Management associate’s degree program introduces students to the use of textiles, color, and design to create visual merchandising campaigns. Students have the opportunity to explore how to develop, analyze, and implement effective sales strategies in business courses. Courses cover the use of computers for cost analysis, inventory control, and other store operations, and the basics of merchandise economics, leadership skills, manufacturing, and store planning. Many students combine the classroom experience with hands-on application through part-time jobs and internships. In addition, students have the opportunity to examine marketing promotion, buying techniques, and retail management.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Demonstrate knowledge and proficiency in current industry technology
• Apply the many facets of marketing and be able to plan and implement strategies to accommodate change in the industry
• Demonstrate knowledge of visual merchandising as a communication tool to market merchandise to the consumer
• Apply industry standards and business concepts related to retail and fashion industries
• Seek entry-level positions in retail or wholesale sales and management, as consultants and stylists for clothing wholesalers and as manufacturers

FASHION
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.
<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM-SPECIFIC CREDITS</td>
<td>66</td>
</tr>
<tr>
<td>ADVA201 Fundamentals of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ADVA204 Consumer Behavior &amp; Persuasive Sales Techniques</td>
<td>3</td>
</tr>
<tr>
<td>FADA103 Textiles Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FADA111 Survey of the Fashion Industry</td>
<td>3</td>
</tr>
<tr>
<td>FADA208 Trends &amp; Forecasting</td>
<td>3</td>
</tr>
<tr>
<td>FADA217 Modern History of Fashion</td>
<td>3</td>
</tr>
<tr>
<td>FADA308 Fundamentals of Business</td>
<td>3</td>
</tr>
<tr>
<td>FMMA101 Introduction to Retailing</td>
<td>3</td>
</tr>
<tr>
<td>FMMA103 Survey of Manufacturing &amp; Product Development</td>
<td>3</td>
</tr>
<tr>
<td>FMMA104 Sales Promotion</td>
<td>3</td>
</tr>
<tr>
<td>FMMA201 Merchandising Math</td>
<td>3</td>
</tr>
<tr>
<td>FMMA202 3D Visual Merchandising I</td>
<td>3</td>
</tr>
<tr>
<td>FMMA203 Event &amp; Fashion Show Production</td>
<td>3</td>
</tr>
<tr>
<td>FMMA211 Retail Buying</td>
<td>3</td>
</tr>
<tr>
<td>FMMA212 3D Visual Merchandising II</td>
<td>3</td>
</tr>
<tr>
<td>FMMA219 Portfolio &amp; Professional Development</td>
<td>3</td>
</tr>
<tr>
<td>FMMA406 Internship*</td>
<td>3</td>
</tr>
<tr>
<td>FND105 Design Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FND135 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>FND150 Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>GWDA103 Digital Illustration</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>GENERAL EDUCATION CREDITS</td>
<td>24</td>
</tr>
<tr>
<td>GE0014 College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024 Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054 Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114 Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124 Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE2084 Writing II</td>
<td>4</td>
</tr>
</tbody>
</table>

Requirements for graduation:
Credit Hours 90
Number of Weeks: 66 (6 quarters)
Contact Hours 1287

* Minimum of 88 internship hours for the quarter
FASHION RETAILING
CERTIFICATE

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

PROGRAM DESCRIPTION

The Fashion Retailing Certificate program teaches students how to use their combined creative and business skills to display, market, and sell fashion merchandise. The well-trained student will be able to effectively understand and meet the customer’s needs, and ultimately encourage sales. This is accomplished by having a keen awareness to the changing needs of the consumer, learning how to identify and predict new style trends, and by being able to conceptualize and promote fashion displays and sales campaigns. Individuals in fashion retailing will learn how to evaluate apparel construction, identify appropriate characteristics and uses of different textiles. They will also gain knowledge of consumer behavior, retail operations, visual merchandising, the larger marketplace, and business skills.

PROGRAM OUTCOMES:

Upon successful completion of the program, graduates should be able to:

- Demonstrate the ability to combine creative and business skills to display, market, and sell fashion merchandise
- Demonstrate the ability to understand and meet the customer’s needs, and ultimately encourage sales
- Demonstrate an awareness of the changing needs of the consumer, identify and predict new style trends, and use this information to conceptualize and promote fashion displays and sales campaigns
- Demonstrate the ability to evaluate apparel construction and identify appropriate characteristics and uses of different textiles
- Demonstrate knowledge of consumer behavior, retail operations, visual merchandising, the larger marketplace, and business skills

FASHION

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.
<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVA201 Fundamentals of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ADVA204 Consumer Behavior &amp; Persuasive Sales Techniques</td>
<td>3</td>
</tr>
<tr>
<td>ADVA407 E-Commerce Strategies &amp; Analytics</td>
<td>3</td>
</tr>
<tr>
<td>FADA103 Textiles Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FADA111 Survey of the Fashion Industry</td>
<td>3</td>
</tr>
<tr>
<td>FADA308 Fundamentals of Business</td>
<td>3</td>
</tr>
<tr>
<td>FMMA101 Introduction to Retailing</td>
<td>3</td>
</tr>
<tr>
<td>FMMA103 Survey of Manufacturing &amp; Product Development</td>
<td>3</td>
</tr>
<tr>
<td>FMMA104 Sales Promotion</td>
<td>3</td>
</tr>
<tr>
<td>FMMA201 Merchandising Math</td>
<td>3</td>
</tr>
<tr>
<td>FMMA202 3D Visual Merchandising I</td>
<td>3</td>
</tr>
<tr>
<td>FMMA211 Retail Buying</td>
<td>3</td>
</tr>
<tr>
<td>FMMA212 3D Visual Merchandising II</td>
<td>3</td>
</tr>
<tr>
<td>FMMA218 Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>FMMA301 Elements of Retail Logistics &amp; Distribution</td>
<td>3</td>
</tr>
<tr>
<td>FND135 Image Manipulation</td>
<td>3</td>
</tr>
</tbody>
</table>

**Requirements for graduation:**
Credit Hours 48
Number of Weeks: 44 (4 quarters)
Contact Hours 704
FASHION DESIGN
BACHELOR OF FINE ARTS
Offered at The Art Institute of Dallas

PROGRAM DESCRIPTION
The Fashion Design program explores industry practices from concept to consumer. Coursework incorporates technical sketching and fashion illustration, flat patternmaking and draping, computer-aided design, garment construction and fit, industry software knowledge, and conceptual and critical thinking. The curriculum offers exposure to global fashion business practices, product development, entrepreneurship and professional presentations.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:

• Basic Skills - Graduates will demonstrate knowledge of apparel production processes from concept development through finished product
• Process Skills - Graduates will demonstrate advanced skills in construction, draping, fitting, and patternmaking as well as in specialty textile design, and product and concept development
• Technology and Production - Graduates will demonstrate the ability to use industry software to create, grade, and mark patterns; use software to develop specification sheets; and develop advanced knowledge of technical sketching and computer design
• Communication - Graduates can explain connections between world events and design, color, and forecasting trends in the apparel industry, and apply current events to business trends
• Professional Practice - Graduates will demonstrate ability to apply professional standards and business concepts related to apparel design, including the ability to work collaboratively and to present and articulate concepts

FASHION
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.
## FASHION DESIGN Bachelor of Fine Arts

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FADA101 Elements of Garment Construction</td>
<td>3</td>
<td>FADA403 Senior Collection Concept</td>
<td>3</td>
</tr>
<tr>
<td>FADA102 Fashion Illustration</td>
<td>3</td>
<td>FADA404 Senior Collection Production</td>
<td>3</td>
</tr>
<tr>
<td>FADA103 Textiles Fundamentals</td>
<td>3</td>
<td>FADA406 Internship*</td>
<td>3</td>
</tr>
<tr>
<td>FADA108 Textiles Applications</td>
<td>3</td>
<td>FADA409 Portfolio II</td>
<td>3</td>
</tr>
<tr>
<td>FADA111 Survey of the Fashion Industry</td>
<td>3</td>
<td>FMMA103 Survey of Manufacturing &amp; Product Development</td>
<td>3</td>
</tr>
<tr>
<td>FADA113 Fundamentals of Patternmaking</td>
<td>3</td>
<td>FND105 Design Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FADA121 Fundamentals of Construction</td>
<td>3</td>
<td>FND110 Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FADA131 Intermediate Construction</td>
<td>3</td>
<td>FND135 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>FADA201 Advanced Construction</td>
<td>3</td>
<td>FND150 Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>FADA202 Technical Drawing</td>
<td>3</td>
<td>GWDA103 Digital Illustration</td>
<td>3</td>
</tr>
<tr>
<td>FADA203 Intermediate Patternmaking</td>
<td>3</td>
<td>Design Studio Elective</td>
<td>3</td>
</tr>
<tr>
<td>FADA207 Early History of Fashion</td>
<td>3</td>
<td>Design Studio Elective</td>
<td>3</td>
</tr>
<tr>
<td>FADA208 Trends &amp; Forecasting</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>FADA212 Advanced Fashion Illustration</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>FADA213 Advanced Patternmaking</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>FADA217 Modern History of Fashion</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>FADA223 Computer Patternmaking</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA233 Draping</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA243 Specialized Sewing Techniques</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA302 Fit Analysis</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA303 Advanced Computer Patternmaking</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA308 Fundamentals of Business</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA309 Portfolio II</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA312 Sourcing &amp; Technical Design</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA313 Computer Production Systems</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA322 Senior Collection Concept</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA332 Surface Design</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA402 Digital Textile Design</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA403 Senior Collection Concept</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA404 Senior Collection Production</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA406 Internship*</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FADA409 Portfolio II</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FMMA103 Survey of Manufacturing &amp; Product Development</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FND105 Design Fundamentals</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FND110 Observational Drawing</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FND135 Image Manipulation</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FND150 Digital Color Theory</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GWDA103 Digital Illustration</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Studio Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Studio Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### GENERAL EDUCATION CREDITS

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE0014 College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024 Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054 Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114 Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124 Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE0144 Art History I</td>
<td>4</td>
</tr>
<tr>
<td>GE0204 Writing II</td>
<td>4</td>
</tr>
<tr>
<td>GE0284 Art History II</td>
<td>4</td>
</tr>
<tr>
<td>GE3044 Perspectives in Global Economics</td>
<td>4</td>
</tr>
<tr>
<td>GE3024 Environmental Science</td>
<td>4</td>
</tr>
<tr>
<td>Humanities Elective</td>
<td>4</td>
</tr>
<tr>
<td>Behavioral Science Elective</td>
<td>4</td>
</tr>
</tbody>
</table>

### Requirements for graduation:

- Credit Hours 180
- Number of Weeks: 132 (12 quarters)
- Contact Hours 2618

* Minimum of 88 internship hours for the quarter
** All Fashion Design Bachelor of Fine Arts degree students must complete two (2) Design Studio courses in order to graduate. Not all courses will be offered every quarter.
FASHION DESIGN
ASSOCIATE OF APPLIED ARTS
Offered at The Art Institute of Dallas

PROGRAM DESCRIPTION
The Fashion Design program explores industry practices from concept to consumer. Coursework incorporates technical sketching and fashion illustration, flat patternmaking and draping, computer-aided design, garment construction and fit, industry software knowledge, and conceptual and critical thinking.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Basic Skills - Graduates will demonstrate knowledge of apparel production processes from concept development through finished product
• Process Skills - Graduates will demonstrate advanced skills in construction, draping, fitting, and patternmaking as well as in specialty textile design, and product and concept development
• Technology and Production - Graduates will demonstrate the ability to use industry software to create, grade, and mark patterns; use software to develop specification sheets; and develop advanced knowledge of technical sketching and computer design
• Communication - Graduates can explain connections between world events and design, color, and forecasting trends in the apparel industry, and apply current events to business trends
• Professional Practice - Graduates will demonstrate ability to apply professional standards and business concepts related to apparel design, including the ability to work collaboratively and to present and articulate concepts

FASHION
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.
<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM-SPECIFIC CREDITS</td>
<td>66</td>
</tr>
<tr>
<td>FADA101 Elements of Garment Construction</td>
<td>3</td>
</tr>
<tr>
<td>FADA102 Fashion Illustration</td>
<td>3</td>
</tr>
<tr>
<td>FADA103 Textile Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FADA111 Survey of the Fashion Industry</td>
<td>3</td>
</tr>
<tr>
<td>FADA113 Fundamentals of Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>FADA121 Fundamentals of Construction</td>
<td>3</td>
</tr>
<tr>
<td>FADA131 Intermediate Construction</td>
<td>3</td>
</tr>
<tr>
<td>FADA201 Advanced Construction</td>
<td>3</td>
</tr>
<tr>
<td>FADA202 Technical Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FADA203 Intermediate Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>FADA208 Trends &amp; Forecasting</td>
<td>3</td>
</tr>
<tr>
<td>FADA209 Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>FADA213 Advanced Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>FADA217 Modern History of Fashion</td>
<td>3</td>
</tr>
<tr>
<td>FADA222 Collections</td>
<td>3</td>
</tr>
<tr>
<td>FADA223 Computer Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>FADA233 Draping</td>
<td>3</td>
</tr>
<tr>
<td>FND105 Design Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FND110 Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FND150 Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>FND135 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>GWDA103 Digital Illustration</td>
<td>3</td>
</tr>
<tr>
<td>GENERAL EDUCATION CREDITS</td>
<td>24</td>
</tr>
<tr>
<td>GE0014 College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024 Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054 Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114 Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124 Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE0284 Writing II</td>
<td>4</td>
</tr>
</tbody>
</table>

Requirements for graduation:
Credit Hours 90
Number of Weeks: 66 (6 quarters)
Contact Hours 1232
PROGRAM DESCRIPTION
The Fashion Design program explores industry practices from concept to consumer. Coursework incorporates technical sketching and fashion illustration, flat patternmaking and draping, computer-aided design, garment construction and fit, industry software knowledge, and conceptual and critical thinking.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Basic Skills - Graduates will demonstrate knowledge of apparel production processes from concept development through finished product
• Process Skills - Graduates will demonstrate advanced skills in construction, draping, fitting, and patternmaking as well as in specialty textile design, and product and concept development
• Technology and Production - Graduates will demonstrate the ability to use industry software to create, grade, and mark patterns; use software to develop specification sheets; and develop advanced knowledge of technical sketching and computer design
• Communication - Graduates can explain connections between world events and design, color, and forecasting trends in the apparel industry, and apply current events to business trends
• Professional Practice - Graduates will demonstrate ability to apply professional standards and business concepts related to apparel design, including the ability to work collaboratively and to present and articulate concepts
# FASHION DESIGN Associate of Applied Arts

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COURSE CREDITS</strong></td>
<td>90</td>
</tr>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong></td>
<td>66</td>
</tr>
<tr>
<td>FADA101 Elements of Garment Construction</td>
<td>3</td>
</tr>
<tr>
<td>FADA102 Fashion Illustration</td>
<td>3</td>
</tr>
<tr>
<td>FADA103 Textile Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FADA111 Survey of the Fashion Industry</td>
<td>3</td>
</tr>
<tr>
<td>FADA113 Fundamentals of Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>FADA121 Fundamentals of Construction</td>
<td>3</td>
</tr>
<tr>
<td>FADA131 Intermediate Construction</td>
<td>3</td>
</tr>
<tr>
<td>FADA201 Advanced Construction</td>
<td>3</td>
</tr>
<tr>
<td>FADA202 Technical Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FADA203 Intermediate Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>FADA208 Trends &amp; Forecasting</td>
<td>3</td>
</tr>
<tr>
<td>FADA209 Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>FADA213 Advanced Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>FADA217 Modern History of Fashion</td>
<td>3</td>
</tr>
<tr>
<td>FADA222 Collections</td>
<td>3</td>
</tr>
<tr>
<td>FADA223 Computer Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>FADA233 Draping</td>
<td>3</td>
</tr>
<tr>
<td>FND105 Design Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FND110 Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FND150 Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>FND135 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>GWDA103 Digital Illustration</td>
<td>3</td>
</tr>
</tbody>
</table>

| GENERAL EDUCATION CREDITS | 24 |
| GE0014 College Mathematics | 4 |
| GE0024 Oral Communication | 4 |
| GE0054 Psychology | 4 |
| GE0114 Introduction to Humanities | 4 |
| GE0124 Writing I | 4 |
| GE2084 Writing II | 4 |

**Requirements for graduation:**

Credit Hours 90

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

Contact Hours 1232
AUDIO PRODUCTION
BACHELOR OF SCIENCE
Offered at The Art Institute of Dallas

PROGRAM DESCRIPTION
The tools for recording, editing, and delivery of audio are evolving at a rapid pace. Today’s professional audio engineers and producers must constantly stay abreast of current developments in equipment technology and production methods. To do this, they must have a solid foundation in the basic physics of sound and acoustics as well as skills in equipment operation, usage, and design.

The Audio Production program will meet the needs of the industry by offering a curriculum that provides students with a solid background in technology, theory and industry practices. Practical hands-on experience with recording and live production equipment is essential to being prepared for the contemporary market place.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:

• Production - Graduates conceptualize, plan, execute, and deliver quality multitrack recordings and voiceovers, and post-production projects, integrating knowledge and application of audio theory, critical listening skills, and industry standards, using industry-related tools
• Professionalism - Graduates present and conduct themselves professionally and evaluate specific career paths, job responsibilities, and industry expectations while creating a professional business plan and an effective portfolio
• Critical Thinking - Graduates efficiently evaluate and solve problems typically encountered by audio professionals
• Evaluation - Graduates evaluate and apply peer and professional critique as well as self-evaluation to continuously improve the quality of their work
• Business - Graduates evaluate and analyze the business and economic principles and practices of the audio industry while maintaining legal and ethical standards
COURSE CREDITS ............................................................................................................. 132

PROGRAM-SPECIFIC CREDITS .............................................................................. 132
AUDA101 Fundamentals of Audio ................................................................. 3
AUDA102 Music Theory for Audio Professionals I ........................................ 3
AUDA103 Audio Technology I ................................................................. 3
AUDA111 Survey of the Audio Industry ...................................................... 3
AUDA112 Music Theory for Audio Professionals II .................................... 3
AUDA113 Digital Audio I – Introduction to the Interface ......................... 3
AUDA123 Video Production for Audio ........................................................... 3
AUDA133 Audio Recording I ................................................................. 3
AUDA143 Electronics I ........................................................................ 3
AUDA202 Synthesis & Sound Design I ......................................................... 3
AUDA203 Production Sound ................................................................. 3
AUDA205 Listening & Analysis .................................................................. 3
AUDA213 Audio Technology II ................................................................ 3
AUDA215 Acoustics ........................................................................... 3
AUDA223 MIDI Systems ..................................................................... 3
AUDA233 Post-Production Sound ............................................................. 3
AUDA243 Digital Audio II – Digital Audio Systems .................................. 3
AUDA253 Audio Recording II ................................................................. 3
AUDA263 Live Sound Reinforcement I ....................................................... 3
AUDA273 Electronics II ......................................................................... 3
AUDA283 Audio Distribution Technologies .............................................. 3
AUDA302 Synthesis & Sound Design II ..................................................... 3
AUDA303 Advanced Post-Production Sound ............................................. 3
AUDA309 Portfolio I ........................................................................ 3
AUDA312 Special Topics ....................................................................... 3
AUDA313 Digital Audio III – Mixing ......................................................... 3
AUDA322 Senior Project I ......................................................................... 3
AUDA323 Advanced Recording Techniques I ............................................ 3
AUDA333 Sound for Interactive Media ...................................................... 3
AUDA343 Advanced Recording Techniques II ........................................... 3
AUDA353 Live Sound Reinforcement II ..................................................... 3
AUDA403 Senior Project II ....................................................................... 3
AUDA406 Internship* ........................................................................ 3
AUDA408 Business & Culture of Audio ...................................................... 3
AUDA409 Portfolio II ........................................................................ 3
AUDA418 Media Business Practices .......................................................... 3
Program Elective I .................................................................................. 3
Program Elective II ............................................................................... 3
Program Elective III ........................................................................... 3
Elective .................................................................................. 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
GE0204 Art History I ........................................................................ 4
GE0254 Social Psychology ................................................................ 4
GE0284 Writing II ................................................................................ 4
GE2114 Physics of Light, Sound & Motion ................................................ 4
GE3004 Art History II ........................................................................ 4
GE3014 Perspectives in Global Economics ........................................... 4

Program Elective Themes:

Broadcast Audio
AUDA301 Broadcast Audio ........................................................................ 3
AUDA404 Live Sound for Television .......................................................... 3

Audio Systems Technology
AUDA373 Advanced Electronics ............................................................. 3
AUDA433 Designing Circuitry for Audio Electronics ............................... 3
AUDA402 Advanced Acoustics ................................................................. 3

Music Technology
AUDA311 Mastering ........................................................................... 3
AUDA453 Acoustic Recording & Production ........................................... 3
AUDA463 Analog Systems .................................................................... 3

Live Sound
AUDA383 Live Sound Reinforcement III ................................................... 3
AUDA416 Internship II ........................................................................ 3
AUDA412 Sound System Design & Installation ........................................ 3
OR
AUDA402 Advanced Acoustics ................................................................. 3

Music
AUDA405 Audio for Advertising ............................................................... 3
AUDA425 Songwriting ....................................................................... 3
AUDA415 Composition & Scoring ............................................................ 3

Requirements for graduation:
Credit Hours 180
Number of Weeks: 132 (12 quarters)
Contact Hours 2464

* Minimum of 88 internship hours for the quarter.
** Students are required to meet with their Academic Director/Coordinator to determine courses that are appropriate to serve as electives.
DIGITAL FILMMAKING & VIDEO PRODUCTION
BACHELOR OF FINE ARTS
Offered at The Art Institute of Charlotte, The Art Institute of Dallas, and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION
New tools for content creation are continually rising on the digital landscape. Today’s content developer must be able to navigate this world with confidence. This bachelor’s program will provide the student with the knowledge, critical thinking and organizational skills necessary for a safe, creative, and productive journey. Advances in high definition video, storage area networks, and software toolsets have brought about new competencies, enhanced quality, and improved workflow within the digital filmmaking and video production field. With this in mind, the Digital Filmmaking & Video Production bachelor’s program will offer the student a relevant curricula to meet the needs of industry, while creating an environment conducive to helping students grow intellectually and creatively to meet the demands of tomorrow’s marketplace. Students will learn to formulate, construct, and deliver digital audio, video and motion graphics. Media production industries need employees who have the talent for creative design, the abilities to use new technology, and the skills to effectively present content. Graduates of the Digital Filmmaking & Video Production program will apply the emerging digital production techniques to the changing world of mass communication while maintaining high standards of artistic expression.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Producing & Directing: Graduates will demonstrate the ability to conceptualize, plan and execute different styles of media productions. Graduates will demonstrate an understanding of their leadership and collaborative responsibilities in relationship to artistic partners, crews, clients, the wider community and their own personal development
• Writing & Critical Thinking: Graduates will demonstrate the ability to effectively communicate ideas, stories and expectations in written work. Graduates will have an understanding of the historical, cultural and social contexts for moving images
• Cinematography & Lighting: Graduates will demonstrate control of camera, cinematic and lighting equipment in relation to a given subject
• Sound: Graduates will demonstrate control of audio recording and sound equipment in a variety of applications. Graduates will show ability to create a meaningful relationship between image and sound
• Editing & Post-Production: Graduates will demonstrate appropriate skill in editing with attention to duration, shot to shot relation, shot to scene and relation to the whole. Graduates will demonstrate a basic understanding of design principles in use of typography, motion graphics and animation, as well as compositing and image processing skills (where applicable)
• Professionalism: Graduates present and conduct themselves professionally and demonstrate an understanding of specific career paths, job responsibilities, and industry expectations
## DIGITAL FILMMAKING & VIDEO PRODUCTION Bachelor of Fine Arts

<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong></td>
<td><strong>132</strong></td>
</tr>
<tr>
<td>AUDA101 Fundamentals of Audio</td>
<td>3</td>
</tr>
<tr>
<td>DFVA101 Survey of Digital Filmmaking &amp; Video Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA102 Introduction to Filmmaking Applications &amp; Design</td>
<td>3</td>
</tr>
<tr>
<td>DFVA103 Fundamentals of Video Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA105 Conceptual Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>DFVA107 Fundamentals of Producing &amp; Directing</td>
<td>3</td>
</tr>
<tr>
<td>DFVA111 Principles of Cinematography</td>
<td>3</td>
</tr>
<tr>
<td>DFVA113 Fundamentals of Editing</td>
<td>3</td>
</tr>
<tr>
<td>DFVA123 Intermediate Video Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA133 Lighting for Digital Film</td>
<td>3</td>
</tr>
<tr>
<td>DFVA201 Fundamentals of Scriptwriting</td>
<td>3</td>
</tr>
<tr>
<td>DFVA202 Digital Cinematography</td>
<td>3</td>
</tr>
<tr>
<td>DFVA203 Intermediate Editing</td>
<td>3</td>
</tr>
<tr>
<td>DFVA204 Acting &amp; Directing</td>
<td>3</td>
</tr>
<tr>
<td>DFVA205 History of Film &amp; Media</td>
<td>3</td>
</tr>
<tr>
<td>DFVA208 Media Business Practices</td>
<td>3</td>
</tr>
<tr>
<td>DFVA212 Broadcast Graphics I</td>
<td>3</td>
</tr>
<tr>
<td>DFVA213 Studio Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA214 Scriptwriting</td>
<td>3</td>
</tr>
<tr>
<td>DFVA222 Broadcast Graphics II</td>
<td>3</td>
</tr>
<tr>
<td>DFVA223 Intermediate Audio</td>
<td>3</td>
</tr>
<tr>
<td>DFVA233 Electronic Field Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA303 Multi-Camera Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA306 Internship*</td>
<td>3</td>
</tr>
<tr>
<td>DFVA307 Media Theory &amp; Criticism</td>
<td>3</td>
</tr>
<tr>
<td>DFVA308 Media Delivery Systems &amp; Distribution</td>
<td>3</td>
</tr>
<tr>
<td>DFVA309 Portfolio I</td>
<td>3</td>
</tr>
<tr>
<td>DFVA313 Sound Design</td>
<td>3</td>
</tr>
<tr>
<td>DFVA323 Short Media Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA332 Senior Project Preparation</td>
<td>3</td>
</tr>
<tr>
<td>DFVA333 Senior Project Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA343 Advanced Editing</td>
<td>3</td>
</tr>
<tr>
<td>DFVA353 Compositing for Digital Film</td>
<td>3</td>
</tr>
<tr>
<td>DFVA403 Senior Project Post Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA409 Portfolio II</td>
<td>3</td>
</tr>
<tr>
<td>FND135 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>FND150 Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>Program Elective I</td>
<td>3</td>
</tr>
<tr>
<td>Program Elective II</td>
<td>3</td>
</tr>
<tr>
<td>Program Elective III</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENERAL EDUCATION CREDITS</th>
<th><strong>48</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>GE0014 College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024 Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054 Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114 Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124 Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE2024 Art History I</td>
<td>4</td>
</tr>
<tr>
<td>GE2084 Writing II</td>
<td>4</td>
</tr>
<tr>
<td>GE3004 Art History II</td>
<td>4</td>
</tr>
<tr>
<td>GE3014 Perspectives in Global Economics</td>
<td>4</td>
</tr>
<tr>
<td>GE3024 Environmental Science</td>
<td>4</td>
</tr>
<tr>
<td>Psychology Elective</td>
<td>4</td>
</tr>
<tr>
<td>Social Science Elective</td>
<td>4</td>
</tr>
</tbody>
</table>

Requirements for graduation:
Credit Hours 180
Number of Weeks: 132 (12 quarters)
Contact Hours 2464

* Minimum of 88 internship hours for the quarter
PROGRAM DESCRIPTION
The Video Production program is designed to provide training for individuals who want to be successful in this fast-paced, creative industry. Whether it’s information or entertainment, the wide appeal of electronic media has created an increasing need for people skilled in video production. Employment opportunities may be found in broadcasting and cable, as well as the entertainment industry and corporations. By working with a faculty that includes experienced professionals, students in the Video Production program can develop competence in the use of a video camera as a technical and imaginative tool for communications art. Pre-production, lighting, and various computer applications are covered in this program.

The program also includes multi-camera production, post-production techniques, nonlinear editing, and the creation of a video from initial idea to final, edited composition. By gaining competencies in camera operations, lighting, editing, electronic newsgathering, along with studio and location productions, students can establish a professional confidence to solve problems and to contribute as a member of an artistic team. A compendium of the student’s best work is assembled in a portfolio video and can illustrate to prospective employers the student’s capabilities as camera operator, director, editor, and graphics operator.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:

• Conceptualize, plan, execute, and deliver a production utilizing basic video techniques, and demonstrating technical proficiency that meets minimum industry standards
• Apply peer and professional critiques in the articulation and justification of aesthetic decisions in their own projects and in the evaluation of other media work
• Present and conduct themselves professionally and demonstrate an understanding of specific career paths, job responsibilities, and industry expectations
• Apply basic business practices of the media industry while maintaining legal and ethical standards
• Apply basic media-related research, writing, and verbal communication skills to their work
• Seek entry-level employment opportunities that exist in the preproduction, lighting, directing, technical, broadcast, production, post-production, and business arenas
## VIDEO PRODUCTION  
**Associate of Applied Science**

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong></td>
<td>66</td>
</tr>
<tr>
<td>AUDA101 Fundamentals of Audio</td>
<td>3</td>
</tr>
<tr>
<td>DFVA101 Survey of Digital Filmmaking &amp; Video Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA102 Introduction to Filmmaking Applications &amp; Design</td>
<td>3</td>
</tr>
<tr>
<td>DFVA103 Fundamentals of Video Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA105 Conceptual Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>DFVA111 Principles of Cinematography</td>
<td>3</td>
</tr>
<tr>
<td>DFVA113 Fundamentals of Editing</td>
<td>3</td>
</tr>
<tr>
<td>DFVA123 Intermediate Video Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA133 Lighting for Digital Film</td>
<td>3</td>
</tr>
<tr>
<td>DFVA201 Fundamentals of Scriptwriting</td>
<td>3</td>
</tr>
<tr>
<td>DFVA202 Digital Cinematography</td>
<td>3</td>
</tr>
<tr>
<td>DFVA203 Intermediate Editing</td>
<td>3</td>
</tr>
<tr>
<td>DFVA205 History of Film &amp; Media</td>
<td>3</td>
</tr>
<tr>
<td>DFVA212 Broadcast Graphics I</td>
<td>3</td>
</tr>
<tr>
<td>DFVA213 Studio Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA223 Intermediate Audio</td>
<td>3</td>
</tr>
<tr>
<td>DFVA233 Electronic Field Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA409 Portfolio II</td>
<td>3</td>
</tr>
<tr>
<td>FND135 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>FND150 Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

| **GENERAL EDUCATION CREDITS** | 24 |
| GE0014 College Mathematics               | 4  |
| GE0024 Oral Communication                | 4  |
| GE0054 Psychology                        | 4  |
| GE0114 Introduction to Humanities        | 4  |
| GE0124 Writing I                         | 4  |
| GE2084 Writing II                        | 4  |

Requirements for graduation:
- Credit Hours 90
- **Number of Weeks:** 66 (6 quarters)
- Contact Hours 1232
GAME ART & DESIGN
BACHELOR OF FINE ARTS
Offered at The Art Institute of Dallas, The Art Institute of Fort Worth, and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION
The process of designing and producing digital games and other types of interactive multimedia involves a variety of people utilizing specialized skills. Some of these skills are conceptual: designing game concepts and interactions or creating stories. Some of these skills are artistic: drawing and sketching, creating 3D models, 3D animation, and texture mapping for 3D, using industry standard software; photo manipulation and original creation of 2D art for backgrounds, and characters, and props using imaging software. Some of these skills are managerial: determining budgets and schedules for project completion and assembling the right group of creative people. Game artists may be specialists in one or two aspects of the total game development process, but their value as participants in that process is enhanced by a comprehensive knowledge of the entire operation.

In pursuing the bachelor’s degree in Game Art & Design, students are encouraged to master traditional skills through a rich variety of fundamental art courses while learning to use 2D and 3D design tools to create characters, backgrounds, animations, and textures used in producing digital games and related interactive media. In addition, they acquire a level of awareness and knowledge of the terminology used in programming and scripting to be able to converse intelligently with programmers. The bachelor’s degree program also provides a unique learning opportunity in the management of projects and game development teams. Anticipated assignments and projects include designing gameplay and back stories; creating characters and related environments; employing 3D modeling and animation software to create game art; employing 2D image software to create backgrounds and 3D textures; and applying knowledge of games to evaluate game products.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Basic Skills – Graduates will demonstrate the ability to apply traditional and digital art skills showing a solid foundation of the principles of game art & design according to professional industry standards
• Graduates will employ the principles of gaming, balance and usability to plan and create game rules, mechanics, environments, aesthetics and experiences
• Process Skills – Graduates will demonstrate the requisite presentation, interviewing, resume-building and game business knowledge critical to seeking an entry-level artist and/or designer position in the industry
• Technology and Production – Graduates will demonstrate the ability to apply the skills necessary to create game art assets for use in industry standard engines through all stages of the production pipeline
• Communication – Graduates will complete assignments and projects to include designing level play and background stories, creating characters and related environments, and applying knowledge of video and computer games to evaluate game products
• Professional Practice – Graduates will demonstrate knowledge of the managerial and developmental aspects of the game production pipeline and demonstrate knowledge of planning, scope, soft skills, problem solving, deadlines and economics that go into making a market-ready game
## GAME ART & DESIGN Bachelor of Fine Arts

<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong></td>
<td>132</td>
</tr>
<tr>
<td>FND105 Design Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FND110 Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FND120 Perspective Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FND135 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>GAD1213 Introduction to Game Development</td>
<td>3</td>
</tr>
<tr>
<td>GAD1323 Interactive Story Telling</td>
<td>3</td>
</tr>
<tr>
<td>GAD1433 Game Design &amp; Game Play</td>
<td>3</td>
</tr>
<tr>
<td>GAD2113 Texture Mapping for Games</td>
<td>3</td>
</tr>
<tr>
<td>GAD2133 Game Modeling</td>
<td>3</td>
</tr>
<tr>
<td>GAD2223 Interior Spaces &amp; Worlds</td>
<td>3</td>
</tr>
<tr>
<td>GAD2313 Level Design</td>
<td>3</td>
</tr>
<tr>
<td>GAD2333 Programming for Artists</td>
<td>3</td>
</tr>
<tr>
<td>GAD2413 Advanced Level Design</td>
<td>3</td>
</tr>
<tr>
<td>GAD2423 Game Prototyping</td>
<td>3</td>
</tr>
<tr>
<td>GAD2433 Project Management for Game Art &amp; Design</td>
<td>3</td>
</tr>
<tr>
<td>GAD3113 Team Production Planning</td>
<td>3</td>
</tr>
<tr>
<td>GAD3123 Advanced Game Prototyping</td>
<td>3</td>
</tr>
<tr>
<td>GAD3133 Interface Design</td>
<td>3</td>
</tr>
<tr>
<td>GAD3143 Game Animation</td>
<td>3</td>
</tr>
<tr>
<td>GAD3223 Sound Design for Games</td>
<td>3</td>
</tr>
<tr>
<td>GAD3234 Advanced 3D Animation</td>
<td>3</td>
</tr>
<tr>
<td>GAD3313 Production Team I</td>
<td>3</td>
</tr>
<tr>
<td>GAD3323 Portfolio I GAD</td>
<td>3</td>
</tr>
<tr>
<td>GAD3333 3D Scripting</td>
<td>3</td>
</tr>
<tr>
<td>GAD3413 Production Team II</td>
<td>3</td>
</tr>
<tr>
<td>GAD3423 Portfolio II GAD</td>
<td>3</td>
</tr>
<tr>
<td>GAD3523 Internship* (or Special Topics Elective**)</td>
<td>3</td>
</tr>
<tr>
<td>MAA1223 Color for Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>MAA1243 Life Drawing &amp; Gesture</td>
<td>3</td>
</tr>
<tr>
<td>MAA1313 Drawing &amp; Anatomy</td>
<td>3</td>
</tr>
<tr>
<td>MAA1323 2D Animation Principles</td>
<td>3</td>
</tr>
<tr>
<td>MAA1343 Character &amp; Object Design</td>
<td>3</td>
</tr>
<tr>
<td>MAA1413 Figure Sculpture</td>
<td>3</td>
</tr>
<tr>
<td>MAA1433 Storyboarding</td>
<td>3</td>
</tr>
<tr>
<td>MAA2113 3D Animation</td>
<td>3</td>
</tr>
<tr>
<td>MAA2133 3D Modeling</td>
<td>3</td>
</tr>
<tr>
<td>MAA2223 Hard Surface &amp; Organic Modeling</td>
<td>3</td>
</tr>
<tr>
<td>MAA2313 3D Character Rigging</td>
<td>3</td>
</tr>
<tr>
<td>MAA2333 Character Modeling</td>
<td>3</td>
</tr>
<tr>
<td>MAA2343 Material &amp; Lighting</td>
<td>3</td>
</tr>
<tr>
<td>MAA2423 Advanced Lighting &amp; Texturing</td>
<td>3</td>
</tr>
<tr>
<td>MAA3123 Motion Capture</td>
<td>3</td>
</tr>
<tr>
<td>MAA3143 Background Design &amp; Layout</td>
<td>3</td>
</tr>
</tbody>
</table>

### GENERAL EDUCATION CREDITS

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE0014 College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024 Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054 Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114 Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124 Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE0224 Art History I</td>
<td>4</td>
</tr>
<tr>
<td>GE0254 Social Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0284 Writing II</td>
<td>4</td>
</tr>
<tr>
<td>GE2114 Physics of Light, Sound &amp; Motion</td>
<td>4</td>
</tr>
<tr>
<td>GE3004 Art History II</td>
<td>4</td>
</tr>
<tr>
<td>GE3014 Perspectives in Global Economics</td>
<td>4</td>
</tr>
</tbody>
</table>

**Requirements for graduation:**

- **Credit Hours 180**
- **Number of Weeks: 132 (12 quarters)**
- **Contact Hours 2488**

* Minimum of 88 internship hours for the quarter
** Students are required to meet with their Academic Director or Advisor to determine courses that are appropriate to serve as an elective.
MEDIA ARTS & ANIMATION

BACHELOR OF FINE ARTS

Offered at The Art Institute of Charlotte, The Art Institute of Dallas, and The Art Institute of Fort Worth

PROGRAM DESCRIPTION

The baccalaureate program in Media Arts & Animation is a twelve quarter program. The program provides the graduate with art, design, technical, business, and life skills needed to develop and seek a career in the fields of animation and related media arts.

PROGRAM OUTCOMES:

Upon successful completion of the program, graduates should be able to:

• Demonstrate application of learned concepts from foundation level art courses. These would include: drawing, color, form, design, composition and foundation level digital art skills
• Demonstrate an applied technical knowledge of animation tools and software according to current industry standards
• Demonstrate a practical understanding and application in the principles of animation, acting and movement and cinematic storytelling as it relates to 2D and 3D animation (as applicable)
• Demonstrate professionalism, through the creation and presentation of a demo-reel and self-promotion package, according to current industry standards
• Demonstrate the ability to conceptualize, plan, execute, and deliver quality animation projects
• Demonstrate the ability to work on team-based projects
## COURSE CREDITS .................................................................................. 180
### PROGRAM-SPECIFIC CREDITS ............................................................. 132
- **DFVA105** Conceptual Storytelling ......................................................... 3
- **FND105** Design Fundamentals ................................................................. 3
- **FND110** Observational Drawing ............................................................... 3
- **FND120** Perspective Drawing ................................................................. 3
- **MAA1053** Media Typography ................................................................. 3
- **MAA1133** Language of Animation & Film ............................................... 3
- **MAA1223** Color for Digital Media ............................................................ 3
- **MAA1243** Life Drawing & Gesture ......................................................... 3
- **MAA1313** Drawing & Anatomy ............................................................... 3
- **MAA1323** 2D Animation Principles ......................................................... 3
- **MAA1343** Character & Object Design .................................................... 3
- **MAA1413** Figure Sculpture ................................................................. 3
- **MAA1433** Storyboarding ................................................................. 3
- **MAA2103** 2D Animation ................................................................. 3
- **MAA2113** 3D Animation ................................................................. 3
- **MAA2123** Camera Techniques ............................................................ 3
- **MAA2133** 3D Modeling ................................................................. 3
- **MAA2143** Audio & Editing Techniques ............................................... 3
- **MAA2213** Advanced Digital Painting ................................................. 3
- **MAA2223** Motion Graphics ............................................................ 3
- **MAA2233** Hard Surface & Organic Modeling .................................... 3
- **MAA2243** Acting & Movement ......................................................... 3
- **MAA2313** 3D Character Rigging .......................................................... 3
- **MAA2323** Compositing ................................................................. 3
- **MAA2333** Character Modeling .......................................................... 3
- **MAA2343** Material & Lighting .......................................................... 3
- **MAA2413** Web Animation ............................................................... 3
- **MAA2423** Advanced Lighting & Texturing ........................................... 3
- **MAA2433** 3D Character Animation ..................................................... 3
- **MAA2443** Advanced Drawing for Animation ........................................ 3
- **MAA3113** Pre-Production Team ......................................................... 3
- **MAA3123** Motion Capture ................................................................. 3
- **MAA3133** Animation Studio ............................................................... 3
- **MAA3143** Background Design & Layout ............................................. 3
- **MAA3213** Production Team ............................................................... 3
- **MAA3223** 3D Visual Effects ............................................................ 3
- **MAA3233** Portfolio Foundations .......................................................... 3
- **MAA3233** 2D Animation Studio ......................................................... 3
- **MAA3333** Animation Portfolio Production ........................................ 3
- **MAA3423** Special Topics ................................................................. 3
- **MAA3433** Animation Portfolio ......................................................... 3
- Elective** ....................................................................................... 3
- Elective** ....................................................................................... 3

## GENERAL EDUCATION CREDITS .......................................................... 48
- **GE0014** College Mathematics .......................................................... 4
- **GE0024** Oral Communication .......................................................... 4
- **GE0114** Introduction to Humanities .................................................. 4
- **GE0124** Writing I ................................................................. 4
- **GE2024** Art History I ................................................................. 4
- **GE2084** Writing II ................................................................. 4
- **GE3004** Art History II ................................................................. 4
- Humanities Elective ................................................................. 4
- Science Elective ................................................................. 4
- Social/Behavioral Science Elective .................................................. 4
- Social/Behavioral Science Elective .................................................. 4
- Social/Behavioral Science/History Elective ........................................ 4

### Requirements for graduation:
- Credit Hours 180
- **Number of Weeks:** 132 (12 quarters)
- Contact Hours 2552

**Students are required to meet with their Academic Director or Advisor to determine courses that are appropriate to serve as an elective.**
PHOTOGRAPHY

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

PROGRAM DESCRIPTION
The Bachelor’s degree in Photography is designed to reflect both the breadth of skills needed by students to meet the demands of a rapidly changing marketplace and the continued impact of technology on commercial photography. This course of study is designed to build a strong technical and creative foundation by increasing the student’s level of skill in areas such as digital color management, digital asset management, lighting, composition, and image manipulation. Students can supplement this foundation by developing their expertise in a range of related skills in HTML, Web, and video.

Courses in business fundamentals, operations, marketing, and electives on special topics round out the program and are designed to enhance a student’s marketability. Photography combines the artistry and the expertise needed to present the images we see in newspapers and books, and on billboards and Web sites. It involves composition and light, plus a wide array of technical skills which include using digital imaging software. It all comes together in the areas of commercial photography, electronic imaging and photojournalism. Whether the work is done in a studio or on the street, the range of photography assignments and projects is extensive. Wherever you land, you’ll have the opportunity to communicate with compelling visual images.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Professional Presentation - Graduates will be able to produce a portfolio of original work for current media and multiple platforms, demonstrating industry standards, personal interest and career specialization
• Critical Thinking - Graduates will be able to articulate how they place themselves and their work within a historical and cultural context
• Visual Communication - Graduates will be able to use problem-solving processes to produce visually compelling imagery reflective of their personal styles and visions
• Business Skills - Graduates will demonstrate the ability to conceptualize, plan and implement marketing strategies and a business model reflective of industry standards, while demonstrating personal motivation and ethical practices
• Knowledge - Graduates will demonstrate a comprehensive knowledge of the theory of applied photography and demonstrate practical technical excellence gained in their various areas of photographic studies
• Digital Skills - Graduates demonstrate the ability to use photographic equipment and software correctly, including proper usage of image manipulation and digital illustration
# PHOTOGRAPHY Bachelor of Fine Arts

<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COURSE CREDITS</strong> ................................................................. 180</td>
<td></td>
</tr>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong> ............................................ 132</td>
<td></td>
</tr>
<tr>
<td>FND110 Observational Drawing ........................................ 3</td>
<td></td>
</tr>
<tr>
<td>FND135 Image Manipulation ............................................... 3</td>
<td></td>
</tr>
<tr>
<td>FND150 Digital Color Theory ............................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA101 Principles of Photography .................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA102 Introduction to Photography Applications .............. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA103 Digital Image Management ..................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA105 Photojournalism .................................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA112 Photographic Design ............................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA113 Lighting ................................................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA115 History of Photography I ...................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA122 View Camera Theory .............................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA123 Color Management &amp; Printing .................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA202 Studio Photography ................................................ 3</td>
<td></td>
</tr>
<tr>
<td>PHOA203 Photographic Post-Production ................................ 3</td>
<td></td>
</tr>
<tr>
<td>PHOA205 Advertising/Art Direction ........................................ 3</td>
<td></td>
</tr>
<tr>
<td>PHOA208 Business of Photography ........................................ 3</td>
<td></td>
</tr>
<tr>
<td>PHOA209 Portfolio I ................................................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA213 Time-Based Media I ................................................ 3</td>
<td></td>
</tr>
<tr>
<td>PHOA222 Web Design for Non-Majors ................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA223 Advanced Lighting .................................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA232 Portraiture ............................................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA233 Advanced Photographic Post-Production ................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA242 Editorial Photography ............................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA302 Location Photography ............................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA303 Time-Based Media II .............................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA305 History of Photography II ....................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA307 Photographic Essay ................................................ 3</td>
<td></td>
</tr>
<tr>
<td>PHOA308 Marketing for Photographers .................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA309 Portfolio II ................................................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA312 Applied Portraiture ............................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA315 Creative Concepts ................................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA317 Photography Criticism .......................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA332 Special Topics .......................................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA406 Internship* ............................................................... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA408 Photography Marketing &amp; Portfolio Package ........... 3</td>
<td></td>
</tr>
<tr>
<td>PHOA409 E-Portfolio ................................................................. 3</td>
<td></td>
</tr>
<tr>
<td>PHOA412 Special Topics .......................................................... 3</td>
<td></td>
</tr>
<tr>
<td>Program Elective I ................................................................. 3</td>
<td></td>
</tr>
<tr>
<td>Program Elective II ............................................................... 3</td>
<td></td>
</tr>
<tr>
<td>Program Elective III .............................................................. 3</td>
<td></td>
</tr>
<tr>
<td>Elective .................................................................................. 3</td>
<td></td>
</tr>
<tr>
<td>Elective .................................................................................. 3</td>
<td></td>
</tr>
<tr>
<td>Elective .................................................................................. 3</td>
<td></td>
</tr>
</tbody>
</table>

| GENERAL EDUCATION CREDITS .................................................. 48 |
| GE0014 College Mathematics ................................................. 4 |
| GE0024 Oral Communication ................................................ 4 |
| GE0054 Psychology ................................................................. 4 |
| GE0114 Introduction to Humanities ...................................... 4 |
| GE0124 Writing I ................................................................. 4 |
| GE0224 Art History I ............................................................... 4 |
| GE0284 Writing II ................................................................. 4 |
| GE0304 Art History II ............................................................. 4 |
| GE3014 Perspectives in Global Economics ......................... 4 |
| GE3024 Environmental Science ............................................. 4 |
| Humanities Elective ............................................................... 4 |
| Psychology Elective ............................................................... 4 |

**Requirements for graduation:**

- Credit Hours 180
- **Number of Weeks:** 132 (12 quarters)
- Contact Hours 2519

* Minimum of 88 internship hours for the quarter.
PROGRAM DESCRIPTION
The Associate of Applied Science in Photography prepares individuals to seek careers in photographic and imaging industries. This is accomplished through a contemporary curriculum that involves hands-on utilization of equipment and materials and is built on communications theory and the fundamentals of visual design. The Photography Associate of Science degree program prepares students to seek entry-level positions such as photographer’s assistant; imaging technician; studio manager; and consumer, editorial, corporate, or advertising photographer.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Professional Presentation - Graduates will produce a basic portfolio of original work demonstrating industry standards
• Visual Communication - Graduates will use problem-solving processes to produce visually compelling imagery reflective of their personal styles and visions
• Business Skills - Graduates will demonstrate the ability to conceptualize, plan and implement marketing strategies and a business model reflective of entry-level standards, while demonstrating personal motivation and ethical practices
# PHOTOGRAPHY  Associate of Applied Science

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COURSE CREDITS</strong></td>
<td>90</td>
</tr>
<tr>
<td><strong>PROGRAM-SPECIFIC CREDITS</strong></td>
<td>66</td>
</tr>
<tr>
<td>FND135  Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>FND150  Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>PHOA101 Principles of Photography</td>
<td>3</td>
</tr>
<tr>
<td>PHOA102 Introduction to Photography Applications</td>
<td>3</td>
</tr>
<tr>
<td>PHOA103 Digital Image Management</td>
<td>3</td>
</tr>
<tr>
<td>PHOA105 Photojournalism</td>
<td>3</td>
</tr>
<tr>
<td>PHOA112 Photographic Design</td>
<td>3</td>
</tr>
<tr>
<td>PHOA113 Lighting</td>
<td>3</td>
</tr>
<tr>
<td>PHOA115 History of Photography I</td>
<td>3</td>
</tr>
<tr>
<td>PHOA122 View Camera Theory</td>
<td>3</td>
</tr>
<tr>
<td>PHOA123 Color Management &amp; Printing</td>
<td>3</td>
</tr>
<tr>
<td>PHOA202 Studio Photography</td>
<td>3</td>
</tr>
<tr>
<td>PHOA203 Photographic Post-Production</td>
<td>3</td>
</tr>
<tr>
<td>PHOA208 Business of Photography</td>
<td>3</td>
</tr>
<tr>
<td>PHOA209 Portfolio I</td>
<td>3</td>
</tr>
<tr>
<td>PHOA213 Time-Based Media I</td>
<td>3</td>
</tr>
<tr>
<td>PHOA222 Web Design for Non-Majors</td>
<td>3</td>
</tr>
<tr>
<td>PHOA223 Advanced Lighting</td>
<td>3</td>
</tr>
<tr>
<td>PHOA232 Portraiture</td>
<td>3</td>
</tr>
<tr>
<td>PHOA233 Advanced Photographic Post-Production</td>
<td>3</td>
</tr>
<tr>
<td>PHOA305 History of Photography II</td>
<td>3</td>
</tr>
<tr>
<td>PHOA308 Marketing for Photographers</td>
<td>3</td>
</tr>
</tbody>
</table>

**GENERAL EDUCATION CREDITS** | 24 |
| Cmputer Mathematics | 4 |
| Oral Communication | 4 |
| Psychology | 4 |
| Introduction to Humanities | 4 |
| Writing I | 4 |
| Writing II | 4 |

**Requirements for graduation:**  
Credit Hours 90  
Number of Weeks: 66 (6 quarters)  
Contact Hours 1320  

* Minimum of 88 internship hours for the quarter.
PROGRAM DESCRIPTION
Through this certificate program, students will gain knowledge in the key functions of digital photography and video; this involves the basics of how to produce digital photographs and videos that effectively communicate their ideas, the techniques of digital editing, asset management, and publishing and printing of digital files. Students will be taught business principles including how to keep financial records, market their work, and the basic knowledge of licensing, copyright laws, contracts, and negotiation. Student will develop an online portfolio that demonstrates their skills learned to effectively transition them into the workplace.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Demonstrate knowledge and control of the photographic process, including image manipulation, photo retouching, color management, printing, network use and digital asset management
• Demonstrate knowledge of the workings of a large, multi-functional commercial photographic studio, its business and operations, including key concepts of business plans, competitive business strategies, human resources, database management, and financial principles
• Create advanced market research including branding, competitive analysis, and direct marketing
## Digital Image Management Certificate

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FND135 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>FND150 Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>PHOA101 Principles of Photography</td>
<td>3</td>
</tr>
<tr>
<td>PHOA102 Introduction to Photography Applications</td>
<td>3</td>
</tr>
<tr>
<td>PHOA103 Digital Image Management</td>
<td>3</td>
</tr>
<tr>
<td>PHOA113 Lighting</td>
<td>3</td>
</tr>
<tr>
<td>PHOA123 Color Management &amp; Printing</td>
<td>3</td>
</tr>
<tr>
<td>PHOA202 Studio Photography</td>
<td>3</td>
</tr>
<tr>
<td>PHOA203 Photographic Post-Production</td>
<td>3</td>
</tr>
<tr>
<td>PHOA208 Business of Photography</td>
<td>3</td>
</tr>
<tr>
<td>PHOA209 Portfolio I</td>
<td>3</td>
</tr>
<tr>
<td>PHOA213 Time-Based Media I</td>
<td>3</td>
</tr>
<tr>
<td>PHOA222 Web Design for Non-Majors</td>
<td>3</td>
</tr>
<tr>
<td>PHOA233 Advanced Photographic Post-Production</td>
<td>3</td>
</tr>
<tr>
<td>PHOA303 Time-Based Media II</td>
<td>3</td>
</tr>
<tr>
<td>PHOA308 Marketing for Photographers</td>
<td>3</td>
</tr>
</tbody>
</table>

**Requirements for graduation:**
- **Credit Hours:** 48
- **Number of Weeks:** 44 (4 quarters)
- **Contact Hours:** 704
PROGRAM DESCRIPTION
The Art Institutes Bachelor’s Program in Visual Effects & Motion Graphics will train graduates in two major areas: motion graphics and digital compositing. These interrelated fields deal with design, layering and movement of digital elements and imagery.

Motion graphics is graphic design for broadcast and film, requiring additional skills in television technology, audio, video, animation and experimental graphics. A motion graphic specialist makes type, colors and images move, to communicate, educate, entertain, or build brand value. Examples of motion graphics work include film credits and television network identifiers, ranging from the CBS “eye” and the NBC peacock to the complex moving visuals that precede news or sports broadcast specials.

Digital compositing uses computer software to assemble various component images into a single integrated believable scene. The components that are digitally “layered” could be live action shots, digital animations or still images; combining them requires expertise in color and lighting adjustment, motion tracking and other related skills. Examples of digital compositing range from broadcast post-production to feature film visual effects, where imaginary animated elements are combined seamlessly with real world shots.

It should be noted here that the role of the compositor is different from that of the animator, who is usually a specialist creator of animated elements. Likewise the compositor is different from the editor, who determines shot length, order, pacing and transitions in a film or video production.

The Visual Effects & Motion Graphics Program provides graduates with a variety of skills drawn from the fields of photography, graphic design, compositing, video, film, audio and animation, providing them with competitive entry level capabilities in both motion graphics and digital compositing. Program graduates will be able to edit and assemble a product for television, movies or the web, create opening titles for feature films and television shows, create station or network identification logos and bumpers, and design graphics which use type, color and brand elements.

They will, in addition, be able to add sound to a project, synchronized to picture, create special effects that are based on animation and graphics, mix animations and graphics with live action film, using professional editing tools and processes. As technology and software are constantly evolving, students will be trained in diagnostic and problem solving techniques designed to orient them quickly to unfamiliar software environments and solve common technical problems. Finally, students will learn how to communicate an idea or tell a story effectively, as well as how to work in a collaborative environment.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Traditional Art Skills - Graduates will demonstrate the ability to use traditional design skills in the production of digital art projects
• Demonstrate an applied technical knowledge of compositing, effects, animation tools and software according to current industry standards
• Demonstrate professionalism through the creation and presentation of a demo-reel and self-promotion package, according to current industry standards
• Apply visual effects and motion graphics skills to meet the needs of corporate communication, television, motion picture, video production, and other media outlets
• Demonstrate the ability to conceptualize, plan, execute, and deliver quality visual effects and motion graphics projects
• Demonstrate the ability to work on team-based projects
### COURSE CREDITS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUDA101</td>
<td>Fundamentals of Audio</td>
<td>3</td>
</tr>
<tr>
<td>DFVA103</td>
<td>Fundamentals of Video Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA105</td>
<td>Conceptual Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>DFVA111</td>
<td>Principles of Cinematography</td>
<td>3</td>
</tr>
<tr>
<td>DFVA113</td>
<td>Fundamentals of Editing</td>
<td>3</td>
</tr>
<tr>
<td>DFVA123</td>
<td>Intermediate Video Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA133</td>
<td>Lighting for Digital Film</td>
<td>3</td>
</tr>
<tr>
<td>DFVA223</td>
<td>Intermediate Audio</td>
<td>3</td>
</tr>
<tr>
<td>DFVA306</td>
<td>Internship*</td>
<td>3</td>
</tr>
<tr>
<td>FND105</td>
<td>Design Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FND110</td>
<td>Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FND135</td>
<td>Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>GWDA242</td>
<td>Graphic Symbolism</td>
<td>3</td>
</tr>
<tr>
<td>MAA1053</td>
<td>Media Typography</td>
<td>3</td>
</tr>
<tr>
<td>MAA1223</td>
<td>Color for Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>MAA1433</td>
<td>Storyboarding</td>
<td>3</td>
</tr>
<tr>
<td>MAA2133</td>
<td>3D Modeling</td>
<td>3</td>
</tr>
<tr>
<td>MAA2213</td>
<td>Advanced Digital Painting</td>
<td>3</td>
</tr>
<tr>
<td>MAA2223</td>
<td>Motion Graphics</td>
<td>3</td>
</tr>
<tr>
<td>MAA2233</td>
<td>Hard Surface &amp; Organic Modeling</td>
<td>3</td>
</tr>
<tr>
<td>MAA2313</td>
<td>3D Character Rigging</td>
<td>3</td>
</tr>
<tr>
<td>MAA2323</td>
<td>Compositing</td>
<td>3</td>
</tr>
<tr>
<td>MAA2333</td>
<td>Character Modeling</td>
<td>3</td>
</tr>
<tr>
<td>MAA2343</td>
<td>Material &amp; Lighting</td>
<td>3</td>
</tr>
<tr>
<td>MAA2423</td>
<td>Advanced Lighting &amp; Texturing</td>
<td>3</td>
</tr>
<tr>
<td>MAA2433</td>
<td>3D Character Animation</td>
<td>3</td>
</tr>
<tr>
<td>PHOA101</td>
<td>Principles of Photography</td>
<td>3</td>
</tr>
<tr>
<td>VFX1003</td>
<td>Survey of VEMG</td>
<td>3</td>
</tr>
<tr>
<td>VFX2103</td>
<td>Introduction to Motion Studies</td>
<td>3</td>
</tr>
<tr>
<td>VFX3243</td>
<td>Lighting for Visual Effects</td>
<td>3</td>
</tr>
<tr>
<td>VFX3323</td>
<td>Compositing II</td>
<td>3</td>
</tr>
<tr>
<td>VFX4013</td>
<td>Portfolio Foundations</td>
<td>3</td>
</tr>
<tr>
<td>VFX4033</td>
<td>Videography &amp; Special Effects</td>
<td>3</td>
</tr>
<tr>
<td>VFX4213</td>
<td>VFX Portfolio Productions</td>
<td>3</td>
</tr>
<tr>
<td>VFX4233</td>
<td>Maps, Mattes &amp; Masks</td>
<td>3</td>
</tr>
<tr>
<td>VFX4333</td>
<td>Production Studio I</td>
<td>3</td>
</tr>
<tr>
<td>VFX4423</td>
<td>VFX Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>VFX4433</td>
<td>Post Production Studio II</td>
<td>3</td>
</tr>
<tr>
<td>VP1073</td>
<td>Audio for Video</td>
<td>3</td>
</tr>
</tbody>
</table>

### PROGRAM-SPECIFIC CREDITS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DFVA103</td>
<td>Fundamentals of Video Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA105</td>
<td>Conceptual Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>DFVA111</td>
<td>Principles of Cinematography</td>
<td>3</td>
</tr>
<tr>
<td>DFVA113</td>
<td>Fundamentals of Editing</td>
<td>3</td>
</tr>
<tr>
<td>DFVA123</td>
<td>Intermediate Video Production</td>
<td>3</td>
</tr>
<tr>
<td>DFVA133</td>
<td>Lighting for Digital Film</td>
<td>3</td>
</tr>
<tr>
<td>DFVA223</td>
<td>Intermediate Audio</td>
<td>3</td>
</tr>
<tr>
<td>DFVA306</td>
<td>Internship*</td>
<td>3</td>
</tr>
<tr>
<td>FND105</td>
<td>Design Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FND110</td>
<td>Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FND135</td>
<td>Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>GWDA242</td>
<td>Graphic Symbolism</td>
<td>3</td>
</tr>
<tr>
<td>MAA1053</td>
<td>Media Typography</td>
<td>3</td>
</tr>
<tr>
<td>MAA1223</td>
<td>Color for Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>MAA1433</td>
<td>Storyboarding</td>
<td>3</td>
</tr>
<tr>
<td>MAA2133</td>
<td>3D Modeling</td>
<td>3</td>
</tr>
<tr>
<td>MAA2213</td>
<td>Advanced Digital Painting</td>
<td>3</td>
</tr>
<tr>
<td>MAA2223</td>
<td>Motion Graphics</td>
<td>3</td>
</tr>
<tr>
<td>MAA2233</td>
<td>Hard Surface &amp; Organic Modeling</td>
<td>3</td>
</tr>
<tr>
<td>MAA2313</td>
<td>3D Character Rigging</td>
<td>3</td>
</tr>
<tr>
<td>MAA2323</td>
<td>Compositing</td>
<td>3</td>
</tr>
<tr>
<td>MAA2333</td>
<td>Character Modeling</td>
<td>3</td>
</tr>
<tr>
<td>MAA2343</td>
<td>Material &amp; Lighting</td>
<td>3</td>
</tr>
<tr>
<td>MAA2423</td>
<td>Advanced Lighting &amp; Texturing</td>
<td>3</td>
</tr>
<tr>
<td>MAA2433</td>
<td>3D Character Animation</td>
<td>3</td>
</tr>
<tr>
<td>PHOA101</td>
<td>Principles of Photography</td>
<td>3</td>
</tr>
<tr>
<td>VFX1003</td>
<td>Survey of VEMG</td>
<td>3</td>
</tr>
<tr>
<td>VFX2103</td>
<td>Introduction to Motion Studies</td>
<td>3</td>
</tr>
<tr>
<td>VFX3243</td>
<td>Lighting for Visual Effects</td>
<td>3</td>
</tr>
<tr>
<td>VFX3323</td>
<td>Compositing II</td>
<td>3</td>
</tr>
<tr>
<td>VFX4013</td>
<td>Portfolio Foundations</td>
<td>3</td>
</tr>
<tr>
<td>VFX4033</td>
<td>Videography &amp; Special Effects</td>
<td>3</td>
</tr>
<tr>
<td>VFX4213</td>
<td>VFX Portfolio Productions</td>
<td>3</td>
</tr>
<tr>
<td>VFX4233</td>
<td>Maps, Mattes &amp; Masks</td>
<td>3</td>
</tr>
<tr>
<td>VFX4333</td>
<td>Production Studio I</td>
<td>3</td>
</tr>
<tr>
<td>VFX4423</td>
<td>VFX Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>VFX4433</td>
<td>Post Production Studio II</td>
<td>3</td>
</tr>
<tr>
<td>VP1073</td>
<td>Audio for Video</td>
<td>3</td>
</tr>
</tbody>
</table>

### GENERAL EDUCATION CREDITS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE0014</td>
<td>College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024</td>
<td>Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054</td>
<td>Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114</td>
<td>Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124</td>
<td>Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE0204</td>
<td>Art History I</td>
<td>4</td>
</tr>
<tr>
<td>GE0254</td>
<td>Social Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0284</td>
<td>Writing II</td>
<td>4</td>
</tr>
<tr>
<td>GE2114</td>
<td>Physics of Light, Sound &amp; Motion</td>
<td>4</td>
</tr>
<tr>
<td>GE3004</td>
<td>Art History II</td>
<td>4</td>
</tr>
<tr>
<td>GE3014</td>
<td>Perspectives in Global Economics</td>
<td>4</td>
</tr>
</tbody>
</table>

### Requirements for graduation:

**Credit Hours 180**

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

**Contact Hours 2464**

* Minimum of 88 internship hours for the quarter.

** Students are required to meet with their Academic Director/Coordinator to determine courses that are appropriate to serve as electives.
WEB DESIGN & INTERACTIVE MEDIA

BACHELOR OF FINE ARTS

Offered at The Art Institute of Charlotte and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION

Being an interactive media designer requires a passion for technology, an eye for design, and the ability to translate them to the intended audience. Web Design & Interactive Media students have the opportunity to learn to use interactive delivery systems to create effective user experiences by developing usable interfaces with creativity, innovation, user focus, and technical expertise. Students progress through various aspects of graphic design, interface design, media production, information architecture, web and portable device technologies, database design and access, scripting, and production of advanced interactive projects to create a positive interactive user experience while learning to work as a team. Students will be required to develop online portfolios using these technologies to highlight their talents to employers and clients.

Students have the opportunity to learn to use appropriate industry-related technologies to develop interactive communication solutions that are both user friendly and aesthetically pleasing. User-centered design is a central part of the program, which emphasizes both the underlying information architecture and the design of the interface to create a unique and dynamic experience portable across a broad range of platforms that may include broadcast, film, internet, wireless, and games.

In the Baccalaureate program, students will be challenged not only with learning programming languages and online technologies but also with growing their creativity and building applications and websites that support original projects. The senior-level classes in the Baccalaureate program are specifically designed to enhance conceptual storytelling through interactive projects that are supported through various advanced programming languages. Students in the program are also required to take part in specific classes that will give them a strategic advantage upon entering the industry. These classes are made up of an 11-week, industry-based internship course that will give them real world working experience and two Senior Project courses where they will research, design, and defend a sociologically based topic.

PROGRAM OUTCOMES:

Upon successful completion of the program, graduates should be able to:

• Identify the requirements of effective Web and interactive media design
• Solve problems in 2-D and 3-D design
• Apply interface design principles
• Identify how businesses use multimedia design
• Ascertain audio requirements for field and studio production
• Capture and compress video
• Develop and maintain a Web site
• Write HTML code
• Discriminate between effective and ineffective animation sequences
• Create graphics using image manipulation software
• Perform fundamental Internet functions
• Use authoring software
• Create and critique moving and static images that convey thematic meanings
• Describe needs analysis as it pertains to usability
• Use basic scripting commands
• Demonstrate a variety of scripting techniques
• Utilize typefaces appropriate for screen-based media
• Develop and present a professional portfolio
• Work in a team to execute a Web-based concept
### COURSE CREDITS (Charlotte Campus) .................................................. 180

<table>
<thead>
<tr>
<th>COURSE CREDENTIALS</th>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM-SPECIFIC CREDITS</td>
<td>DSN2013 Typophagy Hierarchy</td>
<td>3</td>
</tr>
<tr>
<td>GD101 Drawing &amp; Perspective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD102 Fundamentals of Design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD113 Color Theory</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD121 Image Manipulation</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD123 Design Layout</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD125 Art &amp; Design Concepts</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD207 Digital Illustration</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD216 Law &amp; the Graphic Arts</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD217 Corporate Identity</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD1013 IMD Fundamentals</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD116 Introduction to Audio/Video</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD122 Introduction to Authoring</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD124 Advanced Image Manipulation</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD203 Programming Logic</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD206 Intermediate Authoring</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD208 Introduction to User Centered Design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD212 Intermediate Scripting Languages</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD215 Usability Testing</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD216 Designing for Dynamic Web Sites</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD217 Interactive Motion Scripting</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD223 Designing for Server Side Technology</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD226 Project Management</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD236 Motion Graphics</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD301 Advanced Scripting Languages</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD303 Advanced Authoring</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD305 Special Topics</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD3903 Portfolio Foundations</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD410 Senior Project Research</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD415 Portfolio Preparation</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD420 Senior Project Application &amp; Defense</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD424 Senior Seminar</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>IMD425 Portfolio</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IN402 Internship</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>MA1223 Color for Digital Media</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>RS204 Principles of Marketing</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>WDM1023 Introduction to Web Design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>WDM4023 Advanced Server Side Languages</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Web Design and Interactive Media Electives (Choose 2)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD303 Mobile Application Development</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD307 User Experience Design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD308 Interactive Presentation</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMD309 Content Management Systems</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GENERAL EDUCATION CREDITS</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>GE0001 College Mathematics</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE0024 Oral Communication</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE0114 Introduction to Humanities</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE0124 Writing I</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE0204 Art History I</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE0214 Art History II</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE0214 Art History II</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE0204 Humanities Elective</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE204 Social/Behavioral Science Elective</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE204 Social/Behavioral Science Elective</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE204 Social/Behavioral Science/Elective</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE204 Social/Behavioral Science/Elective</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE204 Social/Behavioral Science/Elective</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE204 Social/Behavioral Science/Elective</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE204 Social/Behavioral Science/Elective</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE204 Social/Behavioral Science/Elective</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Required for graduation:</td>
<td>180</td>
<td></td>
</tr>
<tr>
<td>Number of Weeks: 132 (12 quarters)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact Hours: 2464</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Minimum of 88 internship hours for the quarter
** Students are required to meet with their Academic Director or Advisor to determine courses that are appropriate to serve as an elective.
WEB DESIGN & INTERACTIVE MEDIA
ASSOCIATE OF APPLIED SCIENCE
Offered at The Art Institute of Charlotte and The Art Institute of Raleigh-Durham

PROGRAM DESCRIPTION
The Web Design & Interactive Media program is designed to educate students on the tools required to create rich, dynamic online content. Students balance their artistic talents with technological skills and design principles to develop graphics, media, software, and programming that facilitate delivery of information for clients via the Internet.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Use industry-specific computer software programs within the context of producing concrete projects including the technical aspects of pre-press, output, and quality reproduction, as well as Web design
• Develop solutions for complex design problems
• Create effective information structures appropriate to a specific audience
• Design user-center interfaces appropriate to a specific audience
• Create and adhere to style guides
• Design and produce effective identity packages for both print and screen
• Demonstrate professional presentation, and articulate knowledge of animation and visual problem-solving skills
• Be prepared to seek entry-level career opportunities as a Web page designer, Web site designer, or production artist

MEDIA ARTS
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 a media arts school, students can learn to combine their creative talents with technical skills to create functional works of art.
### COURSE CREDITS (Charlotte Campus) 90

<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSN2013 Typography Hierarchy</td>
<td>3</td>
</tr>
<tr>
<td>GD101 Drawing &amp; Perspective</td>
<td>3</td>
</tr>
<tr>
<td>GD102 Fundamentals of Design</td>
<td>3</td>
</tr>
<tr>
<td>GD113 Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>GD121 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>GD123 Design Layout</td>
<td>3</td>
</tr>
<tr>
<td>GD216 Law &amp; the Graphic Arts</td>
<td>3</td>
</tr>
<tr>
<td>IMD116 Introduction to Audio/Video</td>
<td>3</td>
</tr>
<tr>
<td>IMD122 Introduction to Authoring</td>
<td>3</td>
</tr>
<tr>
<td>IMD124 Advanced Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>IMD203 Intermediate Authoring</td>
<td>3</td>
</tr>
<tr>
<td>IMD207 Fundamentals of Web Page Scripting</td>
<td>3</td>
</tr>
<tr>
<td>IMD208 Introduction to User Centered Design</td>
<td>3</td>
</tr>
<tr>
<td>IMD213 Intermediate Web Page Scripting</td>
<td>3</td>
</tr>
<tr>
<td>IMD215 Usability Testing</td>
<td>3</td>
</tr>
<tr>
<td>IMD216 Designing for Dynamic Web Sites</td>
<td>3</td>
</tr>
<tr>
<td>IMD217 Interactive Motion Scripting</td>
<td>3</td>
</tr>
<tr>
<td>IMD223 Designing for Server Side Technology</td>
<td>3</td>
</tr>
<tr>
<td>IMD226 Project Management</td>
<td>3</td>
</tr>
<tr>
<td>IMD235 Portfolio Preparation</td>
<td>3</td>
</tr>
<tr>
<td>IMD255 Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>IN201A Internship</td>
<td>3</td>
</tr>
</tbody>
</table>

### GENERAL EDUCATION CREDITS 24

<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE0014 College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024 Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054 Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114 Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124 Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE2084 Writing II</td>
<td>4</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GD100 Perspective Drawing</td>
<td>3</td>
</tr>
<tr>
<td>GD102 Fundamentals of Design</td>
<td>3</td>
</tr>
<tr>
<td>GD112 Typography</td>
<td>3</td>
</tr>
<tr>
<td>GD113 Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>GD121 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>GD123 Design Layout</td>
<td>3</td>
</tr>
<tr>
<td>GD216 Law &amp; the Graphic Arts</td>
<td>3</td>
</tr>
<tr>
<td>IMD116 Introduction to Audio/Video</td>
<td>3</td>
</tr>
<tr>
<td>IMD122 Introduction to Authoring</td>
<td>3</td>
</tr>
<tr>
<td>IMD124 Advanced Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>IMD203 Intermediate Authoring</td>
<td>3</td>
</tr>
<tr>
<td>IMD206 Introduction to Scripting Languages</td>
<td>3</td>
</tr>
<tr>
<td>IMD208 Introduction to User Centered Design</td>
<td>3</td>
</tr>
<tr>
<td>IMD212 Intermediate Scripting Languages</td>
<td>3</td>
</tr>
<tr>
<td>IMD215 Usability Testing</td>
<td>3</td>
</tr>
<tr>
<td>IMD216 Designing for Dynamic Web Sites</td>
<td>3</td>
</tr>
<tr>
<td>IMD223 Designing for Server Side Technology</td>
<td>3</td>
</tr>
<tr>
<td>IMD226 Project Management</td>
<td>3</td>
</tr>
<tr>
<td>IMD235 Portfolio Preparation</td>
<td>3</td>
</tr>
<tr>
<td>IMD236 Motion Graphics</td>
<td>3</td>
</tr>
<tr>
<td>IMD255 Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>IN201A Internship</td>
<td>3</td>
</tr>
</tbody>
</table>

### GENERAL EDUCATION CREDITS 24

<table>
<thead>
<tr>
<th>COURSE CREDITS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE0014 College Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>GE0024 Oral Communication</td>
<td>4</td>
</tr>
<tr>
<td>GE0054 Psychology</td>
<td>4</td>
</tr>
<tr>
<td>GE0114 Introduction to Humanities</td>
<td>4</td>
</tr>
<tr>
<td>GE0124 Writing I</td>
<td>4</td>
</tr>
<tr>
<td>GE2084 Writing II</td>
<td>4</td>
</tr>
</tbody>
</table>

Requirements for graduation:

Credit Hours 90

Number of Weeks: 66 (6 quarters)

Contact Hours 1285
WEB DESIGN & DEVELOPMENT
CERTIFICATE
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

PROGRAM DESCRIPTION
The Web Design & Development program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites. This involves developing a design that effectively communicates the ideas being promoted by the Web sites, and focusing on the ways in which the Web sites function for optimum information delivery. The program will also focus on the design and development of mobile device applications.

Students will develop abilities in aspects of Web design, computer languages, and multimedia skills, along with developing a professional portfolio as a formal transition into the workplace. Students will also learn to adapt the most up-to-date programs, techniques and standards in a field that is quickly and continuously changing.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:

• Demonstrate professional visual communication skills through the use of graphic illustrations, photography and typography
• Integrate composition and design in support of concept
• Demonstrate the ability to program and code to functional requirements of media project(s)
• Apply critical thinking and needs analysis to concept design and in developing media marketing
• Apply presentation and communication skills to produce design and business solutions appropriate to a particular client or target audience
## COURSE CREDITS

<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FND135  Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>FND150  Digital Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>GWDA123 Programming Logic</td>
<td>3</td>
</tr>
<tr>
<td>IMD1013 IMD Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>IMD2013 Concepts in Motion Design</td>
<td>3</td>
</tr>
<tr>
<td>MM2093 Desktop Video Production</td>
<td>3</td>
</tr>
<tr>
<td>WA2113 Web Site Development for Front End Designers</td>
<td>3</td>
</tr>
<tr>
<td>WA2123 Front End Designer Studio</td>
<td>3</td>
</tr>
<tr>
<td>WDM1023 Introduction to Web Design</td>
<td>3</td>
</tr>
<tr>
<td>WDM1033 Introduction to User Centered Design</td>
<td>3</td>
</tr>
<tr>
<td>WDM1093 Audio Production</td>
<td>3</td>
</tr>
<tr>
<td>WDM2003 Intermediate Client Side Languages</td>
<td>3</td>
</tr>
<tr>
<td>WDM2103 WDIM Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>WDM3003 Advanced Client Side Languages</td>
<td>3</td>
</tr>
<tr>
<td>WDM3053 Design for Mobile Devices I</td>
<td>3</td>
</tr>
<tr>
<td>WDM4033 Usability Testing</td>
<td>3</td>
</tr>
</tbody>
</table>

### Requirements for graduation:

- Credit Hours 48
- **Number of Weeks: 44 (4 quarters)**
- Contact Hours 704
WEB DESIGN & INTERACTIVE COMMUNICATIONS

CERTIFICATE
Offered at The Art Institute of Charlotte, The Art Institute of Dallas, and The Art Institute of Fort Worth

PROGRAM DESCRIPTION
The Web Design & Interactive Communications program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites with a specific emphasis on professional standards and practical deployment. This course of study extends foundation principles in visual communications and interactive media as related to dynamic delivery through multiple channels including mobile technologies. Students will develop abilities in computer languages, usability principles and information architecture in a team oriented environment that prepares them for the professional world. Students will also be trained in current web technologies and in project management on assignments that will enhance their personal portfolio.

PROGRAM OUTCOMES:
Upon successful completion of the program, graduates should be able to:
• Demonstrate the use of appropriate visual elements and visual communication skills for interactive media
• Create applications that solve specified problems through a variety of scripting techniques
• Critique and evaluate appropriate design solutions
• Design and develop media marketing and business plans
<table>
<thead>
<tr>
<th>COURSE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GWDA103 Digital Illustration</td>
<td>3</td>
</tr>
<tr>
<td>GWDA111 Introduction to Layout Design</td>
<td>3</td>
</tr>
<tr>
<td>GWDA113 Fundamentals of Web Page Scripting</td>
<td>3</td>
</tr>
<tr>
<td>GWDA123 Programming Logic</td>
<td>3</td>
</tr>
<tr>
<td>GWDA201 Audio &amp; Video</td>
<td>3</td>
</tr>
<tr>
<td>GWDA202 Interface Design</td>
<td>3</td>
</tr>
<tr>
<td>GWDA213 Timeline Animation &amp; Interaction</td>
<td>3</td>
</tr>
<tr>
<td>GWDA223 Intermediate Web Page Scripting</td>
<td>3</td>
</tr>
<tr>
<td>GWDA233 Advanced Web Page Scripting</td>
<td>3</td>
</tr>
<tr>
<td>GWDA243 Object Oriented Scripting</td>
<td>3</td>
</tr>
<tr>
<td>GWDA303 Interactive Motion Graphics</td>
<td>3</td>
</tr>
<tr>
<td>GWDA363 Client Side Scripting</td>
<td>3</td>
</tr>
<tr>
<td>GWDA382 Design for Mobile Devices</td>
<td>3</td>
</tr>
<tr>
<td>GWDA419 Portfolio II</td>
<td>3</td>
</tr>
<tr>
<td>GWDA432 Digital Typography</td>
<td>3</td>
</tr>
</tbody>
</table>

**Requirements for graduation:**
- Credit Hours 48
- **Number of Weeks:** 44 (4 quarters)
- Contact Hours 704
ACADEMIC POLICIES

ADMISSIONS

POLICIES AND PROCEDURES

The following policies and procedures govern only the programs offered by the College of Creative Art & Design. They are exemptions from the other policies of South University. These policies were approved by the University on June 3, 2013.

ADMISSIONS

A prospective student seeking admission to The Art Institute of Charlotte, The Art Institute of Dallas, The Art Institute of Fort Worth, or The Art Institute of Raleigh-Durham must be a high school graduate or hold a General Educational Development (GED) certificate. All applicants who have graduated with an associate’s degree or higher (or its equivalent, if earned at an institution located outside of the United States) must provide official college transcripts to the Admissions Office, which will be evaluated to determine transfer of credit. Applicants shall be evaluated on the basis of their previous education, artistic background, interest stated or demonstrated in one of the degree subjects (e.g., animation, art and design, graphic design, advertising design, interactive media design, culinary arts, restaurant and catering management, interior design, fashion design, digital filmmaking, video production, etc.). Portfolios may be requested for evaluation. Applicants who have taken the Scholastic Aptitude Test (SAT), American College Test (ACT), or state-specific assessment of knowledge and skills exams shall be encouraged to submit scores to the Admissions Office for evaluation.

In order to matriculate to The College of Creative Art and Design at South University, a student must provide proof of graduation from an approved high school. Requirements are:

a. An official high-school transcript or non-signed high school transcripts received directly from the high school (or its designate) through secure electronic means.
b. General Educational Development (GED) test scores.
c. An official transcript from a nationally or regionally accredited — recognized by the U.S. Department of Education — postsecondary school that demonstrates completion of a bachelor’s, master’s, or higher degree and shows date of high school graduation.
d. An equivalent exam approved in the laws or regulations of a specific state in lieu of the GED.
e. Applicants who are unable to provide documentation of having completed a high school certificate or GED due to a natural disaster destroying the records or the institution having been closed may submit the following in addition to completing an attestation of High School Certificate or GED completion:
   1. Confirmation from the state recognizing that the institution lost its records to a natural disaster. If the state cannot confirm, confirmation can be obtained from a recognized authority as approved by the VP of Academic Compliance.
   2. Confirmation from the state recognizing that the institution has closed and that the records are not attainable.

Other admissions requirements are as follows. Please note that a certificate of attendance or completion, or a certificate based on the passing of a series of tests other than the GED (with the exception of item d. above), is not acceptable. Under certain conditions, a student may begin classes on a conditional basis with a less formal proof of graduation, and have a defined period of time to produce the documentation noted above. Students who are not granted final acceptance within 30 days of matriculation will have their enrollment cancelled. In the case of a fully documented extenuating circumstance, the President or the Academic Dean may approve an extension to the 30-day limit; however, that will not extend beyond the student’s first quarter of study. Students requiring F-1 non-immigrant status do not qualify for conditional admission.

Any student requesting transfer credit will be required to submit official copies of transcripts from the granting post-secondary college(s). All attempts should be made to submit documentation to the Admissions Department in advance of registration. All students receiving Veterans Administration benefits shall be required to submit official copies of transcripts from all post-secondary schools attended, regardless of credits earned, at least three weeks prior to starting school. Transcripts become part of the student’s permanent file, and the property of South University.

The Art Institutes shall be in compliance with Title VI of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, and Section 504 of the Rehabilitation Act of 1973. The College shall not discriminate on the basis of race, religion, creed, color, national origin, sex, ancestry, age, sexual orientation, disability or any other characteristic protected by state, local or federal law. Enrollees requiring additional educational or tuition assistance shall be referred to appropriate government agencies or other special educational institutions equipped to handle such situations.

STUDENT RIGHT TO KNOW ACT

According to regulations published by the Department of Education based on the Student Right-to-Know Act, the graduation/completion rates for first-time, full-time students who entered school and graduated/completed within 150% of the normal time to complete the program, as published in the catalog, must be made available to current and prospective students. This information may be obtained by request in any campus’ Admissions Office.

SPECIAL PORTFOLIO REQUIREMENTS AND CUMULATIVE GRADE POINT AVERAGE REQUIREMENTS

Design & Media Management (MA), Media Arts & Animation (BFA), Game Art & Design (BFA), Audio Production (BS), and Web Design & Development (C) applicants will be given detailed portfolio/acceptance guidelines provided by the Admissions Office.

Applicants to the Master of Arts in Design & Media Management should submit a portfolio of work completed individually and/or as part of a creative team. An academic writing sample, resume/CV, and three letters of recommendation are also required for the Graduate acceptance committee review.

ENROLLMENT PROCEDURE

Each applicant is interviewed, either in person or by telephone, by an Assistant Director of Admissions. The purpose of this interview is to:

- Explore the prospective student’s background and interests as they relate to the program offerings.
- Assist prospective students in identifying the appropriate area of study consistent with their background and interests.
- Provide information concerning available curricular offerings and support services.

An Application for Admission and/or an Enrollment Agreement must be completed and signed by the applicant and parent or guardian (if applicable), and sent to the applicant’s desired branch campus with a $50 enrollment fee. Proof of high school graduation or equivalency and payment of a $100 tuition deposit are conditions for acceptance to the campus.
The tuition deposit is due within five days after the Enrollment Agreement has been submitted, or the start of class, whichever comes first.

Prospective students are encouraged to visit their desired branch campus, although a visit is not a condition for submitting the Application for Admission and/or the Enrollment Agreement. Arrangements for an official tour of the campus may be made by telephone (704-357-8020, Charlotte; 214-692-8080, Dallas; 817-210-0808; Fort Worth, 919-317-3050, Raleigh-Durham) or by letter addressed to the Director of Admissions at the campus of choice:

- Director of Admissions, The Art Institute of Charlotte, a campus of South University; Three LakePointe Plaza, 2110 Water Ridge Parkway, Charlotte, NC 28217-2716
- Director of Admissions, The Art Institute of Dallas, a campus of South University; 8080 Park Lane, Dallas, TX 75231
- Director of Admissions, The Art Institute of Fort Worth, a campus of South University, 7000 Calmont Avenue, Suite 150, Fort Worth, TX 76116
- Director of Admissions, The Art Institute of Raleigh-Durham, a campus of South University, 318 Blackwell Street, Suite 120M, Durham, NC 27701

ADMISSION REQUIREMENTS

A prospective student seeking admission to any bachelor’s or associate’s degree in the College of Creative Art and Design must be a high school graduate, or hold a General Educational Development (GED) certificate. Each campus reserves the right to request any additional information necessary to evaluate an applicant’s potential for academic success.

This admissions policy serves to guide the decision-making process concerning which applicants can be successful in the programs of study offered by the College of Creative Art and Design. Students found to need assistance in English may be required to enroll in appropriate Developmental Studies courses offered at the campus. Developmental Studies courses are not calculated in the credits needed for graduation nor do they count in the CGPA; however, they do count in determining the maximum time frame and the incremental completion rate. Developmental Studies courses may be attempted no more than three (3) times and require a grade of “C” or better to pass the course. Developmental Studies are in addition to the required curriculum; thus, enrollment in these courses may affect the student’s graduation date.

The enrollment fee and the application fee are waived for Active Duty, Active, and Drilling members of the Reserve and National Guard. The application fee is waived for all veterans who qualify for government military education financial aid or Active Duty military personnel. If a student’s VA benefit (including Chapter 33) does not cover tuition costs while the student is on active duty, in the National Guard, or an eligible spouse, the campus will reduce that student’s scheduled tuition by 10% and waive all application and registration fees.

ADMISSIONS REQUIREMENTS – MASTER’S PROGRAMS

To qualify for admission into the Master of Arts in Design & Media Management, the student must meet the following requirements:

- Possess an earned baccalaureate degree from a nationally or regionally accredited — recognized by the U.S. Department of Education — institution in Design, Media Arts, or another area with substantial background and experience in Design and/or Media Arts. Non-design majors are considered in light of their resume, portfolio, and essay submissions.
- Have a GPA of 2.7 or better on a 4.0 scale or a minimum combined GMAT score at or above the 50th percentile
- Submit an electronic portfolio (Web-based Portfolio, CD/DVD, or Flashdrive). Alternative forms of submission may be acceptable at the discretion of the Academic Dean.
- Demonstrate an ability to express one’s self in writing through the submission of an academic writing sample. The sample should represent the candidate’s writing skills and ability to format using a common scholarly writing style such as MLA or APA.
- Clearly express the applicant’s reasons for enrolling in the program through a letter of intent. This letter of intent is an ancillary opportunity to exhibit excellent writing and communication abilities.
- Submit three (3) letters of recommendation. Letters should originate from both academic and employment sources.

ADMISSIONS OF TRANSFER STUDENTS

To be eligible for admission, transfer students must complete the application procedures and satisfy the following criteria:

1. Submit a completed application for admission.
2. Submit official transcripts (including verifiable faxed transcripts) from all colleges and universities attended.
3. Submit self-certification of high school graduation or GED completion.

Students who are transferring from or to a school within the University of North Carolina or the North Carolina Community College System should be aware of the Comprehensive Articulation Agreement approved by both governing Boards on March 1, 1996 and revised in September of 2008. This agreement may be found in its entirety at the following website: http://www.northeastern.edu/aa/articulation/102.51CAA_Modified_September_2008_v3.pdf.

ADVANCED COURSE CREDIT

Credit will be given for college courses that are comparable to those offered by The Art Institute program to which the student applies. Credit must be successfully completed with a grade of a “C” or higher, or the college level credits (100-level course or equivalent) and non-remedial courses will be considered. The credit must be from a college that is accredited by an accrediting association that is recognized by the U.S. Department of Education.

Credit will be given for designated Advanced Placement classes in which the student scores a three (3) or above on the Advanced Placement Test. Also, credit will be given for designated international baccalaureate (IB) classes in which the student scores a four (4) or above on the Higher Level (HL) International Baccalaureate Test. Official grades must be on file. All advanced course credit must be applied for and approved prior to matriculation (defined as the first day of scheduled attendance) at The Art Institute. The Art Institute reserves the right not to accept any advanced course credit applications and the transfer of any credit based solely on its internal guidelines, and on a case-by-case basis.

All exceptions must be approved by a designee of the Academic Affairs Department.

PLACEMENT

Each campus of the College of Creative Art and Design utilizes placement tests, generally the Accuplacer exam, to assess students’ preparedness to take college-level English. Applicants must complete placement testing or be ruled exempt from placement testing prior to starting school. Minimum scores on the SAT or ACT may be used in lieu of the placement test. Exceptions will be made for the following:

- A minimum SAT score of 450 - Verbal
- A minimum ACT score of 19 on applicable sections
- An earned bachelor's, master's, or higher degree
- Transfer credits for 100-level English
- A minimum TAKS score of 2200

Reading, and 2200 – Writing, or, STAR testing equivalent (for Texas applicants)

Placement testing is available by appointment. All placement tests can be scheduled through the Admissions Department. Each campus will use an admissions evaluation team process to admit prospective students. This Student Acceptance Committee (SAC)/Admissions Committee employs a holistic philosophy to make its admissions evaluations. The holistic approach includes examining academic preparedness indicators such as high school transcripts, GED scores, SAT/ACT, ASSET/etc. scores, and an essay(s) with a suggested length of 300 words in which the applicants describe why they should be admitted to the program. In some cases where more and/or updated information is required, required test scores, letters of recommendation, profiles, etc., may be required.

INTERNATIONAL ADMISSIONS POLICY

All international (nonimmigrant) applicants to The Art Institute must meet the same admissions standards as all other students (Please refer to Admissions Requirements for all students in this Catalog). The following chart is used for the English Language Proficiency Policy, which states that regardless of country of birth or citizenship, all non-immigrant or nonimmigrant status, all applicants to any South University school whose first language is not English must demonstrate competence in the English language before admission to or enrollment in any course or program of study, excepting for admission and enrollment to an approved English as a Second Language (ESL) program or by special agreement between South University and a partner institution relating to collaborative studies. Any such agreement must be approved by the appropriate Academic Affairs office. Demonstration that English is an applicant’s first language can be satisfied if the applicant submits a certificate from a secondary school or post-secondary school in a system in which English is the official language of instruction. If English is not the applicant’s native or first language, the applicant must demonstrate sufficient command of the English Language by providing evidence that he or she meets one of the English language proficiency standards listed below.

<table>
<thead>
<tr>
<th>TOEFL</th>
<th>Diploma</th>
<th>AS/BS</th>
<th>Grad.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper</td>
<td>480</td>
<td>500</td>
<td>550</td>
</tr>
<tr>
<td>i-BT (internet based test)</td>
<td>54-55</td>
<td>61</td>
<td>79-80</td>
</tr>
</tbody>
</table>

TOEFL Equivalent/Alternative English Language Programs/Test

<table>
<thead>
<tr>
<th>American College Testing (ACT) English</th>
<th>17</th>
<th>19</th>
<th>21</th>
</tr>
</thead>
<tbody>
<tr>
<td>EF International Language Schools</td>
<td>C1</td>
<td>C1</td>
<td>C2</td>
</tr>
<tr>
<td>ELS Language Schools</td>
<td>Level 108</td>
<td>Level 109</td>
<td>Level 112</td>
</tr>
<tr>
<td>iTEP</td>
<td>4.0</td>
<td>4.5</td>
<td>5</td>
</tr>
<tr>
<td>Michigan English Language Assessment Battery (Also known as the MELAB or Michigan Test)</td>
<td>73</td>
<td>80</td>
<td>85</td>
</tr>
<tr>
<td>Pearson</td>
<td>42</td>
<td>44</td>
<td>53</td>
</tr>
</tbody>
</table>
**TRANSFER OF CREDIT**

The Art Institute has a procedure for the transfer of credit from other institutions to its own. The procedure considers the academic standing of the student and the equivalency of courses. All applications for transfer of credit should be submitted to the Office of Academic Affairs. The decision to transfer credit will be made on a case-by-case basis.

**TRANSFERABILITY OF CREDIT TO OTHER INSTITUTIONS**

The Art Institute does not imply, promise, or guarantee transferability of its credits to any other institution. The fact that a school is licensed and accredited is not necessarily an indication that credits earned at that school will be accepted by another school. In the U.S., higher education system, transferability of credit is determined by the receiving institution, taking into account such factors as course content, grading, accreditation and licensing.

The desire of The Art Institute is to help prepare students for entry-level employment in their chosen fields of study. The value of degree programs like those offered by The Art Institute is their deliberate focus on marketable skills. The credits earned are not intended as a stepping stone for transfer to another institution. For this reason, any student wishing to transfer credits to another institution will need to confirm that the academic credits earned at The Art Institute will transfer to the receiving institution before entering a program at The Art Institute.

Programs offered by one Art Institute system may be similar to, but not identical to, programs offered at another Art Institute system. This is due to differences in state law, use of different instructional models, and local employer needs. Therefore, if you decide to transfer to another Art Institute system, you may be required to take additional courses beyond the completed portion of the program, including topics previously covered in past classes.

If you are considering transferring to another Art Institute system or an unaffiliated school, it is your responsibility to determine whether that school will accept your Art Institute credits. We encourage you to make this determination as early as possible.

**TRANSFERRING FROM ONE ART INSTITUTE TO ANOTHER ART INSTITUTE**

Students wishing to transfer from one Art Institute campus to another may do so only if they are in good standing at the sending campus. Any student dismissed for academic progress cannot transfer to another Art Institute campus until he or she has been reinstated at the sending campus and is deemed to be making satisfactory academic progress.

**TRANSFER OF CREDIT BETWEEN ART INSTITUTE CAMPUSES**

Associates Degree Graduates to Bachelor’s Degree Programs

Every reasonable effort will be made to ensure that all credits earned by associate’s degree graduates of an Art Institute campus will transfer to the corresponding bachelor’s degree program at another Art Institute campus. However, differing state and accrediting regulations may require additional courses at the associate’s degree level. If the associate’s degree completed by the graduate has been updated with the addition of new competencies, the Dean of Academic Affairs has the discretionary authority to add additional courses to the associate’s degree level.

Such graduates of the related associate degree program will attain upper division status in the bachelor’s degree.

Associate’s degree credits earned by graduates of an Art Institute campus for which there is no corresponding bachelor’s degree program will be evaluated on a course-by-course basis for applicability to the new program of study. Only those courses and credits required for graduation in the new program of study will be accepted. Under some conditions, all general education courses in the associate degree may be brought forward into the bachelor’s degree program; because this may vary by state, the student attempting to transfer credits is advised to consult with the receiving institution on the policies regarding general education coursework. All conditions in the following associate’s degree credits to associate’s/ bachelor’s degree program procedure apply.

**CERTIFICATE PROGRAM CREDITS TO ASSOCIATE’S/BACHELOR’S DEGREE PROGRAMS**

Every reasonable effort will be made to ensure that all credits earned by certificate program graduates of an Art Institute campus will transfer to the corresponding associate’s/bachelor’s degree program at another Art Institute campus. If the certificate program completed by the graduate has been updated with the addition of new competencies, the Dean of Academic Affairs has the discretionary authority to require retaking the course(s) at the associate’s degree level.

Such graduates of the related certificate program will attain lower division status in the associate’s degree program.

Certificate program credits earned by graduates of an Art Institute campus for which there is no corresponding associate’s/bachelor’s degree program will be evaluated on a course-by-course basis for applicability to the new program of study. Only those courses and credits required for graduation in the new program of study will be accepted. All the following conditions in the following certificate program credits to associate’s/ bachelor’s degree program procedure apply.

**ALLOWABLE TOTAL TRANSFER OF CREDIT**

Students must earn a minimum of 25 percent of the total program credits required for graduation in residency at the new location. Therefore, students may only be granted a maximum of 75 percent of the total program credits required for graduation through transfer credit earned at an outside institution, including other Art Institute campuses, or from proficiency examinations, or from alternative sources of credit. Due to regulatory considerations at some Art Institute campuses, the minimum percentage of total program credits that must be earned in residency may vary from the standard above. See the campus registrar for the minimum percentages for your campus.

**TRANSFERRING FROM ANOTHER ART INSTITUTE TO ANOTHER ART INSTITUTE**

Students wishing to transfer from one Art Institute campus to another may do so only if they are in good standing at the sending campus. Any student dismissed for academic progress cannot transfer to another Art Institute campus until he or she has been reinstated at the sending campus and is deemed to be making satisfactory academic progress.

**TRANSFER OF CREDIT BETWEEN ART INSTITUTE CAMPUSES**

Associates Degree Graduates to Bachelor’s Degree Programs

Every reasonable effort will be made to ensure that all credits earned by associate’s degree graduates of an Art Institute campus will transfer to the corresponding bachelor’s degree program at another Art Institute campus. However, differing state and accrediting regulations may require additional courses at the associate’s degree level. If the associate’s degree completed by the graduate has been updated with the addition of new competencies, the Dean of Academic Affairs has the discretionary authority to add additional courses to the associate’s degree level.

Such graduates of the related associate degree program will attain upper division status in the bachelor’s degree.

Associate’s degree credits earned by graduates of an Art Institute campus for which there is no corresponding bachelor’s degree program will be evaluated on a course-by-course basis for applicability to the new program of study. Only those courses and credits required for graduation in the new program of study will be accepted. Under some conditions, all general education courses in the associate degree may be brought forward into the bachelor’s degree program; because this may vary by state, the student attempting to transfer credits is advised to consult with the receiving institution on the policies regarding general education coursework. All conditions in the following associate’s degree credits to associate’s/ bachelor’s degree program procedure apply.

**CERTIFICATE PROGRAM CREDITS TO ASSOCIATE’S/BACHELOR’S DEGREE PROGRAMS**

Certificate program credits earned by graduates of an Art Institute campus for which there is no corresponding associate’s/bachelor’s degree program will be evaluated on a course-by-course basis for applicability to the new program of study. Only those courses and credits required for graduation in the new program of study will be accepted. All the following conditions in the following certificate program credits to associate’s/ bachelor’s degree program procedure apply.

**ALLOWABLE TOTAL TRANSFER OF CREDIT**

Students must earn a minimum of 25 percent of the total program credits required for graduation in residency at the new location. Therefore, students may only be granted a maximum of 75 percent of the total program credits required for graduation through transfer credit earned at an outside institution, including other Art Institute campuses, or from proficiency examinations, or from alternative sources of credit. Due to regulatory considerations at some Art Institute campuses, the minimum percentage of total program credits that must be earned in residency may vary from the standard above. See the campus registrar for the minimum percentages for your campus.

**TRANSFERRING FROM ANOTHER ART INSTITUTE TO ANOTHER ART INSTITUTE**

Students wishing to transfer from one Art Institute campus to another may do so only if they are in good standing at the sending campus. Any student dismissed for academic progress cannot transfer to another Art Institute campus until he or she has been reinstated at the sending campus and is deemed to be making satisfactory academic progress.

**TRANSFER OF CREDIT BETWEEN ART INSTITUTE CAMPUSES**

Associates Degree Graduates to Bachelor’s Degree Programs

Every reasonable effort will be made to ensure that all credits earned by associate’s degree graduates of an Art Institute campus will transfer to the corresponding bachelor’s degree program at another Art Institute campus. However, differing state and accrediting regulations may require additional courses at the associate’s degree level. If the associate’s degree completed by the graduate has been updated with the addition of new competencies, the Dean of Academic Affairs has the discretionary authority to add additional courses to the associate’s degree level.

Such graduates of the related associate degree program will attain upper division status in the bachelor’s degree.
ASSOCIATE’S DEGREE CREDITS TO ASSOCIATE’S/BACHELOR’S DEGREE PROGRAM

Associate’s degree credits, with a grade of “C” or better from an Art Institute campus, earned by students not awarded an associate’s degree, will be considered for transfer to the same program at the associate’s degree or bachelor’s degree level. Differing state and accrediting regulations may require additional courses at the associate’s degree level.

TRANSCRIPTS

Official transcripts must be sent to the Admissions Office of the admitting campus prior to the class start for the purposes of determining transfer of credit opportunities and for scheduling. Transcripts received after the student’s first quarter of attendance at an Art Institute campus may be considered for transfer credit at the discretion of the Dean of Academic Affairs.

COURSE DESCRIPTIONS

The official descriptions of the courses submitted for consideration for transfer must be comparable to the coursework at an Art Institute campus. Official course descriptions from the college where the credit was earned or a college catalog will be used to determine comparability, and must be received prior to the class start for the purposes of determining transfer of credit opportunities and for scheduling.

LEVEL OF TRANSFER CREDITS

Only college-level credits (100 level course or equivalent and above) taken at an accredited institution of higher education will be considered for transfer. No remedial or developmental courses will be considered for transfer. If the student has passed only the transitional classes at an Art Institute campus but not earned the respective college-level credit, then the receiving institution should re-test the student for placement purposes.

GRADATES OF TRANSFER CREDITS

Only courses with an earned grade of “C” (2.0 on a 4.0 scale) or higher will be considered for transfer credit. Transfers between campuses from within the same OPEID code (Office of Postsecondary Education Identifier) will transfer all comparable courses (including all attempts) to the new campus.

COURSE PREREQUISITES AND SEQUENCE OF COURSES

Course prerequisites and course sequences will be observed when preparing schedules, to assure appropriate student skill development.

INTERNAL PROFICIENCY TESTING FOR CREDIT

Requests for testing out of specific courses approved by the Institute must be made through the Department Director prior to the class start. No more than 25 percent of a program’s required credits will be considered for any type of proficiency credit.

PORTFOLIO REVIEW FOR CREDIT

Requests for portfolio review, and/or relevant work experience documented by appropriate samples of work outcomes, references, and verification of employment must be received prior to the class start. No more than 25 percent of a program’s required credits will be considered for any type of proficiency credit.

TOTAL ALLOWABLE TRANSFER OF CREDIT

Students must earn a minimum of 25 percent of the total program credits required for graduation in residency at the Art Institute receiving credits from alternative sources, including another Art Institute. Therefore, students may only be granted a maximum of 75 percent of the total program credits required for graduation through transfer credit earned at an outside institution, including other Art Institute campuses, proficiency testing and/or portfolio work experience review. Due to state and regulatory considerations at some Art Institute campuses, the minimum percentage of total program credits that must be earned in residency may vary from the standard above.

LIMITATION TO ONLINE EDUCATION QUOTIENT

Based on governmental and accreditation standards related to consortium agreements, students are limited in the total number of credits that can be earned in an online delivery mode. Students are required to complete more than 50% of their program credits at the Art Institute campus into which they have enrolled and from which they hope to graduate. In the event that a student completes more than 50% of the program credits in an online delivery mode, the student must be transferred to The Art Institute of Pittsburgh – Online Division for the completion of the program. Transfer between Art Institute campuses does not guarantee that all credits earned will transfer to the same program at the receiving campus, including The Art Institute of Pittsburgh – Online Division.

TRANSFER OF CREDIT FROM OUTSIDE COLLEGES AND UNIVERSITIES BEFORE MATRICULATION AT AN ART INSTITUTE CAMPUSES

Transcripts

Official transcripts must be sent to the Admissions Office of the admitting Art Institute campus prior to the class start for the purposes of determining transfer of credit opportunities and for scheduling. Transcripts received after the student’s first quarter of attendance at an Art Institute campus may be considered for transfer credit at the discretion of the Dean of Academic Affairs.

Course Descriptions

The official descriptions of the courses submitted for consideration for transfer must be comparable to the coursework at the receiving campus. Official course descriptions from the college where the credit was earned or a college catalog will be used to determine comparability, and must be received prior to the class start for the purposes of determining transfer of credit opportunities and for scheduling.

Level of Transfer Credits

Only college-level credits (100 level course or equivalent and above) taken at an accredited institution of higher education will be considered for transfer. No remedial or developmental courses will be considered for transfer. If the student has passed only the transitional classes at an Art Institute campus but not earned the respective college-level credit, then the receiving institution should re-test the student for placement purposes.

Grades of Transfer Credits

Only courses with an earned grade of “C” (2.0 on a 4.0 scale) or higher will be considered for transfer credit.

Course Prerequisites and Sequence of Courses

Course prerequisites and course sequences will be observed when preparing schedules, to assure appropriate student skill development.

Proficiency Credit from External Sources

Official documents related to CLEP or AP scores, or similar means to demonstrate proficiency for credit must be received by an Art Institute campus prior to the class start. No more than 25 percent of a program’s required credits will be considered for any type of proficiency credit.

Total Allowable Transfer of Credit

Students must earn a minimum of 25 percent of the total program credits required for graduation in residency at The Art Institute of Pittsburgh receiving credits from alternative sources, including another Art Institute. Therefore, students may only be granted a maximum of 75 percent of the total program credits required for graduation through transfer credit earned at an outside institution, including other Art Institute campuses, proficiency testing and/or portfolio work experience review. Due to state and regulatory considerations at some Art Institute campuses, the minimum percentage of total program credits that must be earned in residency may vary from the standard above.

Course Prerequisites and Sequence of Courses

Course prerequisites and course sequences will be observed when preparing schedules, to assure appropriate student skill development.

Proficiency Credit from External Sources

Official documents related to CLEP or AP scores, or similar means to demonstrate proficiency for credit must be received by an Art Institute campus prior to the class start. No more than 25 percent of a program’s required credits will be considered for any type of proficiency credit.

Total Allowable Transfer of Credit

Students must earn a minimum of 25 percent of the total program credits required for graduation in residency at The Art Institute of Pittsburgh receiving credits from alternative sources, including another Art Institute. Therefore, students may only be granted a maximum of 75 percent of the total program credits required for graduation through transfer credit earned at an outside institution, including other Art Institute campuses, proficiency testing and/or portfolio work experience review. Due to state and regulatory considerations at some Art Institute campuses, the minimum percentage of total program credits that must be earned in residency may vary from the standard above.

CLASS PROFICIENCY TEST

Requests for testing out of specific classes approved by The Art Institute must be made through the Department Director prior to the class start. No more than 25 percent of credits will be considered for any type of proficiency credit.

University Transcripts with Credit/No Credit Course Grades

Accredited colleges and universities where courses are offered for credit/no credit and no allowable grade is earned in major courses according to existing regulations will be converted to a grade by the registrar’s office. Credit grades will be converted to a “C” and no credit grades will be converted to an “F”.

Total Allowable Transfer of Credit

Students must earn a minimum of 25 percent of the total program credits required for graduation in residency at The Art Institute receiving credits from alternative sources, including another Art Institute. Therefore, students may only be granted a maximum of 75 percent of the total program credits required for graduation through transfer credit earned at an outside institution, including other Art Institute campuses, proficiency testing and/or portfolio work experience review. Due to state and regulatory considerations at some Art Institute campuses, the minimum percentage of total program credits that must be earned in residency may vary from the standard above.

Course Prerequisites and Sequence of Courses

Course prerequisites and course sequences will be observed when preparing schedules, to assure appropriate student skill development.

Proficiency Credit from External Sources

Official documents related to CLEP or AP scores, or similar means to demonstrate proficiency for credit must be received by an Art Institute campus prior to the class start. No more than 25 percent of a program’s required credits will be considered for any type of proficiency credit.

Total Allowable Transfer of Credit

Students must earn a minimum of 25 percent of the total program credits required for graduation in residency at The Art Institute of Pittsburgh receiving credits from alternative sources, including another Art Institute. Therefore, students may only be granted a maximum of 75 percent of the total program credits required for graduation through transfer credit earned at an outside institution, including other Art Institute campuses, proficiency testing and/or portfolio work experience review. Due to state and regulatory considerations at some Art Institute campuses, the minimum percentage of total program credits that must be earned in residency may vary from the standard above.
TRANSFER OF CREDIT AFTER MATRICULATION (CONCURRENT ENROLLMENT OR RE-ENTRY TO THE INSTITUTION) AT AN ART INSTITUTE CAMPUS
NOTE: Transfer credit after matriculation must be completed prior to the student's final term of study.

Concurrent Enrollment
Requests for transfer of credit from accredited institutions of higher education, for a course taken concurrently with an Art Institute campus student's full-time schedule (at the student's own expense), and after a student's matriculation at an Art Institute campus, may be made to the Dean of Academic Affairs. Transfer Credit may be awarded if all other criteria for transfer of credit are met, and if the secondary institution permits concurrent enrollment.

Approval Needed
Requests for concurrent enrollment in a course at another college or university while the student is at full-time status at an Art Institute campus (according to the US Department of Education’s definition of the term) must be approved by the Dean of Academic Affairs prior to enrollment in the course.

Full-time Status
The student must be enrolled full-time at an Art Institute campus at all times during the concurrent enrollment at another college or university.

One Course Limit
Only one course per quarter in concurrent enrollment is permitted.

Grading
The concurrent enrollment course must be passed with a grade of “C” (2.0 on a 4.0 scale) or higher. The student’s record at the Art Institute will reflect a “TR” grade. The grade will not be factored into the GPA or the CGPA.

Completion Deadline
Credit will be awarded for the course when official documentation is provided by the secondary institution that the course was successfully completed, as defined above. Official Transcripts must be sent to the Dean of Academic Affairs upon successful completion of the concurrent enrollment course.

Total Allowable Transfer of Credit
Students must earn a minimum of 25 percent of the total program credits required for graduation through transfer credits. The minimum percentage of total program credits that must be earned in residency may vary from the standard above.

FINANCIAL INFORMATION

TUITION
Changes in tuition and fees become effective fall term and apply to all students unless otherwise specified. In-state and out-of-state tuition are the same. Tuition and fees are subject to change at the end of any term. Unless otherwise stated, the cost of books, art supplies, and other miscellaneous expenses are not included in tuition or fees.

Tuition for the Undergraduate programs at The Art Institute of Raleigh-Durham as follows: $473 per credit hour (for 1-18 credits).

Tuition for the Undergraduate programs at The Art Institute of Dallas and The Art Institute of Fort Worth is as follows: $488 per credit hour (for 1-18 credits).

Tuition for the Master of Arts in Design & Media Management at The Art Institute of Dallas, a campus of South University or its additional teaching locations at The Art Institute of Houston or The Art Institute of Austin is as follows: $592 per credit hour (for 1-18 credits).

STUDENT ACCOUNTING & FINANCIAL SERVICES
The students, or parents when applicable, receive periodic tuition and fee payment notices. Payment due dates agreed upon in the financial plan developed with the Student Financial Services Office (SFS).

At the time of initial enrollment, the student works with a Financial Planner and develops a financial plan to assure that he/she will be able to meet the expenses involved in the educational process (tuition, fees, supplies, cost of living, etc.). As the student progresses, the plan is updated as actual eligibility becomes known, and is sensitive to the unforeseen circumstances that can affect a student’s ability to meet financial commitments. Consequently, the staff offers planning services to all students. Any student who has incurred or anticipates a financial problem is encouraged to meet with the Student Financial Services staff and receive consulting assistance as needed to assure his/her ability to complete the program.

The campus offers its students the opportunity to apply for a variety of financial assistance programs. These programs include loan, grant, and work-study assistance for qualified applicants. Details regarding these programs are available in the Student Financial Services Office.

Students who receive financial assistance are cautioned to remember the various responsibilities they have under these programs:

- To maintain satisfactory academic progress as outlined in this handbook and in the catalog.
- To inform the Student Financial Services Office of address changes, schedule changes, program changes, or any other status change(s) that might affect the student’s eligibility for financial assistance.
- To initiate loan and grant renewal applications in advance of the second or third academic years, as applicable.

Some students do not initially apply for financial assistance or apply and are determined to be ineligible for assistance. The continuing student should be aware that the federal and state eligibility criteria are periodically reviewed and modified. Therefore, any students whose financial circumstances change or for whom a financial need arises should contact the Student Financial Services Office for assistance.

As noted above, the student who receives financial assistance must maintain satisfactory academic progress to remain eligible for such assistance on a continuing basis. Satisfactory academic progress policies and related financial assistance eligibility are outlined in the following paragraphs.

A detailed list of the cost of each program, tuition, fees, and required materials can be found in the enrollment agreement provided by the Admissions Department.

Students in need of purchasing books for their courses will need to sign an authorization form either approving or not approving the use of excess Title IV funds, if applicable, to cover the cost of books and supplies. If the purchase of books and supplies should exceed the amount of the student’s credit balance after all aid pays in, the remaining amount due will be posted to the student’s account and the student will be responsible for making alternative payment arrangements.

Students who do not authorize and who have excess Title IV funding due to receiving funds from a Pell Grant will receive the lesser amount of either the amount of their Pell Grant excess or their full credit balance amount, for the term in question, within seven days of the start of the term. Students who do not authorize and who are receiving excess Title IV funds but do not have a Pell Grant will receive a stipend within the later of the term begin date or 14 days of the date of their credit balance on their ledger card.

For detailed information on all financial aid awards, processes, requirements, and deadlines, please refer to the school’s current Financial Aid Guide or contact the Student Financial Services Office directly.

Digital Bookshelf and eBooks
The Art Institute is in the process of enhancing the learning experience by converting traditional textbooks to electronic media. Thus essentially most courses will have a Digital Resource Fee associated with them. This mandatory fee is a flat rate per course and allows students access to an Electronic Library and HTML versions of textbooks, and in some cases, other electronic media, which is integrated into the course. Students are responsible for reading the Digital Bookshelf and eBook User's Manual publication which describes the media, access to the materials and your rights and responsibilities related to Digital Bookshelf.

Students retaking a course are charged only once for the digital resource fee associated with the same course because students have access to the digital resources materials for five years. Provided the digital resource fee for the retaken course still uses the same digital books, students do not purchase additional textbook(s) for these courses. On average the price of the digital resource fee is less than the retail price of the textbook(s) for each course, with the added benefits of no shipping charges and immediate...
access to the materials. When you register for a course, the course registration will display whether there is a digital resource fee or whether paper textbooks are required for each particular course. Students are able to access eBooks via eCompanion (http://myiacampus.com) beginning no later than the first day of class. Once access is granted, students must download the eBook to a personal computer or mobile device using the Digital Bookshelf software (http://vitalsource.com/downloads). Please refer to the Ai Digital Bookshelf Student User Guide, available in eCompanion, for specific instructions. For technical support using the Digital Bookshelf, contact Campus Support at 1-866-642-2771. This support group is available Monday through Saturday, 8:00 AM – 10:00 PM EST.

ECOLLEGE AND VITALSOURCE SYSTEM AND HARDWARE SPECIFICATIONS
The Art Institute uses eCollege and Vital Source to deliver its digital resources. As with any software, the faster the processor, the more RAM, and the larger hard drive space you provide, the better the performance. Users wanting to move their material to their hard drive may need additional space. It is also important that users understand the process and benefits of maintaining their machines in top operating condition by keeping them current with the latest operating system updates, correctly configuring virus control, and other beneficial habits.

Preferred Requirements:
- Mac OS X 10.5 or 10.6 - OR -
- Windows 7 or Vista with Microsoft.Net 3.5 SP1
- Latest version of Safari Browser, Mozilla Firefox, or Internet Explorer

Preferred Hardware Specifications:
- 2.0 GHz INTEL processor
- 1 GB of RAM
- Graphics card capable of 1024x768 resolution or larger
- Soundcard & speakers
- High speed internet access

Minimum Requirements:
- Apple Mac OS X 10.4 - OR -
- Microsoft Windows XP SP2 or higher with Microsoft.Net 3.5 SP1
- Safari browser 3.0.4 or higher, Mozilla Firefox 2.0 or higher, Internet Explorer 6 or higher

Minimum Hardware Specifications:
- 1.0 GHz processor
- 512 MB of RAM
- Graphics card capable of 1024x768 screen resolution
- Dial-up internet access is the minimum standard, however, a higher speed is recommended

Recommended Plug-ins or Downloads:
The course instructor may employ technology in the eCollege classroom that requires one of these recommended plug-ins or downloads in order to function properly. If your instructor uses the ClassLive technology, Java will be required. If your instructor provides PDF files, Adobe Reader may be required to open and view those files. You can download these items at the time that they are deemed necessary.

- Java
- If Mac - MacOS Classic Java (MRU 2.2.5) (http://developer.apple.com/java/index.html)
- If Windows - Sun’s Java 2 SDK (Java 1.5 or Java 1.6) (http://www.java.com)
- Adobe Reader (http://get.adobe.com/reader/)

Recommendation regarding “Netbooks”
Students often see “Netbooks” (small laptop computers primarily designed for web browsing and emailing) as an affordable option when looking to purchase a computer for classroom use. However, it is strongly recommended that students do not purchase a Netbook.

Purchasing a low-price laptop or desktop computer that meets the system requirements outlined above is a much better solution for classroom use. While newer Netbooks may meet resolution and screen-size requirements for reading your eBooks, much like some older laptops, some older Netbooks may not be able to graphically handle these sites. This means that reading e-books and participating in the classroom could become difficult. It may be challenging to scroll through your readings and effectively and efficiently work through the material.

STUDENT FINANCIAL ASSISTANCE ELIGIBILITY POLICY: FULL-TIME PROGRAMS
If you receive federal or state sponsored financial assistance, you must maintain satisfactory academic progress. If you wish to appeal actions taken in compliance with the Satisfactory Academic Progress Policy, you may do as described in the appeals process outlined in the Students’ Rights Policies.

TRANSCRIPT FEES
Copies of transcripts will be provided to students for a fee of $5.00 per copy. However, transcripts will be withheld if a student has any outstanding financial obligation to the campus.

REFUND POLICY PRIOR TO MATRICULATION
Applicants may cancel their enrollment in person or in writing before the beginning of classes. An applicant not requesting cancellation before the scheduled starting date indicated on this Enrollment Agreement will be considered a student.

1. All monies paid by applicants will be refunded if they are not accepted for admission.
2. All monies paid by the applicant will be refunded if a request to cancel the application is made by the applicant within five (5) business days after signing this Enrollment Agreement and making an initial payment.
3. Applications requesting cancellation more than five (5) business days after signing this Enrollment Agreement (and making an initial payment) but prior to the beginning of classes will receive a refund of all monies paid, less the $500 enrollment fee, or less the $50 application fee for The Art Institute of Charlotte and The Art Institute of Raleigh-Durham. In accordance with the North Carolina Administrative Code, The Art Institute of Charlotte and The Art Institute of Raleigh-Durham applies a Certificate Program will receive a full refund of all monies paid if requested within three (3) business days after its first tour of the campus and inspection of equipment or if requested within three (3) business days of the student’s attendance at the regularly scheduled orientation program for their starting date, whichever is sooner.
4. For The Art Institute of Charlotte and The Art Institute of Raleigh-Durham, all tuition and fee monies paid by applicants will be refunded if requested within three (3) business days after their first tour of the campus and inspection of equipment or if requested within three (3) business days of the student’s attendance at the regularly scheduled orientation program for their starting date, whichever is sooner.
5. Refunds will be made within thirty (30) calendar days after the applicant’s request to cancel application or within thirty (30) calendar days after his/her first scheduled class.
6. Applicants who postpone starting school after the original start date noted on the Enrollment Agreement are required to reapply and will be subject to the tuition, fees and other conditions on the revised Enrollment Agreement.

REFUND POLICY AFTER MATRICULATION, ALL QUARTERS
In the event of withdrawal by the student or termination by The Art Institute of Raleigh-Durham of any quarter of study:
1. Prepaid tuition and fees for any period beyond the student’s current quarter will be refunded in full.
2. The student may voluntarily withdraw from school by notifying the Office of the Registrar in person or in writing. The termination date will be the student’s last date of attendance. If the student stops attending without notifying the Office of the Registrar, The Art Institute shall determine the date of withdrawal when the student stops attending with or without notice. This determination date will be considered the notification date for refunding purposes. Refunds due shall be paid within thirty (30) calendar days of the notification date, unless the student is withdrawing at the end of the quarter.
3. Refunds for a student notifying the campus prior to the end of a quarter that he/she will be withdrawing at the end of that quarter will be paid within thirty (30) calendar days of the last day of that quarter.
4. For a student who attended a previous quarter of study and did not indicate that he/she was not returning, refunds will be made within thirty (30) calendar days of the first scheduled day of class following the last day of attendance in which the student was expected to return.
5. The refund shall be paid to the student, unless payment to a lender or other entity is required by the terms of a student financial aid program in which the student participates.
6. In the event of a fully documented extreme illness or personal emergency that makes it impractical for the student to complete the program, the Art Institute may modify the tuition refund policy as deemed appropriate to the circumstances.
7. In the event The Art Institute cancels or changes a course or program of study in such a way that a student who had started the program or course is unable to complete it, the Art Institute will refund all monies paid by the student for the course or program within thirty (30) calendar days.
8. A separate lease agreement and refund policy exists for students who lease housing accommodations arranged by the campus. The Art Institute reserves the right to apply any student payment, or any refund due a student, to any student financial liability.
9. Each academic quarter is (11) weeks in duration. The calculation of refunds is based upon the last day of attendance within the quarter. Any portion of a day’s attendance is considered a full day of attendance for refund purposes.
10. Session II academic terms are approximately five and one-half weeks in duration. The calculation of refunds is based upon the last day of attendance within the term. Any portion of a day’s attendance is considered a full day of attendance for refund purposes.
Information in the catalog or student handbook will apply except for the following changes specific to Session II of this catalog: The drop period is two days from the start of Session II courses and financial aid eligibility may change if the student drops or adds one or more courses. Please see your Financial Aid Officer before dropping or adding a course.
11. As allowed under federal, state, and accreditation agency rules, the refund policy may be changed. Students will be notified approximately sixty (60) days in advance of any changes.
After Week 3

Week 2

3. In the event of withdrawal or suspension or termination by The Art Institute, The campus will calculate the percentage and amount earned when a student withdraws from school. The amount earned will be based on the percentage of the number of calendar days completed in the term up to and including the last date of attendance by the student. To calculate the amount earned, the student will determine the percentage by dividing the number of calendar days completed in the term up to and including the last date of attendance by the total number of calendar days in the term. If there is a scheduled break of five or more days, it will reduce the term days by the number of days of the scheduled break.

After Week 3

100% of the term’s tuition and fees

The amount earned when a student withdraws from school.

The campus will calculate the percentage and amount earned when a student withdraws from school. The amount earned will be based on the percentage of the number of calendar days completed in the term up to and including the last date of attendance by the student. To calculate the amount earned, the student will determine the percentage by dividing the number of calendar days completed in the term up to and including the last date of attendance by the total number of calendar days in the term. If there is a scheduled break of five or more days, it will reduce the term days by the number of days of the scheduled break.

The campus will calculate the percentage and amount earned when a student withdraws from school. The amount earned will be based on the percentage of the number of calendar days completed in the term up to and including the last date of attendance by the student. To calculate the amount earned, the student will determine the percentage by dividing the number of calendar days completed in the term up to and including the last date of attendance by the total number of calendar days in the term. If there is a scheduled break of five or more days, it will reduce the term days by the number of days of the scheduled break.

The amount earned will be based on the percentage of the term that was completed in days up to and including the last date of attendance. To calculate the amount earned, the student will determine the percentage by dividing the number of calendar days completed in the term up to and including the last date of attendance by the total number of calendar days in the term. If there is a scheduled break of five or more days, it will reduce the term days by the number of days of the scheduled break.

The amount earned will be based on the percentage of the term that was completed in days up to and including the last date of attendance. To calculate the amount earned, the student will determine the percentage by dividing the number of calendar days completed in the term up to and including the last date of attendance by the total number of calendar days in the term. If there is a scheduled break of five or more days, it will reduce the term days by the number of days of the scheduled break.

RETFUND POLICY FOR OKLAHOMA RESIDENTS AT THE ART INSTITUTE OF DALLAS

For first quarter students who terminate within the first week of training, the school will retain no more than 10% of the contract price of the course plus a $300 administrative fee, but no more than a total of $350.

2. For a student terminating training after completing the first week but within the first 25% of the program, the tuition and fees retained by the school shall not exceed 25% of the contract price of the program plus $150.

3. For a student terminating training after completing over 25% up through 50% of the program, the tuition and fees retained by the school shall not exceed 50% of the contract price of the program plus $150.

4. A student completing more than 50% of the program is not entitled to a refund of any tuition.

5. In case of a student’s prolonged illness or accident, death in the family, or any other circumstances that make it impractical to complete the course, that school shall make settlement, which is reasonable and fair to both.

6. In all other respects and circumstances, the refund policy set forth above applies to all Oklahoma residents.

RETURN OF TITLE IV AID

In compliance with Federal regulations, the campus will determine how much Federal student financial assistance the student has earned or will be entitled to receive when a student withdraws from school.

The campus will calculate the percentage and amount of Federal student financial assistance that the student has earned if the student withdraws after the 60 percent point of the term or session if the student is only attending a session. If the student has completed more than 60 percent of the term, the student earns 100 percent of the Federal student financial assistance. The amount earned will be based on the percentage of the amount that was available to the student at the beginning of the term that was completed in days up to and including the last date of attendance. To calculate the amount earned, the student will determine the percentage by dividing the number of calendar days completed in the term up to and including the last date of attendance by the total number of calendar days in the term. If there is a scheduled break of five or more days, it will reduce the term days by the number of days of the scheduled break.

In the event of withdrawal or suspension or termination by The Art Institute, The campus will calculate the percentage and amount of Federal student financial assistance that the student has earned if the student withdraws after the 60 percent point of the term or session if the student is only attending a session. The amount earned will be based on the percentage of the amount that was available to the student at the beginning of the term that was completed in days up to and including the last date of attendance. To calculate the amount earned, the student will determine the percentage by dividing the number of calendar days completed in the term up to and including the last date of attendance by the total number of calendar days in the term. If there is a scheduled break of five or more days, it will reduce the term days by the number of days of the scheduled break.

KITS, COMPONENTS OF THE KITS, BOOKS, OR SUPPLIES RETURN POLICY

For The Art Institute of Dallas and The Art Institute of Fort Worth: Kits, components of the kits, books, supplies, or uniforms, are returned to the Supply Store in resalable, completely unused condition within twenty-one (21) calendar days of withdrawal, a credit will be given. Students who leave school during the first three weeks of the mid-quarter session may return the entire kit and/or individual components of the starting kit within ten (10) calendar days of the last date of attendance in the mid-quarter session. For The Art Institute of Charlotte and The Art Institute of Raleigh-Durham: The student who leaves school during the first three weeks of the session may return the starting kit and/or individual components of the starting kit within ten (10) calendar days of the last date of attendance of the mid-quarter session.
Non-Payment of Charges
Non-payment of tuition, housing, and/or other charges due to The Art Institute will result in the student being placed on a Federal hold. Collection agency fees, and legal fees. We also reserve the right to report your failure to pay amounts to one or more national credit bureau organizations and not release your academic transcript until all your debts to us are paid in full. Interest on Unpaid Balances
Students who have entered into a line of credit with the school may be subject to interest being charged based on their method of payment. Students that agree to have their balance paid off within each term or students who are financing their entire education with financial aid will not be charged interest. All other payment arrangements are subject to interest being charged if applicable. Please refer to the retail installment contract and opening disclosure documents to understand the interest rate that will be charged and how interest charges are computed.

THE HOLDER IN DUE COURSE RULE
Any holder of the consumer credit contract is subject to all claims and defenses which the debtor could assert against the seller of goods or services obtained pursuant hereto or with the proceeds hereof, recovery hereunder by the debtor shall not exceed amounts paid by the debtor hereunder.

STUDENT AID PROGRAMS
The purpose of federal student financial aid programs is to ensure that all students have an opportunity to obtain a college education, and that no student will be denied that opportunity because of lack of funds. The purpose of financial aid is the belief that students and their families, to the extent possible, have the primary responsibility to pay for the student’s college education. Financial aid is made available to assist students when family resources are not sufficient to meet college costs. All students are to be treated fairly and equitably by applying policies and procedures for determining eligibility consistently. Though applicants are encouraged to seek financial aid, students should not rely solely on these monies to support themselves throughout the academic year. Students receiving any form of financial aid are required to meet standards for academic progress and attendance. Proof of such progress on a periodic basis is verified through the disbursements of financial aid. Failure to make satisfactory academic progress or satisfactory attendance requirements may result in the termination or reduction of financial aid. Though The Art Institute financial aid staff is responsible for notification, explanation, documentation, and validation of financial aid requirements, it is the student’s responsibility to comply with all requests in a timely fashion if the student wishes to continue receiving benefits. Federal aid grants are awarded on a fiscal year basis, beginning July 1 and ending June 30. Some applicants may need to complete the application process twice during an academic or calendar year.

FEDERAL PELL GRANT PROGRAM
Federal Pell Grants are based on financial need, as defined by the U.S. Department of Education. To be eligible for a Federal Pell Grant, students must: make application; prove U.S. citizenship or permanent resident status; be able to show graduation from high school or its equivalency; not owe a refund on a federal grant nor be in default on a federal loan; and maintain satisfactory academic progress in school.

FEDERAL SUPPLEMENTAL EDUCATIONAL OPPORTUNITY GRANT PROGRAM (FSEOG)
Federal Supplemental Educational Opportunity Grants are for students who demonstrate exceptional financial need (with priority given to Pell Grant recipients). This is gift aid; it does not have to be repaid.

LOANS

FEDERAL PERKINS LOAN PROGRAM
Federal Perkins Loans offer a low interest rate and repayment terms as long as ten (10) years. Because funds under this program are limited, priority is given to students with the greatest financial need. Repayment on the loan generally does not begin until nine (9) months after a student leaves campus or coursework is reduced to less than halftime (or less than six (6) credits in a quarter).

FEDERAL DIRECT LOAN PROGRAM

Subsidized
The Federal Direct Subsidized Loan is a variable interest loan available to students through eligible lenders. The loan is obtained directly from private banks, savings and loan associations, and credit unions. To be eligible, a student must be a citizen or permanent resident alien of the United States and meet other eligibility requirements. Repayment of the loan begins six (6) months after the student’s last day of attendance.

Unsubsidized
The Federal Direct Unsubsidized Loan is a variable interest loan available to students through eligible lenders. Independent students may borrow the Unsubsidized Loan without credit requirements. The Unsubsidized Loans repayment begins six (6) months after the student’s last day of attendance. Dependent students who do not meet the need requirements for a Subsidized Loan, or whose parents are denied a PLUS Loan, may also apply for this loan.

FEDERAL DIRECT PARENT LOAN FOR UNDERGRADUATE STUDENTS (PLUS) LOAN PROGRAM
The Direct Parent Loan for Undergraduate Students is a variable interest loan available to parents through eligible lenders. The PLUS loan is a credit-worthy loan available to parents of dependent students. The PLUS loan repayment begins 60 days after the loan is disbursed.

FEDERAL WORK STUDY
Through the Federal Work-Study program, students have the opportunity to meet part of their expenses by working part-time on or off campus. A limited number of assignments are available, with priority given to students with the greatest need. The Student Financial Services Department has meetings for students to determine if they can earn through this program is the amount of their unmet need (the difference between expenses and all their resources). For a more complete description of federal aid programs, please ask for The Art Institute Complete Guide to Financial Aid.

For detailed and complete information on all financial aid awards, processes, requirements, and deadlines, please refer to the University’s current Financial Aid guide and the Consumer Information on each campus’s website, or contact the Student Financial Services Office directly.

SCHOLARSHIPS AND GRANTS
The Art Institute offers the following scholarships and grants to continuing eligible undergraduate students each quarter. For information regarding scholarships for high school seniors, contact the Admissions Department.

For application and eligibility information on Pell or SEOG grants, students should speak with a representative from Student Financial Services.

QUARTERLY MERIT SCHOLARSHIP
This scholarship is awarded to continuing students only. Each quarter up to seven scholarships are awarded (one in each program). A student must have a 2.0 cumulative grade average, be in good standing with all departments, have an excellent attendance record, maintain a professional attitude, and must be in attendance at school during the quarter for which the application for scholarship is submitted. Rules for submissions of applications are available quarterly from the Academic Department Directors. Award varies depending upon financial need.

DEPARTMENTAL SCHOLARSHIP
This scholarship is awarded to continuing students who have completed a minimum of two quarters and have not entered their last quarter at the campus. Each quarter the Academic Affairs department awards a $500 scholarship to honor outstanding students who are financing their entire education to a career in their chosen field in each program of study. Students must have a cumulative grade point of 3.0 or above and have never been on academic warning or probation, must have a good attendance record and have never been on attendance probation, must not be in financial arrears to the campus and must not be a previous winner of this $500 scholarship. Scholarship criteria and application packets are available from the Academic Department Directors and must be submitted to the appropriate Academic Department Director by the end of Week 7.

THE MILDERD M. KELLEY SCHOLARSHIP
This scholarship is awarded each quarter to one outstanding upper quarter-performing student at The Art Institute of Dallas with priority given to students in their last two quarters. Students must have a cumulative grade point average of 3.5 or above and have never been on academic warning or probation. Students must maintain a full load of classes, 12 credits or higher. Winners are selected for their academic success, professionalism, service to the college, attendance record, and overall performance and attitude. A maximum of 15 credit hours tuition is awarded (approximately $7,380). Application packets are available from the Academic Department Directors and must be submitted to the Director of General Studies and Academic Services by the end of Week 8.

PRESIDENT’S SCHOLARSHIP
Students who are enrolled full-time in the bachelor’s or associate’s degree programs at The Art Institute of Charlotte are eligible to apply quarterly for a President’s Scholarship of up to $700 per quarter. An applicant must be a full-time student in good standing in his or her third (or higher) quarter in any bachelor’s or associate’s degree program with at least a 3.4 CGPA at The Art Institute of Charlotte.

DEAN’S CREATIVE GRANT
Students who are enrolled full-time in the bachelor’s or associate’s degree programs at The Art Institute of Charlotte are eligible to apply quarterly for a Dean’s Creative Grant of up to $100 to be used in The Art Institute of Charlotte’s store/deli. An applicant must be a full-time student, 12 credits or higher. Winners are selected based on their demonstration of ability, creativity, and potential for their academic success, professionalism, and overall performance and attitude. A maximum of 15 credit hours tuition is awarded (approximately $7,380). Application packets are available from the Academic Department Directors and must be submitted to the Director of General Studies and Academic Services by the end of Week 8.

EDUCATION FOUNDATION SCHOLARSHIP
The Education Foundation is a non-profit corporation that was created in 2002 to raise scholarship funding to support the academic and career goals of enrolled and prospective students. Scholarship applicants are evaluated annually by each campus’s Scholarship Committee based on financial need or merit. Information about applying for scholarships granted through The Education Foundation is available in the Student Affairs and the Academic Affairs offices. Annual awards vary in amounts up to $5,000.

EDUCATION FOUNDATION SCHOLARSHIP
The Art Institute of Charlotte awards one (1) THE ELIZABETH M. “LIBBY” GUINAN SCHOLARSHIP to a student enrolled in an associate’s or a bachelor’s degree program who successfully meets the eligibility requirements and who is nominated by the Academic Director in his/her field of study. The $2,500 scholarship may be applied to the tuition, fees, books and/or supplies for any degree program at The Art Institute of Charlotte.

Programmatic Art Institute Scholarships

• Community College Scholarship
• General Scholarships
• ProStart State Scholarships
• ProStart Invitational

Arbitration Agreement

Every student and The Art Institute agrees that any dispute or claim between the student and The Art Institute (or any company affiliated with The Art Institute or any of its officers, directors, trustees, employees or agents) arising out of or relating to a student’s enrollment or attendance at The Art Institute whether such dispute arises before, during, or after the student’s attendance and whether the dispute is based on contract, tort, statute, or otherwise, shall be, at the student’s or The Art Institute’s election, submitted to and resolved by individual binding arbitration.

The Art Institute agrees that it will not elect to arbitrate any undividable claim of less than the relevant jurisdictional threshold that a student may bring in small claims court (or in a similar court of limited jurisdiction subject to expedited procedures). If that claim is transferred or appealed to a different court, however, or if a student’s claim exceeds the relevant jurisdictional threshold The Art Institute reserves the right to elect arbitration and, if it does so, each student agrees that the matter will be resolved by binding arbitration pursuant to the terms of this Section.

If either a student or The Art Institute chooses arbitration, neither party will have the right to a jury trial, to engage in discovery, except as provided in the applicable arbitration rules, or otherwise to litigate the dispute or claim in any court (other than in small claims or similar court, as set forth in the preceding paragraph, or in an action to enforce the arbitrator’s award). Further, a student will not have the right to participate as a representative or member of any class of claimants pertaining to any claim subject to arbitration. The arbitrator’s decision will be final and binding. Other rights that a student or The Art Institute would have in court also may not be available in arbitration.

The arbitrator shall have no authority to arbitrate claims on a class action basis, and claims brought by or against any person joined or consolidated with claims brought by or against any other person. Any arbitration hearing shall take place in the federal judicial district in which the student resides. Upon a student’s written request, The Art Institute will pay the filing fees charged by the arbitration administrator, up to a maximum of $3,500 per claim. Each party will bear the expense of its own attorneys, experts and witnesses, regardless of which party prevails, unless applicable law gives a right to recover any of those fees from the other party. If the arbitrator determines that any claim or defense is frivolous or wrongfully intended to oppress the other party, the arbitrator may award sanctions in the form of fees and expenses reasonably incurred by the other party (including arbitration administration fees, arbitrators’ fees, and attorney, expert and witness fees), to the extent such fees and expenses could be imposed under Rule 11 of the Federal Rules of Civil Procedure.

The Federal Arbitration Act (FAA), 9 U.S.C. §§ 1, et seq., shall govern this arbitration provision. This arbitration provision shall survive the termination of a student’s relationship with The Art Institute.

Student Affairs

The Office of Student Affairs is responsible for offering programs and services that augment academic programs by stimulating the learning experience of each student through events, extra and co-curricular activities, and programs, and helping each student become a successful contributing member of society.

Ensure that student support services are effectively enhancing student success and fostering personal development.

Environmental Health and Safety Services

The Art Institute shall recognize all state and federal vaccination and immunization requirements. Institutions, with the support of EDMC regulatory affairs and compliance and legal departments, are responsible for ensuring compliance with applicable requirements. Information regarding immunization policies is published in the respective Institutions’ catalogs and on their websites.

Student Organizations

Students are encouraged to participate in extracurricular school organizations as part of their education at the campuses. These organizations allow students to socialize and network with fellow students as well as with employers in their field of study. The Student Groups promote the quality of the educational experience and represents the student body. The Art Institute provides a channel of communication between students, administration, and faculty. This organization hosts a number of social events every quarter. For more information, please contact Student Affairs.

Satisfy students with support and access to student services provided including disability services, clubs and organizations, housing, professional services, leadership training, etc.

Comply with state and federal regulations regarding disability services, international students, and management and reporting requirements.

Provide students with safe, and secure campus-sponsored housing (where applicable).

Ensure that all international students are in compliance with the rules and regulations of the Department of Homeland Security.

These student services are described in more detail below. Also included in this section are services offered by the University that do not fall under the supervision of the office of student affairs but are considered to be in the category of student services.

Library Services

The libraries at campus locations offer research assistance to students and faculty, as well as books, periodicals, and other media. In addition, they carry a wide array of royalty-free sound effects, music, motion graphics, and photographs for use in student projects. These resources give students the opportunity to familiarize themselves with the same tools used in their future professions.

The size and scope of the Library at locations may differ slightly in keeping with the size of the student body; however, the Library remains a central resource to each community, with appropriate print and digital media resources, internet and database access, and professional staff.

Wellness Services

The Student Assistance program is a confidential and voluntary counseling referral service provided free of charge to students. This service provides free face-to-face counseling sessions per person per student. Students can call a 1-800 number to get in contact with someone 24 hours a day, seven days a week. Students should contact Student Affairs at any campus for additional information.

Immunization Policy

The Art Institute shall recognize all state and federal vaccination and immunization requirements. Institutions, with the support of EDMC regulatory affairs and compliance and legal departments, are responsible for ensuring compliance with applicable requirements. Information regarding immunization policies is published in the respective Institutions’ catalogs and on their websites.

Student Organizations

Students are encouraged to participate in extracurricular school organizations as part of their education at the campuses. These organizations allow students to socialize and network with fellow students as well as with employers in their field of study. The Student Groups promote the quality of the educational experience and represents the student body. The Art Institute provides a channel of communication between students, administration, and faculty. This organization hosts a number of social events every quarter. For more information, please contact Student Affairs.

Satisfy students with support and access to student services provided including disability services, clubs and organizations, housing, professional services, leadership training, etc.

Comply with state and federal regulations regarding disability services, international students, and management and reporting requirements.

Provide students with safe, and secure campus-sponsored housing (where applicable).

Ensure that all international students are in compliance with the rules and regulations of the Department of Homeland Security.

These student services are described in more detail below. Also included in this section are services offered by the University that do not fall under the supervision of the office of student affairs but are considered to be in the category of student services.

Library Services

The libraries at campus locations offer research assistance to students and faculty, as well as books, periodicals, and other media. In addition, they carry a wide array of royalty-free sound effects, music, motion graphics, and photographs for use in student projects. These resources give students the opportunity to familiarize themselves with the same tools used in their future professions.

The size and scope of the Library at locations may differ slightly in keeping with the size of the student body; however, the Library remains a central resource to each community, with appropriate print and digital media resources, internet and database access, and professional staff.

Wellness Services

The Student Assistance program is a confidential and voluntary counseling referral service provided free of charge to students. This service provides free face-to-face counseling sessions per person per student. Students can call a 1-800 number to get in contact with someone 24 hours a day, seven days a week. Students should contact Student Affairs at any campus for additional information.

Immunization Policy

The Art Institute shall recognize all state and federal vaccination and immunization requirements. Institutions, with the support of EDMC regulatory affairs and compliance and legal departments, are responsible for ensuring compliance with applicable requirements. Information regarding immunization policies is published in the respective Institutions’ catalogs and on their websites.

Student Organizations

Students are encouraged to participate in extracurricular school organizations as part of their education at the campuses. These organizations allow students to socialize and network with fellow students as well as with employers in their field of study. The Student Groups promote the quality of the educational experience and represents the student body. The Art Institute provides a channel of communication between students, administration, and faculty. This organization hosts a number of social events every quarter. For more information, please contact Student Affairs.

Satisfy students with support and access to student services provided including disability services, clubs and organizations, housing, professional services, leadership training, etc.

Comply with state and federal regulations regarding disability services, international students, and management and reporting requirements.

Provide students with safe, and secure campus-sponsored housing (where applicable).

Ensure that all international students are in compliance with the rules and regulations of the Department of Homeland Security.

These student services are described in more detail below. Also included in this section are services offered by the University that do not fall under the supervision of the office of student affairs but are considered to be in the category of student services.
CAMPUS SECURITY
Each campus publishes an annual security report that contains information concerning policies and programs relating to campus security, crimes and emergencies, the prevention of crimes and sexual offenses, drug and alcohol use, campus law enforcement and access to campus facilities. The annual security report also includes statistics concerning the occurrence of specified types of crimes on or off-campus locations, and on the public property surrounding the campus. The annual security report is published each year by October 1 and contains statistics for the three most recent calendar years. The annual security report is provided to all current students and employees. A copy of the most recent annual security report may be obtained from the Student Services office during regular business hours.

In addition to the annual security report, each campus maintains a crime log recording all reported crimes. The crime log is available in the Office of the Campus President/Director for public inspection during regular business hours. Each campus will report to the campus community concerning the occurrence of any crime includable in the annual security report that is reported to campus security or local police and that is considered to be a threat to students or employees.

South University reminds all students that they are ultimately responsible for their own actions regarding their safety and welfare.

DISABILITY SERVICES
The Art Institute provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations supporting equal access to services, programs and activities at The Art Institute.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator at each campus of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather appropriate documentation. If you have a concern or complaint in this regard, please contact the Designated Disability Coordinator at your campus. Complaints will be handled in accordance with the school’s Internal Grievance Procedure for Complaints of Discrimination and Harassment.

SERVICE ANIMAL POLICY
The following information is provided to help define the role and the place of service animals while promoting the safety, dignity, and independence of all clients.

The Art Institute is required by law to admit service animals on to college and university facilities. A service animal is a dog or miniature horse that is individually trained to do work or perform tasks for the benefit of an individual with a disability, including a physical, sensory, psychiatric, intellectual or other mental disability. The work or task performed by a service animal must be directly related to the handler's disability. Examples include, but are not limited to, assisting individuals who are blind or low vision, alerting individuals who are deaf or hard of hearing to the presence of allergens, retrieving items such as medicine or the telephone, providing physical support and assistance with balance and stability to individuals with mobility disabilities, and helping persons with psychiatric and neurological disabilities by preventing or interrupting impulsive or destructive behaviors.

STUDENT HEALTH INSURANCE
Information on student health plans can be found at https://secure.visatici.com/ai or by contacting the Student Affairs or Academic Affairs office.

LOST AND FOUND
Lost articles may be turned in and claimed in the Security Office at the campus. Lost articles are kept for one quarter.

CAREER SERVICES
The campuses assist students, graduates, and alumni with their job searches. Although the campuses do not guarantee employment or a particular level of compensation, the departments will work to identify tools and opportunities to commit students, graduates, and alumni in achieving employment.

NO HARASSMENT POLICY
The Art Institute is committed to providing workplaces and learning environments that are free from harassment on the basis of any protected classification including, but not limited to race, sex, gender, color, religion, sexual orientation, age, national origin, disability, medical condition, marital status, veteran status, genetic marker or on any other basis protected by law. Such conduct is unprofessional, unproductive, illegal, and generally considered bad for business. Consequently, all conduct of this nature is expressly prohibited, regardless of whether it violates any law.

DEFINITION OF SEXUAL HARASSMENT
Sexual harassment consists of unwelcome sexual advances, requests for sexual favors, sexual violence or other verbal or physical conduct of a sexual nature where:

• Submission to such conduct is an explicit or implicit term or condition of a person's status in a course, program or activity or in admission, or in an academic decision;
• Submission to or rejection of such conduct is used as a basis for an academic decision; or
• Such conduct has the purpose or effect of unreasonably interfering with an individual's work or academic performance or creating an intimidating, hostile, or offensive work or educational environment.

Sexual violence is considered to be a form of sexual harassment and is defined as 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.

Other examples of sexual harassment include, but are not limited to: unwanted sexual advances; demands for sexual favors in exchange for favorable treatment; verbal abuse of a sexual nature; graphic commentary about an individual's body, sexual prowess, or sexual performance; leering, whistling, touching, pinching, assault; coerced sexual acts; suggestive, insulting or obscene comments or gestures; stalking, and displaying sexually suggestive objects or pictures. The campuses prohibit all conduct of this nature regardless of whether or not such conduct violates any applicable laws.

Other Forms of Harassment
Verbal abuse, insulting comments and gestures, and other harassing conduct are also forbidden under this policy when directed at an individual because of his or her race, color, sex, sexual orientation, familial status, age, religion, ethnic origin, genetic marker or disability. It is the responsibility of each employee and each student to conduct himself or herself in a professional manner at all times and to refrain from such harassment.

Complaint Procedure
Students who feel they have been harassed should follow the Student Grievance Procedure for Internal Complaints of Harassment and Discrimination (the “Student Grievance Procedure”). Students who have been subjected to sexual violence should also review the Policy Concerning Sexual Violence and Programs and Procedures Regarding Sexual Assault (available in the Student Affairs Office). Regardless if a complaint is filed under the Student Grievance Procedure, promptly after learning of such alleged conduct, the campus will conduct an investigation for the purpose of determining whether prohibited harassment has occurred. Efforts will be made to ensure confidentiality to the extent consistent with the goal of conducting an appropriate investigation. Students who initiate or participate in such investigations in good faith will be protected against subsequent harassment and school-related retaliation. If an investigation confirms the allegations, campus officials will take prompt corrective action, which may include discipline, up to and including immediate dismissal.

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 assault 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, 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., President, The Art Institute of Dallas, a campus of South University, 1-214-692-8080, 8080 Park Lane, Suite 100, Dallas, Texas, 75231-5993.
Loudes Gipson, Campus Director, The Art Institute of Fort Worth, a campus of South University, 1-817-210-0808, 7000 Calmont Avenue, Suite 150, Fort Worth, TX 76116.
Chris Mesecar, President, The Art Institute of Raleigh-Durham, a campus of South University, 1-919-317-3050, 410 Blackwell Street, Suite 200, Durham, NC 27701.

Upon learning of possible sexual violence involving a student, the campus will take immediate action to investigate or otherwise determine what happened. Such action may include, but is not limited to, speaking with the alleged victim, the alleged perpetrator and any witnesses 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 prompt and effective action to prevent the 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. The campus will not be liable for its failure to prevent the outcome of the investigation and may include:

1. Reporting any subsequent harassment or retaliation to Maurice Lee (Charlotte), Thomas Newsom, (Dallas), Loudes Gipson, (Fort Worth), or Chris Mesecar (Raleigh-Durham).
Disciplinary Actions and Sanctions

On-campus disciplinary procedures against students will be in accordance with each campus’ published Student Code of Conduct and the Student Grievance Procedure for Internal Complaints of Discrimination and Harassment. Both the accuser and the accused are entitled to have others present during a disciplinary proceeding. Both will be informed of the outcome of any campus disciplinary proceeding. For this purpose, the outcome of a disciplinary proceeding means only the campus’ final determination with respect to the alleged sexual offense and any sanction that is imposed against the accused. Sanctions which may be imposed following a final determination of a disciplinary proceeding regarding rape, acquaintance rape, or other forcible or non-forcible sex offenses, may include warning, probaton, suspension or dismissal.

Students who have been subjected to sexual violence are encouraged to review the Non-Discrimination Policy, the Non-Discrimination Policy, the Student Grievance Procedure for Internal Complaints of Discrimination and Harassment and the Programs and Procedures Regarding Sexual Assault (available in the Student Affairs Office).

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. Complaints 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, 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., 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 Gispón, Campus Director, The Art Institute of Fort Worth, a campus of South University, 1-817-312-0808; 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 submitted in writing and should describe the alleged incident(s) and any corrective action sought. The complaint should be signed by the complainant.

2. The campus will investigate the allegations. Both the complainant and the accused will have the opportunity to meet and discuss the alleged incident with the investigator and may offer any witnesses and other evidence in support of their position to the investigator during the course of the investigation. A student may be accompanied during investigation meetings and discussions by one person (family member, friend, etc.) who can act as an observer.

3. The student who made the complaint and the accused shall be informed promptly in writing when the investigation is completed, no later than 45 calendar days from the date the complaint was filed. The student who made the complaint is not required to notify the accuser of the complaint. In the case where the student who made the complaint and the accused are the same individual, both shall be informed as if they were different individuals.

4. The decision of the investigator may be appealed by petitioning the President’s/Campus Director’s Office of the branch campus. The written appeal must be made within twenty (20) calendar days of receipt of the determination letter. Both the President/Campus Director, or his or her designee, will render a written decision on the appeal within thirty (30) calendar days from receipt of the appeal. The President/Campus Director’s decision shall be final.

5. The campus will not retaliate against persons bringing forward allegations of harassment or discrimination.

6. Matters involving general student complaints will be addressed according to the Student Complaint Procedures, a copy of which can be found in the Student Handbook or Academic Catalog.

7. For more information about your rights under the federal laws prohibiting discrimination, please contact the Office for Civil Rights at the U.S. Department of Education or visit the website at http://www.ed.gov/ocr.

NOTICE OF POLICIES TO COMPLY WITH THE HIGHER EDUCATION OPPORTUNITY ACT OF 2008

The unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students and individuals to civil and criminal liabilities. Almost all of the music, movies, television shows, software, games and images found on the Internet are protected by federal copyright law. The owner of the copyright in these works controls their distribution, modification, reproduction, public display and public performance. It is generally illegal therefore to use file sharing networks to download and share copyrighted works without the copyright owner’s permission. Using such “fair use” or another exemption under copyright law requires the student to demonstrate that they have sought help or assistance from others including family, mental health professionals, support groups, or any other resource that offer support around suicidality. If the student resides in School Sponsored Housing they may need to temporarily find alternative accommodations until The Art Institute feels that the student can safely return to housing.

Students with psychological impairments that affect the student’s ability to function in the school community (academically, socially or otherwise) may opt for a medical withdrawal or a medical leave of absence. Students who need to be hospitalized due to a suicide attempt and/or suicidal ideation may be asked to demonstrate that they are safe by providing appropriate documentation from a licensed mental healthcare provider stating that the student can safely return to school and is not believed by the healthcare provider to present a threat to harm himself/herself or others. Notwithstanding, the school at its discretion may seek alternative conditions for the student to return to school including receiving outside counseling, signing a safety contract, and restricting or denying Campus Sponsored Housing accommodations.

The Institution cannot provide the long-term psychological treatment that is necessary for students experiencing suicidal distress. Because of the serious nature of attempted suicide and/or suicidal ideation, the student and other support person(s) may be contacted by the school and informed of the student’s condition. The Family Educational Rights and Privacy Act (FERPA) permits school officials to contact parents with written permission and “if knowledge of the information is necessary to protect the health and safety of the student or other individuals.” If circumstances indicate further harm may come to a student by contacting family members, other options may apply.

A violation of the institution’s policy for use of its information technology system can result in termination of network access for the student and/or other disciplinary action at the discretion of the student from the institution. Moreover, there are severe civil and criminal penalties for copyright infringement under federal law. A copyright owner is entitled to recover actual damages and profits resulting from an infringement or to recover statutory damages ranging from $750 to $30,000 per work for a non-willful infringement and up to $150,000 for a willful infringement, even if there is no proof of actual damages, in addition to court costs and reasonable attorneys’ fees. The government also can file criminal charges that can result in fines and imprisonment.

The Art Institute’s policies in regard to copyright infringement via the Internet prohibit the illegal downloading or unauthorized distribution of copyrighted materials using the institution’s information technology system. The Art Institute’s policies prohibit use of the EDMC computer network to engage in illegal copying or distribution of copyrighted works such as by unauthorized peer-to-peer file sharing (i.e., the sharing of copyrighted works, typically in digital or electronic files, without permission.)

PROCEDURES FOLLOWING SUICIDE THREATS AND ATTEMPTS

The University is committed to the well-being and safety of its school community. The University expects and encourages students to maintain a reasonable concern for their own self-welfare and in turn, the welfare of the school community. In the event that The Art Institute has reasonable cause to believe that a student attempted, will attempt, or has engaged in efforts to prepare to commit suicide, the campus may require the student to suspend their studies at The Art Institute until the student can demonstrate that they have sought help or assistance from others including family, mental health professionals, support groups, or any other resource that offer support around suicidality. If the student resides in School Sponsored Housing they may need to temporarily find alternative accommodations until The Art Institute feels that the student can safely return to housing.
II. Disclosure of Educational Records

Students have the right under FERPA to inspect and review their education records. A student who wishes to inspect and review his/her records shall submit a written request to the registrar. The request should identify as precisely as possible the records the student wishes to inspect. If the requested records are subject to inspection and review by the student, arrangements for access will be made within a reasonable period of time but in no case more than 45 days after the request was made, and the student will be notified of the time and place where the records may be inspected. The School may require the presence of a school official during the inspection and review of a student’s records. Certain limitations exist on a student’s right to inspect and review their own education records. Those limitations include, for example, the following: (i) financial information submitted by parents; (ii) confidential letters and recommendations placed in their files prior to January 1, 1975; (iii) confidential letters and recommendations placed in their files after January 1, 1975 to which the student has waived his or her right to inspect and review that are related to the student’s admission, application for employment or job placement, or receipt of honors. In addition, the term “education record” does not include certain types of records such as, by way of example, letters of recommendation, keeping of grades, and certain personal educational personnel that are in the sole possession of the maker thereof, and are not accessible or revealed to any other individual except a substitute. When a record contains personally identifiable information about more than one student, the student may inspect and review only the information that relates to him/her personally.

II. Disclosure of Educational Records

The Art Institute generally will not permit disclosure of personally identifiable information from the records of a student without prior written consent of the student. Personally identifiable information is disclosed (some items are mandatory, some discretionary) from the records of a student without that student’s prior written consent to the following individuals or institutions in the following circumstances:

1. To Art Institute officials who have been determined by the school to have legitimate educational interests in the records. A school official is:
   a. a person employed by the school or its corporation or a service or administrative supervisory, academic or research, or support staff position. This includes, but is not limited to human resources and accounting staff for purposes of the tuition reimbursement program; or
   b. a person employed by or under contract to the school to perform specific tasks, such as an auditor, consultant, or attorney, a person on the Board of Trustees, or a student who serves on an official committee assisting another school official.

Any school official who needs information about a student in the course of performing instructional, supervisory, advisory, or administrative duties for The Art Institute has a legitimate educational interest.

2. To certain officials of the United States Department of Education, the Comptroller General of the United States, the Attorney General of the United States, and state and local educational authorities in connection with state or federally supported educational programs.

3. In connection with the student’s request for, or receipt of, financial aid necessary to determine the eligibility, amounts or conditions of financial aid, or to enforce the terms and conditions of the aid.

4. To organizations conducting certain studies for or on behalf of the school.

5. To accrediting commissions or state licensing or regulatory bodies to carry out their functions.

6. To parents of a dependent student, as defined in Section 152 of the Internal Revenue Code.

7. To comply with the order of a court or lawfully issued subpoena.

8. To appropriate parties in health or safety emergencies.

9. To officials of another school in which a student seeks or intends to enroll.

10. To an alleged victim of a crime of violence or a non-forcible sexual offense, the final results of the disciplinary proceedings conducted by the school against the alleged perpetrator of the crime or offense with respect to that crime or offense.

11. To persons in addition to the victim of a crime of violence or non-forcible sexual offense, the final results of the disciplinary proceedings described in paragraph 10 above only if the school has determined that a student is the perpetrator of a crime of violence or non-forcible sexual offense, and with respect to the allegation made against him or her, the student has committed a violation of the institution’s rules or policies. (The school, in such instances, may only disclose the name of the perpetrator not the name of any other student, including a victim or witness without the prior written consent of the other student(s).)

12. To a parent regarding the student’s violation of any federal, state, or local law or of any rules or policy of the school governing the use or possession of alcohol or a controlled substance if the school determines that the student has committed a disciplinary violation with respect to that use or possession, and the student is under 21 at the time of the disciplinary action.

13. Directory information (see Section IV below).

14. Student Recruiting Information as requested by the U.S. Military. Student recruiting information includes only: name, address, telephone listing, class, major, place of birth, degree received and most recent educational institution attended. It does not include and South University will not provide: social security numbers, race, ethnicity, nationality, GPA grades, low performing student lists, religious affiliation, students with loans in default, veteran’s status, students not longer enrolled. Students who opt out of the directory also opt out of student recruiting information.

III. Record of Requests for Disclosure

Except with respect to the requests made by the student themselves, those disclosures made with the written consent of the student, or to requests from Art Institute officials with legitimate educational interests and disclosures of directory information (or other exceptions described in the applicable regulations), the Art Institute will maintain a record indexes of students who have requested or obtained personally identifiable information from a student’s education records and the legitimate interests those parties had in requesting or obtaining the information. This record may be inspected by the student.

IV. Correction of Educational Records

Students have the right under FERPA to ask to have records corrected which they believe are inaccurate, misleading, or in violation of their privacy rights. The following are the procedures for the correction of records:

1. A student must ask the Registrar to amend a record. As part of the request, the student should identify the part of the record they want to have changed and specify why they believe it to be inaccurate, misleading, or in violation of their privacy rights.

2. The Art Institute may either amend the record or decide not to amend the record. If it decides not to amend the record, it will notify the student of its decision and advise the student of his or her right to challenge the information believed to be inaccurate, misleading, or in violation of the student’s privacy rights.

3. Upon request, The Art Institute will arrange for a hearing and notify the student reasonably in advance of the date, place, and time of the hearing. The hearing will be conducted by an individual who does not have a direct interest in the outcome of the hearing. That individual may be an official of The Art Institute. The student shall be afforded a forum for the opportunity to present evidence relevant to the issues raised in the original request to amend the student’s education records. The student may be assisted by other people, including an attorney.

4. The Art Institute will prepare a written decision based solely on the evidence presented at the hearing. The decision will include a summary of the evidence, and the reasons for the decision.

5. If, as a result of the hearing, The Art Institute decides that the information is inaccurate, misleading, or otherwise in violation of the privacy rights of the student, it will (a) amend the record accordingly, and (b) inform the student of the amendment in writing.

6. If, as a result of the hearing, The Art Institute decides that the information is inaccurate, misleading, or otherwise in violation of the privacy rights of the student, it shall inform the student of the right to place a statement in the record commenting on the contested information in the record or stating why he or she disagrees with the decision of the school.
7. If a statement is placed in the education records of a student under paragraph 6 above, The Art Institute will:
   a. maintain the statement with the contested part of the record for as long as the record is maintained; and
   b. disclose the statement whenever it discloses the portion of the record to which the statement relates.

VI. Student Right to File Complaint
A student has the right to file a complaint with the United States Department of Education concerning alleged failures by The Art Institute to comply with the requirements of FERPA. The name and address of the governmental office that administers FERPA is:

Family Policy Compliance Office
United States Department of Education
400 Maryland Avenue, S.W.
Washington, DC 20202-6605

STUDENT CONDUCT POLICY

SECTION I. GUIDING PRINCIPLES
The Art Institute recognizes its students as responsible and dedicated men and women who are preparing for career employment. An integral part of their career and professional development is the expectation that they conduct themselves during the education process in the same manner as will be expected in all employment situations.

As members of the campus community, students have responsibilities and duties commensurate with their rights and privileges. In this policy, the campus provides guidance to students regarding those standards of student conduct and behavior that it considers essential to its educational mission. This policy also provides guidance regarding the types of conduct that infringe upon the fulfillment of The Art Institute’s mission.

SECTION II. SCOPE
This Student Conduct Policy applies to all students and student organizations at The Art Institute.

SECTION III. REACH
The Student Conduct Policy shall apply to student conduct that occurs on the branch campus premises including online platforms, at campus-sponsored events, student organization sponsored events, or in school-sponsored housing. At the discretion of the Chief Conduct Officer (Dean or Director of Student Affairs, Director of Student Services, Dean of Academic Affairs, or a delegate as appointed by the President or Campus Director), the Policy also shall apply to off-campus student conduct when the conduct, as alleged, adversely affects a substantial college interest and potentially violates a campus policy.

SECTION IV. RESPONSIBILITIES OF DUAL MEMBERSHIP
Students are both members of the campus community and citizens of the state. As citizens, students are responsible to the community of which they are a part, and, as students, they are responsible to the academic community of the campus and to other individuals who make up the community. By enforcing its Student Conduct Policy, the campus neither substitutes for nor interferes with other civil or criminal legal processes. When a student is charged in both jurisdictions, the campus will decide on the basis of its interests, the interests of affected students, and the interests of the community whether to proceed with its disciplinary process or to defer action.

SECTION V. DISCIPLINARY OFFENSES
The offenses listed below are given as examples only. The campus may sanction other conduct not specifically included on this list.

1. Scholastic Dishonesty
   a) Plagiarism
   b) Cheating on assignments or examinations
   c) Engaging in unauthorized collaboration on academic work
   d) Taking, acquiring, or receiving materials without faculty permission
   e) Submitting false or incomplete records of academic achievement
   f) Altering, forging, or misusing a campus academic record
   g) Fabricating or falsifying data, research procedures, or data analysis
   h) Deceiving the campus and/or its officials

2. Illegal or Unauthorized Possession or Use of Weapons
   a) Possession or use of firearms, explosives, dangerous chemicals, or other weapons, likenesses of weapons, on college property, school sponsored housing or at college sponsored functions, except where possession is required by law.

3. Sexual Assault or Nonconsensual Contact
   a) Any form of unwanted sexual attention or unwanted sexual contact

4. Threatening or Violent/Aggressive Conduct
   a) Assault, battery, or any other form of physical abuse of a student or college employee
   b) Fighting or physical altercation
   c) Conveyance of threats by any means of communication including, but not limited to, threats of physical abuse and threats to destroy college property or the property of other students or college employees
   d) Any conduct that threatens the health or safety of another individual, one’s own self, or another individual. Threats to commit self-harm and/or actual incidents of self-harm by any student

5. Theft, Property Damage and Vandalism
   a) Theft, attempted theft, vandalism/ damage, or defacing of college property, college controlled property or the property of another student, faculty, staff member or guests.
   b) Extortion
   c) Setting fires, tampering with fire safety and/or fire fighting equipment

6. Disruptive or Disorderly Conduct
   a) Disruptive Classroom Conduct, such as,
      i. Engaging in behavior that substantially or repeatedly interrupts either the instructor’s ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities, or
      ii. Use of cell phones and pagers during scheduled classroom times
   b) Disorderly Conduct, such as,
      i. Disorderly, lewd, or obscene conduct. This would include but is not limited to any type of clothing, gang colors, gang symbols or materials worn or brought onto the premises by any student or guest deemed to be lewd, indecent or obscene as determined by college officials
      ii. Breach of peace on college property or at any college-sponsored or supervised program
      iii. Any on- or off-campus act considered inappropriate or as an example of misconduct that adversely affects the interests of the campus and/or its reputation

7. Illegal or Unauthorized Possession or Use of Drugs or Alcohol
   a) Use, sale, possession or distribution of illegal or controlled substances, drug or drug paraphernalia on college property or at any function sponsored or supervised by the college.
   b) Being under the influence of illegal or controlled substances on college property, or at any college function
   c) Use, sale, possession or distribution of alcoholic beverages on college property or at any function sponsored or supervised by the college.
   d) Being under the influence of alcohol on college property or at any college function is also prohibited

8. Verbal Assault, Defamation and Harassment
   a) Verbal abuse of a student or college employee
   b) Harassment by any means of any individual, including coercion and personal abuse. Harassment includes but is not limited to, written or verbal acts or uses of technology, which have the effect of harassing or intimidating a person
   c) Harassment based on sex, race, color, national origin, religion, sexual orientation, age, disability or any other criteria protected by state, federal or local law

9. Hazing
   a) Any form of “hazing” and any act that endangers the safety of a student, or that destroys or removes public or private property, for the purpose of initiation, admission into, affiliation with, or as a condition for continued membership in a group or organization. “Hazing” includes any method of initiation or pre-initiation into a student club or any pastime or amusement engaged in with respect to such a club that causes, or is likely to cause, bodily danger, physical harm, or personal degradation or disgrace resulting in physical or mental harm, to any student or other person attending the college.

10. Falsification
    a) Willfully providing college officials with false, misleading or incomplete information
    b) Forging, falsification, alteration or misuse of college documents, records or identification with the intent to injure, defraud, or misinform.

11. Abuse of the campus disciplinary system, including but not limited to:
    a) Failure to obey the sanctions of a disciplinary body or college official
    b) Falsification, distortion, or misrepresentation of information before a disciplinary body or college official
    c) Disruption or interference with the orderly conduct of a disciplinary proceeding
    d) Attempting to influence the impartiality of a member of a disciplinary body prior to and/or during the course of the disciplinary proceeding
    e) Verbal or physical harassment and/or intimidation of a member of a disciplinary body prior to, during, and/or after the disciplinary proceedings
    f) Failure to comply with the sanction(s) imposed under the student conduct policy
    g) Influencing or attempting to influence another person to commit an abuse of the disciplinary system

12. Unauthorized Use or Misuse of College Facilities
    a) Unauthorized entry into, unauthorized use of, or misuse of college property, including computers and data and voice communication networks.
13. Violation of Federal or State Laws
   a) Violation of federal, state or local laws and college rules and regulations on college property or college-sanctioned or college-sponsored functions.

14. Insubordination
   a) Persistent or gross acts of wilful disobedience or defiance toward college personnel.
   b) Failure to cooperate with direction of college officials, faculty, staff or security officials who are acting in the performance of their duties.
   c) Failure to exit during fire drill.
   d) Failure to identify oneself when on college property or at college-sponsored supervised functions upon request of college official acting in the performance of his/her duties.

15. Violations of College Rules
   a) Violations by guest of a student on college property. Students are responsible for the actions of their guests.
   b) Violation of school safety regulations, including but not limited to setting fires, tampering with fire safety and/or fire fighting equipment, failure to exit during fire drill, turning in false fire alarms and bomb threats.
   c) Smoking in classrooms or other college buildings or areas unless designated as a smoking area.
   d) Any violation of the student housing license agreement, rules and regulations and/or the college-sponsored housing student handbook.
   e) Any violation of the institutions policies on the responsible use of technology including but not limited to:
      i. The theft or abuse of computer, email, Internet or Intranet resources.
      ii. Unauthorized entry into a file, to use, read, or change the contents, of for any other purpose.
      iii. Unauthorized transfer of a file.
      iv. Unauthorized downloading of copyrighted materials in violation of law.
      v. Unauthorized use of another individual’s identification and/or password.
      vi. Use of computing facilities to interfere with the work of another student, faculty member, or school official.
      vii. Use of computing facilities to send obscene or abusive messages.
      viii. Use of computing facilities to interfere with normal operation of the school’s computing system.
   f) Failure to satisfy school financial obligations.

The above list is illustrative only, and the campus may sanction other conduct not specifically included on this list.

SECTION VI. SANCTIONS

The Art Institute may impose sanctions for violations of the Student Conduct Policy. The type of sanction imposed may vary depending upon the seriousness of the violation(s). Campuses reserve the right to immediately impose the most severe sanction if circumstances merit.

Although not exhaustive, the following list represents the types of sanctions that may be imposed upon any student or student organization found to have violated the student conduct policy:

1. Warning: A notice in writing that a student has failed to meet some aspect of the University’s standards and expectations.
2. Probation: Probation is used for repeated violations or a specific violation of a serious nature as a first course of action. The Chief Conduct Officer or his/her delegate defines the terms of probation.
3. Discretionary Sanctions: The student will be required to complete an educational service, attend counseling, or have restricted privileges.
4. Removal from Sponsored Housing: The student will be immediately dismissed from school-sponsored housing. The student will be required to vacate the premises according to the terms of the sanction.

5. Suspension: Separation of the student from the school for a pre-determined period of time. The student may be able to return to school once specified conditions for readmission are met. The student may not attend classes, visit college-sponsored housing, use school facilities, participate in or attend college activities, or be employed by the school during his/her suspension.
6. Expulsion: The student will be expelled from The Art Institute immediately. The student will not be permitted to continue his or her studies at the college or to college-sponsored housing or activities at any time or for any reason.
7. Restitution: Compensation for loss or damage to property leased, owned or controlled by the school. This may take the form of monetary or material replacement.

The above list is only a general guideline. Some sanctions may be omitted, and other sanctions not listed above may be used.

SECTION VII. DISCIPLINARY PROCEDURES

Complaint
Any member of the campus community may file a complaint against any student for misconduct or for otherwise being in violation of campus policies.

1. The complaint shall be prepared in writing or in an incident report and directed to the Chief Conduct Officer or his/her delegate.
2. The written complaint or incident report should include the nature of the offense, date, approximate time and location of incident. The name of the victim, offender and any witness/es may be included.

3. Complaints or incident reports should be submitted within 48 hours after the alleged violation occurred unless there are extenuating circumstances requiring a longer timeframe.

The Chief Conduct Officer or a delegate may review and investigate the complaint to determine if the allegations have factual merit, to identify violations of the Student Conduct Policy, and to impose sanctions for such violations.

Generally, the accused should be given the opportunity to tell his or her account of the situation and to provide information, in writing, unless the campus determines that the circumstances do not warrant disclosure of some or all of the facts.

Search of Student’s Property
Students have no expectation of privacy in their personal property while on campus. Campus officials and their designees reserve the right to search the contents of students’ personal property or belongings at any time and for any reason, including when there is reasonable suspicion on the part of the Institute staff that a risk to the health, safety or welfare of students, and/or the school community exists and including searches pursuant to an investigation of potential wrong doing.

This includes but is not limited to vehicles brought onto property leased, owned or controlled by the school, backpacks, portfolios and clothing. This policy also applies to student property in school-sponsored housing, student e-mail and/or computers.

NOTIFICATION AND DETERMINATION OF VIOLATIONS THAT WARRANT DISCIPLINARY MEETING

1. The Chief Conduct Officer or a delegate may choose to conduct a disciplinary meeting. Potential attendees include a student or students, the Chief Conduct Officer or his/her delegate and others who may have relevant information. The Student should receive advance notice of the allegations and the reason for the meeting. After the meeting,
2. The Chief Conduct Officer or his/her delegate will determine whether it is more likely than not that a violation occurred, may render and communicate the decision to the STUDENT in writing, which shall describe the violation and the sanctions imposed, if any, and the student’s right to appeal. If the Chief Conduct Officer determines that there was no violation, that decision may be documented in writing to the student as well.

a. If a STUDENT fails to appear for the meeting, the Chief Conduct Officer or his/her delegate may make a determination of violations of campus policies on the basis of the information available, and impose sanctions for such violations.

Notification and Determination of Violations That Warrant Disciplinary Hearing

In some cases, involving serious violations, the Chief Conduct Officer or delegate, hereby referred to as “Hearing Officer”, in his or her sole discretion, may choose to assemble a disciplinary panel to adjudicate the process.

1. The Hearing Officer may immediately (before a hearing takes place) remove the student from the campus community pursuant to an Interim Suspension until the Disciplinary Panel is convened. (see interim suspension)
2. The Student should receive advance notice of the allegations and the reason for the meeting. A student may forgo attendance at the hearing and a determination of the sanction will be made by the Disciplinary Panel.
3. Hearings normally shall be conducted in private. The Disciplinary Hearing is an academic hearing, not a legal hearing. Therefore, legal counsel is not allowed at the hearing.
4. The student may be accompanied by one person (family member, friend, etc) to provide support. The Committee may prohibit from attending or remove any person who disrupts the proceedings of the committee.
5. In Hearings involving more than one STUDENT, the Hearing Officer, in his or her discretion, may permit the hearing concerning each student to be conducted separately.
6. The Disciplinary Panel may hear from any person who may have relevant information and the Panel may review any documents presented to them.

a. Pertinent records, documents and written statements may be considered by the Hearing Officer at his/her discretion.
7. The Disciplinary Panel may determine whether it is more likely than not that a violation occurred. The Panel should communicate to the Hearing Officer its decision and its recommended sanction, if any.
8. After the Hearing, the Hearing Officer will issue a written decision to the accused student which identifies the accusations and the panel’s conclusions, any sanctions, and the student’s right of appeal.
Administrative Interim Suspension

Students may be administratively suspended on an interim basis when:
1. serious allegations are pending before a disciplinary panel
2. in advance of a disciplinary panel hearing; or
3. when a student potentially poses a threat of harm to himself, to others, or to property of the University or a member of the University community

During the interim suspension, students are denied access to college-sponsored housing and/or to the school (including classes, labs, library) and/or all other school activities or privileges for which the student might otherwise be eligible, as the Chief Conduct Officer or designee may determine to be appropriate. This interim suspension period should last no longer than three business days, and the Chief Conduct Officer or delegate may make reasonable provisions to provide for accommodations of a student in school-sponsored housing. The interim suspension is not to be considered disciplinary, but it is a tool to separate potential adversaries until a reasoned decision can be made.

SECTION VIII. APPEAL PROCEDURES

Students have a right to appeal disciplinary actions when they believe they have extenuating circumstances or believe to have been treated in an arbitrary or biased fashion or without adherence to campus policies and procedures.

- During an appeal, the student should continue to obey the terms of the decision, i.e., a student who has been suspended from school should not be on school property, a student dismissed from school-sponsored housing must leave in accordance with the directions indicated in the decision.
- The student must write a letter of appeal in the student’s own words, addressed to the President, Campus Director, or his/her delegate. This letter must clearly state the extenuating circumstances or the grounds for believing the decision was arbitrary or biased or that it was made without adherence to campus policies and procedures, and provide any supporting documentation. It must be delivered to the President/Campus Director or his/her delegate within seven calendar days following the student’s receipt of the decision.
- The President/Campus Director and/or the President/Campus Director or his/her delegate may appoint an ad hoc committee to review appeals and make a recommendation regarding disposition of the appeal within 30 days of the date of receipt of the appeal. This committee will be comprised of faculty or staff members not involved in making the initial disciplinary decision.

The President/Campus Director and/or the committee may decide to convene an appeal hearing. The student will be notified in writing of the date and time of the appeal. The student is expected to attend the meeting, and failure to do so, for other than documented emergencies, may be considered forfeiture of the right to present further information regarding the appeal.

The student making the appeal may be provided an opportunity to address the committee in person. The student may be accompanied by one person (family member, friend, etc) as an observer. The committee may prohibit from attending or remove any person who disrupts the proceedings of the committee.

The Appeal Committee is an academic hearing, not a legal hearing. Therefore, legal counsel is not allowed at the meeting.

Audio recording of the appeal hearing is not permitted. Minutes of the meeting are confidential.

Following appropriate review and deliberation, the committee will report back to the President/Campus Director or his/her delegate with its recommendation following its review of the appeal. The President/Campus Director or his/her delegate will render a written decision on the appeal within thirty calendar days from receipt of the appeal. The decision will be final.

ACADEMIC AFFAIRS

The student is responsible at all times for knowing his or her scholastic standing and fulfilling all requirements of South University by referring to published academic policies, regulations and standards and by consulting with the appropriate Academic Department Director. It is the student’s responsibility to ascertain and meet course requirements, prerequisite requirements, graduation requirements, appropriate course sequencing, and any other requirements of South University.

ACADEMIC ADVISING SERVICES

Academic advising is provided by Academic Advisors, Faculty, Academic Department Directors, and the Dean of Academic Affairs. Campus personnel are available to advise students in personal and other nonacademic areas. Advising services are provided on an individual and small group basis to help students deal with concerns or problems so that they may maximize their experiences at The Art Institute.

ACADEMIC ALCOHOL POLICY

The Art Institute may, on occasion, offer courses intended to maximize their experiences at The Art Institute.

ACADEMIC PERFORMANCE MEASUREMENTS

Student academic performance is recorded, reported and monitored each quarter by the following measurements:

- Grade Point Average (GPA): The grade point average for all courses taken or completed during any quarter of study.
- Cumulative Grade Point Average (CGPA): The grade point average for all courses taken or completed for all quarters of study.
- Grade Point Computations: The grade for a four credit hour course has greater value than the grade for a three credit hour course in computing the grade point average. Grade points in a course are determined by multiplying the letter grade equivalent grade points times the credit hours. The total grade points earned are divided by the total credit hours earned to determine the grade point average. Credit hours are a different measure of academic achievement than contact hours of class attendance.

REQUIREMENTS FOR GRADUATION

To be qualified to graduate from The Art Institute, a student must:

- Receive a passing grade or credit for all required coursework.
- Earn the minimum required credits for the program.
- Achieve a minimum CGPA of 2.0.
- Meet portfolio or other requirements as outlined by the student’s degree program.
- Satisfy all financial obligations to The Art Institute.

STUDENT COURSE LOAD POLICY

To complete program requirements in a timely manner, most on-campus students choose to attend classes full-time and enroll in 4 quarters per year. Course load designations for on-campus students are as follows:

Undergraduate
- Half-time: 6-8 credit hours.
- Three-quarter time: 9-11 credit hours.
- Full-time: 12 or more credit hours.

Graduate
- Half-time: 4 credit hours.
- Three-quarter time: 6 credit hours.
- Full-time: 8 or more credit hours.

Students in online programs participate in a minimum of 30 weeks of instructional time, with a full-time status of 36 (undergraduate) or 32 (graduate) earned credits. All non-term students in online programs who remain continuously enrolled, including breaks of 29 consecutive calendar days or less, are classified as full-time.
SCHEDULE ADJUSTMENT PERIOD
During the Schedule Adjustment Period students may add, drop, or switch classes. This Schedule Adjustment Period begins on Monday of the first (1st) week of the quarter and concludes at the end of the first (1st) class day of the second (2nd) week. Tuition is charged based on registered credits at this period. Students are responsible for all charges regardless of attendance.

Students who fail to attend any classes or notify the Academic Affairs Department during the Schedule Adjustment Period will be withdrawn. If a continuing student attends a class and withdraws from the college during the Schedule Adjustment Period, the student is financially responsible for all registered courses based on the Refund Policy.

ATTENDANCE POLICIES AND PROCEDURES
The Art Institutes maintain an institutional attendance policy to support the academic achievement of its students. Students are expected to attend all scheduled class, laboratory, and examination periods each week. Students, whether present or absent from class, are responsible for knowing all that is announced, discussed, and/or lectured upon in class or laboratory, as well as mastering all assigned readings. In addition, students are responsible for submitting on time all assignments and examinations as required in class. Although some absences are unavoidable because of illness or emergency, due to the nature of the program, there are no excused absences.

Students should be prepared to start the session on the first day of classes and to add/drop courses early in the first week of the session to minimize absences. Absences accrue against the student even if the student was not originally registered for the class but adds it after the start of classes.

Continuing students who do not attend any of their classes through close of business Wednesday of the second week of class may be withdrawn from the Institute. They must contact the campus registrar to indicate their intent to return.

A student can officially withdraw from any class through the ninth week of an 11 week term (or course) (week 4 of a 5.5 week course or week 8 of a 10 week term) and receive a grade of “W” (Withdrawal, with no grade penalty.) Course withdrawal forms must be submitted to the Registrar’s Office by the close of business on Friday of week nine (week 4 of a 5.5 week course or week 8 of a 10 week term) and receive a grade of “W” grade. If a student stops attending but does not officially notify the registrar that they are withdrawing or if he/she withdraws from courses after the periods described above they will receive a grade of “WF” (Failures due to late withdrawal.)

Please note that withdrawing from classes will result in a violation of the satisfactory academic progression policy (SAPP) and may result in the student being administratively withdrawn when he or she withdraws from courses within a term. An administrative withdrawal is an action taken by the school.

CONSECUTIVE DAYS ABSENCE POLICY
Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week course), will be withdrawn from the Institute and will receive W’s (withdrawals, with no grade penalty), or WF’s (Failures due to late withdrawal) for all courses if the withdrawal occurs after the end of the ninth week of the session. Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings, weekends and holidays) DO NOT count in the fourteen (14) calendar days as well DURING THE ACTIVE TERM. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing (meet the Student Academic Progress (SAP) requirements), if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing academic termination.

APPEAL PROCESS
Students who are administratively withdrawn from school for violating the attendance policy may submit a one-time appeal to the Dean of Academic Affairs for reinstatement into their course(s) in the active term based on mitigating circumstances. Students, who appeal, must do so in writing prior to the next class meeting. The written appeal must include a mitigating circumstance. The student must still have the potential of successfully completing the course(s) to earn a successful appeal.

Mitigating circumstances may include one of the following reasons on the day of the recorded absence. EADs (EAD is Examples of Acceptable Documentation) are not limited to what is listed:

1. Death of an immediate family member
2. Student illness requiring hospitalization (this includes mental health issues)
3. Severe illness of an immediate family member
4. Student in need of personal care
5. Family emergency
6. Natural disaster
7. Loss of transportation where there are no alternative means of transportation
8. Major change in work hours

Students who are administratively withdrawn when he or she stops attending a course or courses may be withdrawn for attendance violation purposes.

Students who are administratively withdrawn when he or she withdraws from courses after the periods described above they will receive W’s (withdrawals, with no grade penalty), or WF’s (Failures due to late withdrawal.)

Students in school-sponsored housing whose enrollment is suspended will have their lease terminated. Students missing classes because their holds are not cleared will be marked absent. A student whose enrollment is suspended for not attending classes during the start of the term may be permitted to apply for readmission for the subsequent term.

ATTENDANCE VERIFICATION
Students may verify their attendance at any time during the term by speaking with their instructor. In addition, they may go to the campus academic advisor or the Registrar’s Office. Any discrepancies should be discussed with the individual instructors. Students who need information regarding their attendance will need to request it in person.

ATTENDANCE POLICY FOR LABORATORY COURSES
The Culinary/Pastry Arts programs are hands-on, skill-oriented learning experiences. The daily exercises in each laboratory include exposure to foods, equipment, and procedures that are unique and not repeated. Since hands-on training requires consistent student presence in the classroom, the attendance policy for lab sessions requires maximum student participation. All absences, regardless of reason, are recorded and will affect your overall evaluation. The program administration and faculty mandate that each student attend every class to maximize his/her educational opportunities.

Students who are not in compliance with the attendance policies will be rescheduled for the laboratory course. This rescheduling is at the discretion of the Academic Department Director and may occur on weekends or evenings. Although some absences are unavoidable because of illness or emergency, due to the nature of the program, there are no excused absences.

Cultivation of desirable work habits is as important as the development of cooking skills. Students should train themselves to be present and on time for all classes. Development of these important habits while in school makes it considerably easier to satisfy the employer who demands regular and punctual attendance when students become employed. Daily attendance is maintained for this purpose.

Lecture Classes:
Culinary/Pastry/Hospitality Programs:
Culinary and pastry arts program students who miss more than three of all scheduled lecture class meetings (or 27% of scheduled class time), his or her progress may be adversely affected in the course.
ONLINE ATTENDANCE POLICY AND SUBSTANTIVE PARTICIPATION CRITERIA (PLUS)

Students taking online classes (including students taking PLUS courses) must submit at least one academically-related posting in the learning management system each full attendance week. For online classes beginning on a Monday, the full attendance week is defined as beginning on Monday at 12:00 a.m. Mountain Standard Time (MST) to 11:59 p.m. MST the following Wednesday.

- For attendance purposes, an academically-related posting can include, but may not be limited to, responding to a discussion question, submitting a paper for grading, participating in online class discussion, logging into an online class, participating in an asynchronous online class meeting, or communicating with the instructor, classmates or the learning management system.

ONLINE ATTENDANCE

Labs that meet three days a week: minimum attendance required = 18 of 22 scheduled days

Labs that meet two days a week: minimum attendance required = 12 of 17 scheduled days

Labs that meet one day a week: minimum attendance required = 6 of 11 scheduled days

Culinary/Pastry/Hospitality Programs Labs: Labs that meet one day a week: minimum attendance required = 6 of 11 scheduled days

In the specific case where a student has a current course grade of F and fails to meet positive attendance requirements for the last week of the course, the final course grade of F will be considered an unearned F as it pertains to Title IV financial aid purposes.

ONLINE SUBSTANTIVE PARTICIPATION POLICY

Successful online learning requires active discussion participation. In order to earn credit for an online class discussion in a substantive way to earn participation points related to specific assignments in their course. In a 5.5 week class, students should participate in at least four (4) out of seven (7) days each week during Week 1 through Week 5 and at least two (2) out of three (3) days for Week 6. In an 11 week class, students should participate at least two (2) out of seven (7) days each week. Substantive participation includes, but may not be limited to, responding to discussion questions, comments or substantive response. Substantive responses must be based upon the course content, theory, or personal experiences, not mere opinion. A simple “I agree” will not be considered a substantive response. Substantive responses must include appropriate documentation/citation. Examples of nonsubstantive participation also include, but need not be limited to, posting assignments or posting a question that the student might have for his/her instructor or classmates.

As a general rule, students must post substantive comments in each discussion board as outlined in an assignment grading criteria. Both quantity and quality of contributions to the classroom discussion are considered in evaluating student participation.

The participation point value in the learning experience is defined within an assignment as presented in the assignment pages associated with each course and/or as directed by the instructor. Substantive participation is recorded on the posting date on which a student makes a substantive classroom posting.

Participation in the discussion area must be completed before 11:59 p.m. Mountain Standard Time (MST) to qualify towards participation for that day. A one-day period is defined as that period of twenty-four (24) hours from 12:00 a.m. MST to 11:59 p.m. MST the same day. Participation must occur within this time period. For example, if a student participates on Tuesday 11:58 p.m. MST, it counts as participation for Tuesday. If the same student participates at 12:05 a.m. MST the next day, it counts as participation for Wednesday.

Students are not required to participate on any specific day; however, all assignments must be posted by the assignment’s due date. Students may post assignments prior to the due date during the week the assignment is due.

BLENDED ENVIRONMENT ATTENDANCE POLICY FOR DESIGN & MEDIA MANAGEMENT (DMM) M.A. GRADUATE DEGREE PROGRAM

Students who are part of a degree program that has both synchronous and asynchronous learning must attend asynchronously by signing in and posting in the online discussion area. Be aware that just submitting a paper for grading does not count as participation. The last date of attendance is defined as the last date that a student signs in and posts work asynchronously or attends a synchronous class meeting (whichever is later). Attendance for asynchronous participation is recorded on the basis of meeting participation requirements throughout the term (Sunday through Saturday). Attendance for synchronous class meetings is recorded based on roll call during the class meeting.

Students are required to sign in and post work a minimum of two different days per week. This contact is essential for the student to receive a learning experience where the sharing of ideas and the offering of critical feedback are paramount in the development of both the student’s work and the individual as a professional. Students are required to post every time they attend and participate in all classroom discussions and critiques as indicated in the curriculum. Failure to do so will adversely affect student’s grades and may jeopardize their completing the program. Grading for late work is deducted at 25% per day. It is the students’ responsibility to contact their instructor if, for any reason, they are not able to complete an assignment or post it to the “Discussion Area” by an established deadline.

Students must attend a minimum of 20 hours of synchronous classes and participate in a minimum of ten weeks of online discussion per course in order to receive a passing grade. The only exceptions to this policy are university imposed cancelling of classes. Attending fewer than three synchronous classes or 20 hours of on-ground course instruction, or fewer than nine weeks of online discussion will result in a failing grade unless the Department Chair determines that there are acceptable mitigating circumstances. Students should be prepared to provide written documentation of mitigating circumstances that contributed to any absence for consideration by the Chair. If the student is allowed to remain in the class and receive a grade, there will need to be a description of appropriate make-up work from the respective Instructor. Please note that a student can withdraw from any class through the ninth week without receiving an “F.” Course withdrawal forms must be submitted to the Registrar’s Office by the close of business on Friday of week nine in order to receive a “W” grade. Withdrawals from courses or from school after the ninth week will receive a grade of “WF” (Fails due to late withdrawal).

It is the student’s responsibility to immediately contact his or her instructor regarding absences due to prolonged serious or personal emergency. For absence due to technical problems, the student is expected to contact the facilitator immediately, after notifying the appropriate technical support. Failure to notify the facilitator will be considered a missed deadline. All assigned work must be ultimately completed regardless of the reason for absence.

UNDERGRADUATE SATISFACTORY ACADEMIC PROGRESS (SAP) POLICY

I. Purpose/Scope

The Satisfactory Academic Progress Policy ensures that all students enrolled in certificate and undergraduate degree programs are maintaining satisfactory academic progress towards a successful completion of their academic programs. The criteria and standards contained in this policy are set to recognize exemplary academic achievements or to detect problems for which actions of early intervention and/or remediation can be taken. The Satisfactory Academic Progress Policy complies with requirements of accreditation(s) along with federal regulatory guidelines.

II. Policy Guidance

A student must demonstrate Satisfactory Academic Progress by successfully completing courses attempted. Completing courses with C or better grades indicates academic progress. Receiving D or lower grades and/or withdrawing from classes may put students at risk. Poor academic performance may lead to Academic/Financial Warning, and/or Academic/Financial Aid Dismissal. It is very important that students attend all registered classes and complete them successfully. Should a compelling reason arise that requires a student to cease attendance, it is the student’s responsibility to immediately contact the Dean of Academic Affairs or Registrar’s Office.
The following criteria are used to determine whether or not a student is making Satisfactory Academic Progress. A student must be able to:

- Maintain a minimum cumulative grade point average (CGPA);
- Achieve the minimum incremental completion rate (ICR); and
- Complete the program within a maximum allowable timeframe (MTF).

Failure to complete courses successfully for any reason will negatively affect a student's Satisfactory Academic Progress. Failing courses or withdrawing from courses would result in the loss of financial aid and academic dismissal. Please meet with your academic advisor if you are having attendance concerns, feel you are failing a course or courses, or before withdrawing from a course or courses to determine how that will impact SAP at your next evaluation points. In order for a student to graduate, the minimum requirements are a CGPA of 2.0, 66.67% ICR, and completion of the program without attempting more than 150% of the credits in the program.

The Satisfactory Academic Progress Policy contains the following information:

- Criteria for Honors Designations
- Milestones and Evaluation Points for Satisfactory Academic Progress
- Procedure for Appealing Academic/Financial Aid Dismissal
- Explanations of Related Issues

The College has the right to modify the Satisfactory Academic Progress Policy at any time.

Criteria for Honors Designations

To promote academic excellence and to recognize exemplary academic achievement, the following system is recommended for honor designations on a quarterly basis and upon graduation.

Quarter Honors Designations (at the completion of a quarter)

Any student who enrolls for and completes 12 credits or more is eligible for the following designations:

- Quarter GPA: 4.0 - Honors Designation
- 3.7-3.99 - President's Honor List
- 3.5-3.69 - Dean's Honor List

Honors Designation at Graduation

Students who achieve a CGPA of 3.5 or better are designated as Honors Graduates. Transitional studies courses are not considered when evaluating honors designations.

Milestones and Evaluation Points for Satisfactory Academic Progress

Compliance with Standards of Academic Progress is reviewed every quarter for all certificate programs.

Certificate Programs:

1. At the end of the first quarter, students must attain a minimum CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in Academic/Financial Aid Warning for one quarter. Students who are only participating in Transitional Studies courses are considered to be maintaining Satisfactory Academic Progress (SAP).

2. At the end of the second quarter, students must attain a minimum CGPA of 1.5 and an ICR of 50.00%. Anything below these milestones will result in Academic/Financial Aid Warning for one quarter unless the student was on Academic/Financial Aid Warning in his or her previous quarter. If the student was on Academic/Financial Aid Warning in the previous quarter, failure to meet these standards will result in Academic/Financial Aid Dismissal. Students who are only participating in Transitional studies courses are considered to be maintaining SAP.

3. At the end of the third quarter, and every quarter thereafter, students must attain a minimum CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in Academic/Financial Aid Warning for one quarter unless the student was on Academic/Financial Aid Warning in his or her previous quarter. If the student was on Academic/Financial Aid Warning in the previous quarter, failure to meet these standards will result in Academic/Financial Aid Dismissal.

4. Students may not attempt more than 150% of the credits in their programs; anything in excess of 150% of the credits will result in Academic/Financial Aid Dismissal. Dismissal for violating the maximum timeframe (MTF) can happen at any time.

5. Students should note that if they are on Academic/Financial Aid Warning, it will be very difficult to meet the minimum requirements of the next evaluation point. Students should consult with their academic advisor concerning their exact requirements.

6. Transitional Studies courses are based on the result of the academic assessment tool. Like any course, students must successfully complete such courses in order to progress in the program. Transitional Studies course credits do not count towards the total number of credits for graduation nor do they count in the CGPA. Additionally, the courses do not count in determining the maximum time frame allowable to earn the certificate or in the incremental completion rate as attempted credits and, if successful, earned credits.

7. Transitional Studies courses do have credit hours assigned to them for enrollment and tuition charging purposes. While Transitional Studies courses are not included in the CGPA, a student who attempts but does not pass or withdraws from the same Transitional Studies course is dismissed and there is no right to appeal the termination.

8. Students on Academic/Financial Aid Warning are considered to be making progress toward meeting Standards of Satisfactory Academic Progress and, if otherwise eligible may receive financial aid.

9. The grades, grade point average, cumulative data for all courses a student attempted at the Institution, as well as courses successfully transferred in from prior postsecondary education, are available on the student portal for review. There is also an indication if a student is on Academic/Financial Aid Warning, on Academic/Financial Aid Probation, or on Academic/Financial Aid Dismissal.

10. Compliance with SAP is reviewed every quarter for Certificate programs. A student who starts or re-enters at a mid-semester session will have that session count as an entire quarter for SAP purposes.

Transitional Studies

Certificate/Diploma

Evaluation Point | Milestones (CGPA and ICR) | Required Action
--- | --- | ---
End of First Quarter | < 1.0 and/ or 33.33% | Academic/Financial Aid Warning
End of Second Quarter | < 1.5 and/ or 50.00% | Academic/Financial Aid Warning (if 1st time)/ Academic/Financial Aid Dismissal (if on Academic/Financial Aid Warning)
End of Third Quarter and every quarter thereafter | < 2.0 and/ or 66.67% | Academic/Financial Aid Warning (if 1st time)/ Academic/Financial Aid Dismissal (if on Warning)

At Any Time | Anything in excess of 150% MTF | Academic/Financial Aid Dismissal

Please note that if you do not pass the same Transitional Studies course after three attempts, the result will be Academic / Financial Aid Dismissal with no right to appeal the dismissal.

Unless otherwise noted, Academic/Financial Aid Dismissals can be appealed. Please see the Appeal Process below.

Degree Programs:

Degree programs are evaluated after a student has attempted three (3) quarters and six (6) quarters (including portions of a quarter). After the sixth (6th) quarter, the student is evaluated at the end of each quarter. While grades, GPAs, and Incremental Completion Rates are made available at the end of a student’s quarter, they are informational only except at evaluation points. Please note students may be alerted of their progress at any time and may be required to take specific action.

At the end of the first academic year (one academic year is three (3) quarters in which courses are attempted in each quarter), students must achieve a minimum CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in Academic/Financial Aid Dismissal. Please note that if your ICR and / GPA is at the minimum or you are close to the minimum, you may need to pass most or all of your courses during the next three (3) quarters. While you are making SAP, we recommend that you meet with your academic advisor.

2. At the end of the second (2nd) academic year, students must attain a minimum CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in Academic/Financial Aid Dismissal.

3. Starting the quarter after the sixth (6th) attempted quarter, and every quarter thereafter, students are evaluated at the end of each quarter. Students must attain a minimum CGPA of 2.0 and an ICR of 66.67%. Failure to meet these standards will result in Academic/Financial Aid Warning unless the student was on Financial Aid Warning the previous quarter. If the student was on Academic/Financial Aid Warning in the previous quarter, failure to meet these standards will result in Academic/Financial Aid Dismissal.
4. Students may not attempt more than 150% of the credits in their programs; anything in excess of 150% of the credits will result in Academic/Financial Aid Dismissal. Dismissal for violating the maximum timeframe (MTF) can happen at any time.

5. Placement into Transitional Studies courses are based on the result of the academic assessment tool. Like any course, students must successfully complete such courses in order to progress in the program. Transitional studies course credits do not count towards the total number of credits for graduation nor do they count in the CGPA. Additionally, the transitional study course(s) do not count in determining the maximum time frame allowable to earn the degree and do not count in the incremental completion rate as attempted credits and, if successful, earned credits. Please note that the student will be dismissed immediately if the student does not successfully complete the same Transitional Study upon a third (3rd) attempt.

6. Transitional Studies courses do have credit hours assigned to them for enrollment and tuition charging purposes. While Transitional Studies courses are not included in the CGPA, a student who attempts but does not pass or withdraws from the same Transitional Studies course three times is dismissed and there is no right to appeal the dismissal.

7. The grades, grade point average, cumulative data for all courses a student attempted at the Institution, as well as courses successfully transferred in from prior postsecondary education, are available on the student portal for review. There is also an indication if a student is on Academic/Financial Aid Warning, on Academic/Financial Aid Probation or on Academic/Financial Aid Dismissal.

8. For Degree programs, compliance with SAP is reviewed every academic year during a student’s first two (2) years and then quarterly thereafter. A student who starts or re-enters at a MID session will have that session count as an entire quarter for SAP purposes.

DEGREE PROGRAMS

<table>
<thead>
<tr>
<th>Evaluation Point</th>
<th>Milestones (CGPA and ICR)</th>
<th>Required Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of First Academic Year</td>
<td>&lt; 1.00 and/ or 33.33%</td>
<td>Academic/ Financial Aid Dismissal</td>
</tr>
<tr>
<td>End of Second Academic Year</td>
<td>&lt; 2.0 and/ or 66.67%</td>
<td>Academic/ Financial Aid Dismissal</td>
</tr>
<tr>
<td>End of Seventh Quarter and Thereafter</td>
<td>&lt; 2.0 and/ or 66.67%</td>
<td>Academic/ Financial Aid Warning (if 1st time)/ Academic/ Financial Aid Dismissal (if on Academic/ Financial Aid Warning)</td>
</tr>
<tr>
<td>At Any Time</td>
<td>Anything in excess of 150% MTF</td>
<td>Academic/ Financial Aid Dismissal</td>
</tr>
</tbody>
</table>

TRANSGRESSIONAL STUDIES

| At Any Time | 3x Attempted Failures | Academic/ Financial Aid Dismissal |

Please note that if you do not pass the same Transitional Studies course after three (3) attempts, the result will be Academic/ Financial Aid Dismissal with no right to appeal the dismissal.

Unless otherwise noted, Academic/ Financial Aid Dismissals may be appealed. Please see the Appeal Process below.

A student enrolled in Transitional Studies courses must be able to pass the same Transitional Studies course after three (3) attempts or that student will be placed on Academic/Financial Aid Dismissal.

To be removed from Academic/Financial Aid Warning or Academic/Financial Aid Probation, a student must meet the Satisfactory Academic Progress requirements at the next applicable measuring point.

Procedure for Appealing Academic/ Financial Aid Dismissal

A student who is dismissed for violating Satisfactory Academic Progress must appeal in writing to the Dean of Academic Affairs for re-entry before the start of the quarter in which he/she wishes to return. The written appeal must state the mitigating circumstances that contributed to the dismissal. The written appeal must be supported with appropriate documentation of the mitigating circumstances with an explanation on how the circumstances have been remedied or changed to ensure that he or she will be able to meet satisfactory academic progress if re-admitted.

The Dean of Academic Affairs or an Appeals Committee will review the student’s appeal and will determine within fourteen (14) business days of the date of the receipt of the appeal whether the circumstances and student status warrant consideration for re-admission. The student may be asked to appear in person during the review process when deemed necessary by the Dean of Academic Affairs or the Appeals Committee. Upon approval of the Appeals Committee decision, the student will be notified by the Dean of Academic Affairs both verbally and in writing. The Appeals Committee decision will be final.

Following is a comprehensive list of events that indicate there may be a mitigating circumstance which has negatively impacted academic progress:

- Death of an immediate family member
- Student illness requiring hospitalization (this includes mental health issues)
- Illness of an immediate family member where the student is the primary caretaker
- Illness of an immediate family member where the family member is the primary financial support
- Abusive relationships
- Divorce proceedings
- Previously undocumented disability
- Work-related transfer during the period
- Change in work schedule during the period
- Natural disaster
- Family emergency
- Financial hardship such as foreclosure or eviction
- Loss of transportation where there are no alternative means of transportation
- Documentation from a Professional Counselor
- A doctor documented illness of the student for a significant period of time
- Military deployment

A student who is successful in his/her appeal is able to apply for re-entry and if otherwise eligible, receive financial aid; however, the student will be placed on Academic/Financial Aid Probation at the start of the academic quarter. A student on Academic/Financial Aid Probation may receive financial aid (if otherwise eligible).

The Dean of Academic Affairs is responsible for determining the appropriateness of the mitigating circumstance in regards to severity, timing and duration of the mitigating circumstance, and the student’s ability to avoid the circumstance. Any consideration of the conditions outside of the list provided should be discussed with the Dean of the College of Creative Art and Design. Student life issues and making the transition to college are not considered mitigating circumstances under this policy since students have at least two quarters to adjust to college life.

Documentation from a professional counselor should not breach the student/counselor relationship and should remain confidential. A memorandum or letterhead indicating a counselor’s opinion that the student issues may be accommodated to ensure that the student will be able to meet Satisfactory Academic Progress will suffice as proof of mitigating circumstances as well as to show that the student’s circumstances have been remedied or changed to ensure that the student will be able to meet Satisfactory Academic Progress with the accommodations from the institution.

If a student’s appeal is successful, the student will be placed on Academic/Financial Aid Probation for one (1) quarter. Academic Advisors, Registrars, and/ or Academic Department Chairs/Program Directors must document and maintain as part of the appeals process a concrete plan for how a student will complete his remaining coursework by the next measurement point as well as how the student’s progression will be monitored. The Academic Plan must detail specific time frames and student success measures and cannot be greater than one (1) quarter for certificate programs but for degree programs may be up to two (2) quarters. The Academic Plan must be reviewed with the student to ensure that designated Academic Plan is being met and the student is on track to achieve the success measures within the approved timeframe. There cannot be a change to the academic plan once approved by the student and the institution. Failure to meet the established goals and objectives may result in Academic/Financial Aid Dismissal.

A student denied an appeal must sit out one (1) year before being eligible to apply for re-entry. Also, any student who ceased attendance and whose grades in the last quarter of attendance caused him or her to not meet the minimum standards of the Satisfactory Academic Progress must go through the same appeal process. The appeal procedure described in the preceding section applies. The student must demonstrate resolution to any mitigating circumstances and demonstrate that he or she will be able to meet satisfactory academic progress if re-admitted.

If the appeal is granted, the re-entering student will be placed on Academic/Financial Aid Probation at the start of his/her quarter of return. The student must meet the standards of Satisfactory Academic Progress by the end of his or her first (1st) quarter if in a certificate program and up to the second quarter if in a degree program (but only if there is a documented Academic Plan between the Institution and the student) to continue in the program. The agreed upon academic plan must result in thresholds that exceed the last evaluation point’s minimums and be sufficient for the student to realistically meet the next evaluation point. The student may be asked to cease attendance and whose grades in the last quarter of attendance caused him or her to not meet the minimum standards of the Satisfactory Academic Progress must go through the same appeal process. The appeal procedure described in the preceding section applies. The student must demonstrate resolution to any mitigating circumstances and demonstrate that he or she will be able to meet satisfactory academic progress if re-admitted.
Academic/Financial Aid Dismissal not Allowed
A student who attempts but does not pass the same Transitional Studies course three (3) times is dismissed and there is not a right to appeal the dismissal.

Additional Appeal Procedures:
While an appeal can be made for Maximum Time Frame, the Institution and the Vice Chancellor for Academic Affairs or a designee must review the appeal.

If a student who has successfully appealed an Academic/Financial Aid Dismissal is later again dismissed, the student can file one (1) additional appeal as long as the appeal is based on different mitigating circumstances from any previous appeal, the new mitigating circumstance occurred after the previous successful appeal, the student is showing significant Satisfactory Academic Progress and mathematically the student can meet the next SAP evaluation point requirements.

In addition to the Institution’s Review of the Appeal, it must also be reviewed by the Vice Chancellor of Academic Affairs or a designee.

Explanations of Related Issues
Calculation of CGPA
A student’s cumulative grade point average is calculated by a) Multiplying credits for each course by grade points associated with the grade earned; b) Totaling the grade points earned for all the courses, and c) Dividing total grade points earned by the total number of quality credits. The Institute uses a 4.0 scale in assigning grade points.

Transitional Studies Courses
Many Art Institutes require academic assessments. Depending on assessment scores, students may be required to take Transitional Studies courses. Students must successfully complete such courses in order to progress in the program. Transitional Studies course credits do not count towards the total number of credits for graduation nor do they count in the CGPA. Additionally, they do not count in determining the maximum timeframe and the incremental completion rate.

While Transitional Studies course(s) are not included in the CGPA, each individual Transitional Studies course may be attempted no more than three (3) times. Failure to pass the courses within the attempts permitted will result in dismissal from the Institution and there is no right to appeal the dismissal.

Repeated Courses and Grades
As courses are repeated, the only highest grade will count in the GPA/CGPA. All attempts are included in the credit hours attempted for the purposes of calculating the incremental completion rate (ICR). Withdrawn and failing grades are included in the maximum allowable timeframe and incremental completion rate as credit hours attempted but not earned. The grade Incomplete (I) is calculated as if it is an F for CGPA and ICR purposes until it is changed to another grade and the course will be included as credits attempted but not credits earned until it is changed to another grade.

Remediation of Academic Deficiencies
It is strongly recommended that any student with withdrawn or failing grades enroll in the same course(s) in the subsequent quarter to improve academic performance.

Transfer Credits from another Postsecondary Institution
Credits from transfer courses are calculated in the maximum allowable credits and incremental completion rate requirements as credits attempted and credits earned. Grades for credits transferred from any other postsecondary institution will be recorded as Transfer Credit (TR) and will not be calculated in the student’s CGPA.

Change of Program
Students will be allowed one (1) change of program. Changing from a day program to an evening program of the same major is not considered a change of major. Courses that apply to the second major will be recorded as earned credit and will affect the student’s CGPA and will be included as credits attempted and credits earned. Students who change programs must sign a new program enrollment agreement which must be filed in the student’s academic file. Note: If a student is at the point of dismissal for Satisfactory Academic Progress in the first (1st) major, that student must be put on Academic/Financial Aid Dismissal, appeal the dismissal, have the appeal granted based on mitigating circumstances before transferring to the new major. Under no circumstances can a request to change majors circumvent a dismissal.

In cases in which a student has graduated from one (1) program in the Institution then subsequently begins work in a different program, grades earned in the first program, if applicable to the new program, will be recorded with the letter grades and thus will be included in the Cumulative Grade Point Average and will be included in the Incremental Completion Rate as credits attempted and credits earned.

Transfers from another Art Institute
A student must be maintaining Satisfactory Academic Progress in order to be allowed the opportunity of transferring from one (1) program to another or from one (1) campus to another. A student who is on Academic/Financial Aid Dismissal and wishes to transfer to another affiliated Art Institute must appeal his/her Academic/Financial Aid Dismissal at the originating campus and receive reinstatement prior to the transfer. Please note that course credits and applicability of those credits at each Art Institute for a program can vary from location to location. Please carefully discuss any possible transfer with the Art Institute you wish to attend.

Grading System
At the conclusion of each course in the program, the student receives a report of his or her grade(s) for the course(s) just completed. These grades are entered also in the student’s academic transcript, which is updated each quarter. The criteria for determining a student’s grade shall be as follows (on a percentage of total point basis):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Quality Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>B+</td>
<td>3.4**</td>
</tr>
<tr>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>C+</td>
<td>2.4**</td>
</tr>
<tr>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>C-</td>
<td>1.7</td>
</tr>
<tr>
<td>D+</td>
<td>1.4**</td>
</tr>
<tr>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>0.0 *</td>
</tr>
</tbody>
</table>

*F does not compute in GPA and CGPA and does not affect credit attempted.

The Metrics of SAP
Academic Grading System
The grading system incorporates letter grades, equivalent numeric values and letter codes as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Quality Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>CR = Credit through examination</td>
<td>Credits Earned/TR grade. This does not affect CGPA. They do impact ICR and MTF.</td>
</tr>
<tr>
<td>I = Incomplete</td>
<td>Affects ICR/MTF/CGPA (Computes as an F).</td>
</tr>
<tr>
<td>S = Suspension</td>
<td>Affects ICR/MTF/CGPA (Computes as an F).</td>
</tr>
<tr>
<td>NP = Not passing/Fail</td>
<td>Does not affect ICR/CGPA. This grade designation is utilized to indicate that a student did not acceptably complete a non credited course.</td>
</tr>
<tr>
<td>PA = Pass</td>
<td>This grade designation is utilized to indicate that a student acceptably completed a non credited course. Does not affect ICR/MTF/CGPA.</td>
</tr>
<tr>
<td>RE = Remedial Course</td>
<td>This code will appear for remedial courses taken at schools utilizing the Campus Vue Student Information System (SIS). This code will be followed by the course grade. Does not affect ICR/MTF/CGPA.</td>
</tr>
<tr>
<td>SP or SA</td>
<td>Satisfactory/Pass</td>
</tr>
<tr>
<td>T = Termination from course</td>
<td>Affects ICR/MTF/CGPA (Computes as an F).</td>
</tr>
<tr>
<td>TR = External Transfer Credit</td>
<td>Grade designation utilized for transfer credits. Does not affect CGPA. They do impact ICR and MTF.</td>
</tr>
<tr>
<td>U = Unsatisfactory</td>
<td>Indicates that a student unsuccessfully completed a non-credited course. Does not affect ICR/MTF/CGPA.</td>
</tr>
<tr>
<td>WV = Waiver</td>
<td>Commonly used when waiving a transitional course and does not affect ICR/MTF/CGPA.</td>
</tr>
<tr>
<td>WX = Course was registered for but never attended</td>
<td>Self-explanatory and does not affect ICR/MTF/CGPA.</td>
</tr>
</tbody>
</table>

Other Grade Codes worth Zero Quality Points:

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TR</td>
<td>External Transfer Credit</td>
</tr>
<tr>
<td>PA</td>
<td>Pass</td>
</tr>
<tr>
<td>NP</td>
<td>Not passing/Fail</td>
</tr>
<tr>
<td>I</td>
<td>Incomplete</td>
</tr>
<tr>
<td>S</td>
<td>Suspension</td>
</tr>
<tr>
<td>CR</td>
<td>Credit through examination</td>
</tr>
<tr>
<td>SP or SA</td>
<td>Satisfactory/Pass</td>
</tr>
<tr>
<td>RE</td>
<td>Remedial Course</td>
</tr>
<tr>
<td>WV</td>
<td>Waiver</td>
</tr>
<tr>
<td>WX</td>
<td>Course was registered for but never attended</td>
</tr>
</tbody>
</table>
Students receive grades at the end of each quarter including midquarter. The grade report contains both the grade point average for the quarter (GPA) and cumulative grade point average (CGPA) for the program. When a course is repeated after failure, the grade earned upon repeating the class replaces the original grade in determining the grade point average, though the failing grade will still appear on the transcript.

Repeating Courses
Grades earned in repeated courses will replace grades of “F”, “W”, or “WF”. Course credits with grades of “F”, “W”, or “WF” are included in the maximum time frame (MTF) and incremental completion rate (ICR) requirements as credits attempted but not earned. Students with incomplete grades will receive an “F” if a grade change is not submitted by the end of the second week of the following term. The grade “I” indicates incomplete and is calculated as if it is an “F” until it is changed to another grade and the course will be included as course credits attempted, but not earned. Only if it is part of an Academic Plan may students retake courses in which they received a passing grade in order to improve their CGPA but can retake a course passed only one (1) additional time. Credits from all repeated courses are included as credits attempted. The highest grade earned will be used in the CGPA calculations.

Changed Grade
When a final course grade has been established and recorded in the student record, the grade may not be changed without approval by both the Academic Department Director and the Dean of Academic Affairs. Only the final grade (not the original grade/code) will be computed in the grade point average. The final grade is the one that counts in the calculation.

Calculations
The Art Institute measures and records academic performance by computing the Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) for each student, using the letter grades, four (4)-point scale and credit-hour values. GPA is the average of grade points a student earns during one quarter. CGPA is the cumulative average of all grade points a student has earned over all quarters at The Art Institute. Transitional study courses do not count in this calculation.

Here is an example of how GPA and CGPA are computed: Imagine that a student is taking a total of two (2) courses during one (1) quarter. One (1) course has a four (4) credit hours value and the student earns an A. The second (2nd) course has a three (3) credit hour value and the student earns a B. Remember, each letter grade carries a grade point value. Grade point values are multiplied by credit hours.

In this example:
- A = 4 grade points x 4 credit hours = 16 grade points earned
- B = 3 grade points x 3 credit hours = 9 grade points earned

To compute the GPA, divide the total number of grade points earned by the total number of credit hours earned for the quarter.

In this example:
- 16 grade points + 9 grade points = 25 total grade points
- 25 grade points earned divided by 7 total hours earned = student’s GPA for the quarter, 3.57, which is rounded to 3.6.

A student’s CGPA is computed in the same way by dividing the student’s total grade points earned from all quarters/seminesters at an Art Institute campus by the student’s total credit hours earned from all quarters at The Art Institute. (The CGPA is calculated by rounding up to the nearest tenth if the last digit is 5 or greater. It is rounded down to the nearest tenth of the last digit if the last digit is less than 5. Example: 1.95 = 2.0, 1.94 = 1.90)

Incremental completion rate is determined as follows (transitional study credits do not count in this calculation):

\[
\text{Earned Credits at the Institution} + \text{Transfer Credit (Accepted)} = \text{Attempted Credits at the Institution} + \text{Transfer Credits (Accepted)}
\]

The 150% MTF: Only the attempted and transferred credits in the program for which the student is currently enrolled are used in determining the number of MTF credits remaining. Transitional study courses do not count in this calculation.

The 150% MTF is determined as follows:

\[
\text{TOTAL CREDITS NEEDED TO GRADUATE FROM THE PROGRAM} \times 1.5 = \text{TOTAL NUMBER OF CREDITS ALLOWED TO ATTEMPT}
\]

STUDENT STATUS CHANGES AND SAP

Transfer Students
Transfer credits from other post-secondary institutions applied to the current program of study are used to calculate attempted credits remaining and remaining credits to graduate. Therefore, the maximum number of attempted credits for a student with transfer credit is still one and one-half times the number of credits required to complete a program for graduation.

Example: If a student transfers in 36 credits to a program consisting of 180 credits, the calculation would be 180 X 1.5 = 270 credits. Therefore, the 36 transfer credits would be considered attempted and earned so only 234 more credits could be attempted.

Grades for credits transferred in from any post-secondary institution (including an Art Institute) will be recorded as “TR” in the Student Information System and will not affect the student’s CGPA.

Students wishing to transfer from one (1) Art Institute campus to another may do so only if they are in good standing at the sending campus. If the student is transferring to a different institution (as defined by the Department of Education), then he or she is treated as a student transferring in from an unaffiliated institution. Any student dismissed for violation satisfactory academic progress cannot transfer or be considered a New student (if they had a break in enrollment) at another Art Institute until he or she has been granted an appeal at the original school and is deemed to be making satisfactory academic progress.

Changes in Program
Unless a second (2nd) change is specifically approved for the specific student by the Dean, students are allowed only one (1) change of program and must be making satisfactory academic progress at the time a request is made to change programs.

Courses taken in one (1) program that is applicable to the second (2nd) program will be transferred with the applicable grade. If the student has taken a course more than once, only the grades transferred to that new program will apply to the second (2nd) program. All grades earned in the original program that apply to the new program will count towards the CGPA. For ICR and 150% purposes only, those courses transferred will apply to the second program will be considered.

In the formulas below, the “CHANGE OF MAJOR” adjustment factor would be those credits from the previous major that we will NOT count in the student’s current major.

Incremental completion rate is determined as follows (transitional credits do not count in this calculation):

\[
\text{Earned Credits in the New Program} + \text{Transfer Credit (Accepted)} = \text{Attempted Credits in the New Program} + \text{Transfer Credits (Accepted)}
\]

The 150% MTF: Only the attempted courses required in the program for which the student is currently enrolled are used in determining the number of MTF credits remaining.

An MTF violation occurs when the credits remaining to graduate exceeds the attemptable credits remaining.

The 150% MTF is determined as follows:

\[
\text{TOTAL CREDITS NEEDED in the PROGRAM TO GRADUATE} \times 1.5 = \text{TOTAL NUMBER OF CREDITS ALLOWED to BE ATTEMPTED}
\]

Second Degree
When a student has graduated from The Art Institute in one (1) program, then subsequently begins work in a different program, grades used in the CGPA of the previous program will be applied to the student’s new program CGPA calculation.

Satisfactory Academic Progress for Educational Benefits which are not Title IV Funds

Please note that in order to receive and/or retain certain education benefits from a source other than the Department of Education, it may require a higher cumulative grade point average and/or a higher incremental completion rate. Examples of these education benefits are State Grants, Veterans’ Benefits, Department of Defense (TA) benefits or employee reimbursements. Please check with the Student Financial Service Office for details.

95
GRADUATE SATISFACTORY ACADEMIC PROGRESS (SAP) POLICY

I. Purpose / Scope
The Satisfactory Academic Progress Policy ensures that all students in graduate degree programs are maintaining satisfactory academic progress towards a successful completion of their academic program. The criteria and standards contained in this policy are set to recognize exemplary academic achievements or to detect problems for which actions of early intervention and/or remediation can be taken. The Satisfactory Academic Progress Policy complies with requirements of accrediting commission(s) along with federal regulatory guidelines.

II. Policy Provisions
The Satisfactory Academic Progress Policy ensures that all students are maintaining satisfactory academic progress towards successful completion of their academic programs. Receiving D or lower grades and/or withdrawing from classes may put students at risk. The evaluation points and milestones contained in the policy are meant to identify problems for which actions of early intervention and/or remediation can be taken. Most critical to this policy is a student’s ability to enroll in and complete courses on a consistent and successful manner. This ability is measured in three (3) ways: cumulative grade-point-average (CGPA); and incremental completion rate (ICR) within a maximum time frame (MTF). Failure to complete courses successfully for any reason may negatively affect satisfactory academic progress. Failing courses or withdrawing from courses could result in the loss of financial aid and academic dismissal. In order for a student to graduate, the minimum requirements are a CGPA of 3.0; ICR of 66.67%; pass the Thesis Committee review, meet portfolio or other requirements as outlined by the student’s degree program or completion of the program in no more than 150% of total program credits and five (5) years beginning with the first day of class.

Periods of attendance when a student does not receive Title IV aid are included in determining Satisfactory Academic Progress. Periods of Non-Attendance are not included in determining SAP. While the terms Academic Warning/Financial Aid Warning and Academic Probation/Financial Aid Probation are used, the statuses apply to all students whether receiving financial aid or not.

Satisfactory Academic Progress Policies in the Pre-Thesis/Capstone stage

1. For all quarter evaluations a student must achieve a minimum cumulative grade point average (CGPA) of 3.0 and an incremental completion rate (ICR) of 66.67%. A student not achieving these minimum standards (and has not reached the thesis/capstone stage of his or her program) is placed on academic warning/financial aid warning for the next quarter. If a student who is already on academic warning/financial aid warning fails to achieve these milestones the following term, s/he will be academically dismissed from the graduate program.

2. The student has one (1) quarter to improve his or her CGPA or ICR to the mandatory level of at least 3.0 CGPA or ICR 66.67%. If a student fails to improve his or her warning status to acceptable, the result is dismissal from the graduate program.

NOTE: If a student is on academic/financial aid warning for failing to meet the CGPA and ICR requirements, it will be very difficult for him/her to meet the CGPA and ICR milestones of 3.0 and 66.67%. In some cases the student may have to successfully complete all the courses attempted. A student should consult with his/her academic advisor or academic counselor on the exact requirements.

Approval to Thesis/Capstone Stage.

1. A mid-program assessment (typically, within the first three (3) quarters of the program) of each student takes place to determine whether they will be accepted into the Thesis/Capstone stage of the program. This assessment occurs separately from a particular class and involves faculty from throughout the department. Students must successfully complete these mid-program assessments (as determined by the program director) prior to being accepted into the thesis/capstone stage of their programs. Unacceptable assessments will result in academic warning/financial aid warning for the following quarter.

2. The student has one (1) quarter to resubmit and successfully complete the mid-program assessment. If at the second (2nd) attempt, the student’s assessment is still unacceptable, the result is an immediate dismissal from the graduate program.

Allowable Academic/Financial Aid Probation

Students may be on an academic warning/financial aid warning status once and academic/professional aid probation/financial aid probation only once, after successful appeal during their enrollment. Students not meeting the minimum SAP requirements will be notified in writing by the catalogued in the Student Information System as noted on the student’s academic file by the school. Any student who is on Academic/Financial Aid Probation for one quarter due to the shorter length of the program. Students are eligible to receive Title IV aid while on Academic Probation/Financial Aid Probation if he or she is otherwise eligible. Failure to meet the minimum CGPA and ICR standards following the Academic Probation/Financial Aid Probation period will result in a permanent dismissal. If a student appeals and is denied the appeal, he or she must remain out of school until one (1) year after the quarter in which the appeal was filed. The appeal procedure described in this section will apply. The student must demonstrate resolution to the mitigating circumstance(s) and demonstrate that he or she will be able to meet satisfactory academic progress if re-admitted. The applicants will have to include describing why they failed to meet satisfactory academic progress before and what has changed to ensure that he or she will be able to meet satisfactory academic progress if re-admitted. Should the student have his or her appeal denied a second (2nd) time, the student will be permanently dismissed from the institute.


A student who is dismissed for violating Satisfactory Academic Progress must appeal in writing to the Dean of Academic Affairs for re-entry before the start of the quarter in which he/she wishes to return. The written appeal must state the mitigating circumstances that contributed to the dismissal. The written appeal must be supported with appropriate documentation of the mitigating circumstances with an explanation on how the circumstances have been remedied or changed to ensure that he or she will be able to meet satisfactory academic progress if re-admitted. The result of the appeal (grant or appeal denied) must be provided to the student and catalogued in the Student Information System as well as the student’s academic file. As part of the appeal the student must document in writing why he or she did not meet SAP and what in the student’s situation has changed that will allow him or her to meet SAP according to a written academic plan. If the student’s appeal is granted, he or she will be placed on Academic Probation/Financial Aid Probation for one (1) quarter due to the shorter length of the program. Students are eligible to receive Title IV aid while on Academic Probation/Financial Aid Probation if he or she is otherwise eligible. Failure to meet the minimum CGPA and ICR requirements following the Academic Probation/Financial Aid Probation period will result in a permanent dismissal. If a student appeals and is denied the appeal, he or she must remain out of school until one (1) year after the quarter in which the appeal was filed. The appeal procedure described in this section will apply. The student must demonstrate resolution to the mitigating circumstance(s) and demonstrate that he or she will be able to meet satisfactory academic progress if re-admitted. The applicants will have to include describing why they failed to meet satisfactory academic progress before and what has changed to ensure that he or she will be able to meet satisfactory academic progress if re-admitted. Should the student have his or her appeal denied a second (2nd) time, the student will be permanently dismissed from the institute.

Mitigating Circumstances for Appeal
Following is a comprehensive list of events that indicate there may be a Mitigating Circumstance which has negatively impacted academic progress:

- Death of an immediate family member
- Student illness requiring hospitalization (this includes mental health issues)
- Severe Illness of an immediate family member
- Student has a primary caretaker who is the primary financial support where the family member is the primary financial support
- Illness of an immediate family member where the family member is the primary financial support
- Abusive relationships
- Divorce proceedings
- Previously undocumented disability
- Work-related transfer during the term
- Change in work schedule during the term
- Natural disaster
- Family emergency
- Financial hardship such as foreclosure or eviction
- Loss of transportation where there are no alternative means of transportation
- Documentation from the School Counselor and/or a Professional Counselor
- A doctor documented illness of the student for a significant period of time
- Military Deployment

Passing the Mid-program Assessment/
Other Grade Codes worth Zero Quality Points: does count as credit attempted.

*F does compute in the CGPA and

- D   1.0
- D+  1.3
- C-   1.7
- C    2.0
- B-    2.7
- B+   3.4
- A-   3.7
- A = 4 grade points x 4 credit hours

Credits Earned/TR grade does not affect ICR/CGPA.

SP or SA = Satisfactory/Pass

This grade designation is utilized to indicate that a student acceptably completed a non credited course. Does not affect ICR/MTF/CGPA.

T = Termination from course

Affects ICR/MTF/CGPA (Computes as an F)

TR = External Transfer Credit

Grade designation utilize for transfer credits. This does not affect CGPA. They do impact ICR and MTF.

U = Unsatisfactory

Indicates that a student unsuccessfully completed a non-credited course. Does not affect ICR/MTF/CGPA.

WV = Waiver

Commonly used when waiving a remedial courses and does not affect ICR/MTF/CGPA.

WX = Course was registered for but never attended

Self-explanatory and does not affect ICR/MTF/CGPA.

Students receive grades at the end of each quarter. The grade report contains both the course point average for the quarter (GPA) and cumulative grade point average (CGPA) for the program. When a course is repeated after failure, the grade earned upon repeating the class replaces the original grade in determining the grade point average, though the failing grade will still appear on the transcript.

Repeating Courses, Withdrawals, and Transfer Credits

Grades earned in repeated courses will replace grades of ‘F’, ‘W’, or ‘WF’. Course credits with grades of ‘F’, ‘W’, or ‘WF’ are included in the maximum time frame (MTF) and incremental completion rate (ICR) requirements as credits attempted but not earned. Credits from all repeated courses are included as credits attempted. Transfer credits count in the ICR, MTF but not in the CGPA, and count as attempted and earned credits.

Changed Grade

When a final course grade has been established and recorded in the student record, the grade may not be changed without approval by both the Academic Department Director and the Dean of Academic Affairs. Only the final grade (not the original grade/code) will be computed in the grade point average. The final grade is the one that counts in the calculation.

Calculations

The Art Institute measures and records academic performance by computing the Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) for each student, using the letter grades, four (4)-point scale and credit hour values. GPA is the average of grade points a student earns during one (1) quarter. CGPA is the cumulative average of all grade points a student has earned over all quarters at The Art Institute. Here is an example of how GPA and CGPA are computed: Imagine that a student is taking a total of two (2) courses during one (1) quarter. One (1) course has a four (4) credit hour value and the student earns an A. The second (2nd) course has a three (3) credit hour value and the student earns a B. Remember, each letter grade carries a grade point value. Grade point values are multiplied by credit hours.

In this example:

- A = 4 grade points x 4 credit hours
- B = 3 grade points x 3 credit hours

To compute the GPA, divide the total number of grade points earned for the quarter by the total number of credit hours earned for the quarter.

In this example:

16 grade points + 9 grade points = 25 total grade points
25 grade points earned divided by 7 total hours earned = student’s GPA for the quarter, 3.57, which is rounded to 3.6.

A student’s CGPA is computed in the same way by dividing the student’s total grade points earned from all quarters/semester at The Art Institute by the student’s total credit hours earned from all quarters at The Art Institute. (The CGPA is calculated by rounding up to the nearest tenth if the last digit is 5 or greater. It is rounded down to the nearest tenth of the last digit if the last digit is less than 5. (Example: 1.95 = 2.0, 1.94 = 1.90)

Incremental completion rate

determined as follows (remedial credits do not count in this calculation):

\[
\text{GPA} = \frac{\text{Earned Credits} \times \text{Credit Hours} \times \text{Quality Points}}{\text{Total Hours}}
\]

The 150% MTF is determined as follows:

\[
\text{MTF} = \frac{\text{Total Credits Needed to Graduate from the Program}}{1.5}
\]

See the Milestones and Evaluation Points for Satisfactory Academic Progress Grid at the top of page 98.

**INTELLECTUAL PROPERTY**

**INTRODUCTION**

As a creative community of teachers, artists and scholars, South University is committed to encouraging the creation of new works, new ideas, and new forms of creative and scholarly expression. This Policy on Intellectual Property is provided to protect the interests of those who create as well as the interests of South University itself, which supports this creative and scholarly work.

I. Purpose and Scope

This document expresses South University’s policy regarding ownership and usage rights with respect to Intellectual Property (as hereinafter defined). It covers all those who are a part of South University – faculty, staff, students, visiting artists, visiting scholars, or other participants enrolled, employed or affiliated with South University, and this Policy governs in all circumstances, unless South University has modified it through a written agreement connected to a sponsored or commissioned work or as part of work under a grant or contract. Should there be any conflict between the provisions of this Policy and the terms of a separate written agreement between South University and any party, the terms of that separate written agreement will govern. This Policy is not intended to limit “fair use” as defined by U.S. laws.
**II. Terminology**

The following terms are used throughout the Policy and are defined as follows:

A. **Copyright** - Copyright is the intangible property right granted for a limited period of time by federal statute (Title 17 of the U.S. Code) for an original work of authorship fixed in any tangible form of expression. Copyright provides the owner with five exclusive rights, including the exclusive right to reproduce the work, to prepare derivative works based on the work, to distribute copies of the work to the public by sale or other transfer of ownership (or by rental, lease, license or lending), to display the work publicly and to perform the work publicly (if relevant).

B. **Commissioned Work** - A Commissioned Work is defined as a Work (as defined in paragraph K) that is produced or created pursuant to a written agreement with the Institution and for Institution purposes by (a) individuals not under the employ of the Institution or (b) Institutional Employees (as defined in paragraph D) acting outside the scope of their regular Institution employment, as determined by their existing Institution employment arrangement or contract.

C. **Independent Academic Effort or Creative Activity** - Independent Academic Effort or Creative Activity is defined as the inquiry, investigation, research, or creative activity that is carried out by faculty, staff and Students of the Institution working on their own, that advances knowledge or the development of the arts, sciences, humanities, or technology where the specific direction, methodology, and content of the pursuit is determined by the faculty, staff member(s), or Student(s) without the direct assignment, supervision, or involvement of the Institution.

D. **Institutional Employee** - An Institutional Employee is a full-time or part-time faculty member, visiting faculty,adjunct faculty, artist, scholar, or fellow (as defined in the Faculty Handbook), or a full-time or part-time staff member (as defined in the Staff Handbook), or Student, who is employed by the Institution or who is working under an Institution contract, either expressed or implied.

E. **Intellectual Property** - Means: (i) trademarks, service marks, brand names, trade dress, assumed names, trade names, slogs, URLs, domain names, logos and other indications of source, sponsorship or affiliation, together with all associated goodwill (whether the foregoing are registered, unregistered or the subject of a pending application for registration); (ii) inventions, developments, improvements, discoveries, know how, concepts and ideas, whether patentable or not, in any jurisdiction; (iii) patents, patent applications and patent disclosures; (iv) trade secrets and proprietary or confidential information; (v) writings and other works of authorship, whether subject to copyright protection or not, in any jurisdiction, including but not limited to literary works (such as books, scholarly articles, journal articles and other articles, theses, research, course syllabi, curricula, exams, instructional and evaluation materials for classes, courses, labs or seminars, study guides, student rosters and attendance forms, grade reports, assessment of student work and projects, course or program proposals, software, data and databases, lecture and presentation materials), musical works (including any accompanying words), dramatic works (including any accompanying music), pantomimes and choreographic works, pictorial, graphic, and sculpture works (including graphic designs, illustrations, photographs, paintings, sculptures and other works of art), motion pictures and other audiovisual works (including films, video recordings and multimedia projects); sound recordings; architectural works, works of applied art, and other works; (vi) copyrights, copyright registrations and applications for registration of copyrights in any jurisdiction.

F. **Patent** - A United States patent is a grant which gives the owner of the patent the right to exclude all others from making, using, or selling the claimed invention in the United States for a set period of time. Similar rights are granted in other countries, but the discussion of Patents in this Policy will focus specifically on United States patent rights.

G. **Sponsored Work** - Sponsored Work is a Work (as defined in paragraph K) that is produced or created under an agreement between the Institution and a sponsor which provides the Institution with ownership and/or usage rights to the Work and Intellectual Property produced under the agreement. Sponsored works do not include works created through independent academic effort or creative activity, even when based on the findings of the sponsored project, so long as an agreement does not state otherwise.

H. **Student** - A Student is a regularly registered, full- or part-time, undergraduate or graduate at the Institution, including students attending the Institution as “special status students” - e.g., as participants in Professional Institute for Educators (PIE), Continuing Education (CE), the Pre-College or Saturday programs, or in exchange programs or through special grants or fellowships.

I. **Substantial Institutional Resources** - Any substantial use of Institution equipment, facilities, time, personnel, or funds, and use of Institution resources that are not “commonly provided”, is considered a use of “Substantial Institutional Resources.” This use does not include resources commonly provided to Institution faculty and staff, such as offices, library facilities, basic artistic facilities, and everyday telephone, computer, and computer network support. However, substantial time spent in the use of these latter resources may constitute the use of “Substantial Institutional Resources.” Resources not considered “commonly provided” include specially procured equipment or space, additional staffing or personnel, utilization of resources that are not “commonly provided”, beyond normal work hours of Institution personnel, and monetary expenditures that require a budget. Faculty may use the basic artistic facilities unless use infringes on student use of those facilities for coursework.

J. **Trademark and Service Mark** - A trademark or service mark is any word, phrase, name, symbol, logo, slogan, design, or any combination thereof that is used in trade to identify and distinguish one party’s goods or services from those of others.

K. **Work** - The term “Work” as used in this Policy shall be defined to include all of the items identified in Sections (i), (ii), (iii), (iv) and (v) of the definition of Intellectual Property in paragraph E.

L. **Work Made for Hire** - A "Work Made for Hire" is defined as a Work (as defined in paragraph K) prepared by an employee within the scope of his or her employment. Consistent with the Copyright Act of 1976, as amended, a Work Made for Hire under this Policy also includes a work specially ordered or commissioned for use as a contribution to a collective work, as a part of a motion picture or other audiovisual work, as a translation, as a supplementary work,
The Rights of the Creator of Intellectual Property (Policy Provisions)

A. Faculty, Staff and Student Works

1. General Rule

Subject to the exceptions noted in this Policy, as a general rule, South University will own ownership rights in the following types of Intellectual Property developed through Independent Academic Effort or Creative Activity and that is intended to disseminate the results of academic research and scholarship, and/or to exhibit forms of artistic expression on the part of faculty, staff, and Students.

b.) The Intellectual Property is developed as a Work Made for Hire.

c.) The Intellectual Property is developed by an independent contractor if a written agreement signed by a creator who is assigned, directed and constitutes a Work Made for Hire.

d.) The Intellectual Property is developed by a creator who is assigned, directed or funded by South University to create the Intellectual Property.

e.) The Intellectual Property is developed under a grant, program or agreement which provides South University with ownership rights, in whole or in part, to the Intellectual Property.

Under the circumstances described in Section III.A.2 (a) through (f) above, the Intellectual Property shall be owned by South University (or by South University and any other party as specified in any written grant, program or agreement).

The creator of any Intellectual Property that is or may be owned by South University under this Policy is required to make reasonable prompt written disclosure of the Work to an officer designated by South University's President, and to execute any document deemed necessary by South University to perfect legal rights in South University and enable South University to file and prosecute any application for registration when desired.

3. Ownership Rights in Specific Types of Works

For purposes of clarification and without limiting the generality of the rule and exceptions set forth in Sections III.A.1 and 2 above, ownership rights in the following types of Works are allocated as set forth below:

a.) Curricular materials including course outlines, curricula, lesson plans, course handouts, PowerPoint and other presentation materials (in all forms and media), course content and syllabi are deemed to be Works Made for Hire and therefore all Intellectual Property associated therewith is owned by South University. Likewise, student rosters, attendance forms, interim grade reports, and notes and presentations of student projects, including all Intellectual Property associated therewith, belong solely to South University.

b.) Unless developed under the circumstances set forth in Section III.A.2 (a) through (f), or a written agreement provides otherwise, scholarly articles and papers written for publication in journals, presentations and scholarly papers prepared for seminars and conferences, and personal lecture or teaching notes are typically not considered to be owned by South University as Works Made for Hire or otherwise.

c.) If any Intellectual Property to be owned by South University under Section III.A.2 (a) through (f), or a written agreement provides otherwise, all Intellectual Property created by faculty during sabbatical are owned by the faculty.

f.) Unless the Work is developed under the circumstances set forth in Section III.A.2 (a) through (f), or a written agreement provides otherwise, Intellectual Property created by a creator working on his or her own, or developed in the context of a course, is owned by the Student and South University will not use the Student's Work without the Student's permission to do so.

g.) Students working on a project governed by an existing written agreement to which South University is a party are bound by all terms of that agreement.

h.) Students hired to carry out specific tasks that contribute to Intellectual Property of South University retain no rights of ownership in whole or in part to that Intellectual Property or to the Student's contribution to that work.

i.) Students who wish to work collaboratively with South University employees on projects which involve the creation of Works and Intellectual Property are required to sign and deliver an acceptable written agreement to South University outlining their rights before commencing work on such projects. Either party has the right to initiate such agreement.

j.) The rights of South University to a perpetual, worldwide license (exclusive or non-exclusive, as South University deems necessary), to use and reproduce copyrighted materials for educational, research, and promotional purposes must be included in any agreement with a non-Institution sponsor.

B. Independent Contractor Works

As a general rule, South University will own Intellectual Property created by an independent contractor if a written agreement signed by the parties so provides, or South University has specially ordered or commissioned the work and such work is designated as a Work Made for Hire in a signed written agreement between the parties. If South University does not own the Work created by an independent contractor, it shall have a right or license to use any Work produced by the independent contractor in the course of performance of the contract, in accordance with the parties' agreement.
VIII. Reservation of Rights
South University reserves the right at any time in its sole discretion to modify and/or make changes to the Policy as advisable or appropriate. South University agrees, however, that it will endeavor to notify the entire Institution community through both print and electronic means of its intention to make modifications and/or changes to the Policy at least 30 working days before their enactment.

IX. Effective Date
This Policy supersedes any preexisting Intellectual Property policy of South University and will remain in effect until modified or revoked by South University. This Policy will be binding on all parties who create Intellectual Property after the effective date, and this Policy and other agreements that represent modifications to this Policy shall remain binding on such creators even after their relationship with South University changes or terminates.

X. Governing Law
This Policy shall be governed by and interpreted under applicable federal laws pertaining to intellectual property and applicable state law, without regard to choice of law provisions.
COURSE DESCRIPTIONS

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student’s responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

ADVERTISING (ADV)

ADV3003 DYNAMICS OF MEDIA & MASS COMMUNICATION
Course Prerequisite(s): GE2084
Course Corequisite(s): None
The purpose of this course is to provide a critical understanding of advertising’s role in society in the areas of print, television, radio, film, and the Web. Topics will include the relation of advertising to consumption; the history of the advertising industry; the meaning of material goods in capitalist society; the advertising industry’s influence on institutions such as the media and politics; and approaches to decoding the messages of advertising will also be discussed. The basic orientation of the course is to study advertising as a form of communication unique to modern society.
3 quarter hours

ADV3033 ADVERTISING DIRECT RESPONSE
Course Prerequisite(s): ADVA208, DSN3073 or Permission of Academic Department Director
Course Corequisite(s): None
This course will give students an understanding of direct marketing concepts, terminology, and practices. This course will examine a target market, segment that market, and examine all of the various methods currently available that are currently used to sell directly to that market. Other topics include: customer relationship, direct mail, databases, in-store and non-store retailing, the internet, response, and testing strategies as well as business and legal considerations. Students will create a direct response campaign using print, broadcast, and the Web.
3 quarter hours

ADVERTISING (ADVA)

ADVA101 FUNDAMENTALS OF ADVERTISING
Course Prerequisite(s): None
Course Corequisite(s): None
Examines various methods, objectives and types of advertising and marketing communications in the context of current and emerging trends and cultural influences necessary to produce a variety of advertising campaigns.
3 quarter hours

ADVA201 FUNDAMENTALS OF MARKETING
Course Prerequisite(s): None
Course Corequisite(s): None
The fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing.
3 quarter hours

ADVA204 CONSUMER BEHAVIOR & PERSUASIVE SALES TECHNIQUES
Course Prerequisite(s): ADVA201
Course Corequisite(s): None
Examine the cultural, social, psychological and individual variables involved in consumer behavior. Review marketing practices that influence buyer decisions. Focus on the essential skills and persuasive techniques to affect a sales cycle.
3 quarter hours

ADVA205 HISTORY OF ADVERTISING
Course Prerequisite(s): None
Course Corequisite(s): None
Examines the origins and evolution of advertising and how it has changed over time, its history, potential, limitations and impact on current culture and emerging trends.
3 quarter hours

ADVA207 CREATIVE & STRATEGIC PLANNING
Course Prerequisite(s): ADVA201
Course Corequisite(s): None
Translate marketing objectives into advertising strategy. Take the business challenge the client has presented and translate it into a creative strategy with specific deliverables.
3 quarter hours

ADVA208 PRINCIPLES OF MARKETING RESEARCH
Course Prerequisite(s): None
Course Corequisite(s): None
Marketing research as a tool for developing strategies. The source of data, sampling procedures, questionnaire design, data collection and analysis.
3 quarter hours

ADVA209 PORTFOLIO I
Course Prerequisite(s): Permission by 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
ADVA214 ADVISING COPYWRITING
Course Prerequisite(s): GE0124
Course Corequisite(s): None
Developing effective advertising strategies and copy executions that underlie and enable creative marketing and advertising campaigns and cultivate clear, logical, and creative copywriting skills. The unique characteristics of digital media and the creation of copy for digital media will be explored.
3 quarter hours

ADVA215 ADVISING STORYBOARDING & SCRIPTWRITING
Course Prerequisite(s): ADVA214
Course Corequisite(s): None
Basic storyboard layouts and techniques are examined and practiced. Students write scripts that convey messages in a clear, effective style that communicates to specific audiences. Emphasis is placed on developing strategies and researching, planning and writing scripts for broadcast commercials, public service announcements and interactive media communications.
3 quarter hours

ADVA302 INTRODUCTION TO AD CAMPAIGNS
Course Prerequisite(s): ADVA209
Course Corequisite(s): None
Students create an integrated advertising campaign consisting of multiple media executions of a single, unified theme or concept.
3 quarter hours

ADVA303 INTERACTIVE ADVERTISING
Course Prerequisite(s): ADVA209
Course Corequisite(s): None
Students compare and contrast traditional and interactive advertising outlets in order to develop a clear understanding of the demand for advertising and marketing on-line. Students discover and apply new methods and technologies for developing and working with interactive e-commerce. Students learn the unique characteristics and techniques of media writing and apply them to interactive media production.
3 quarter hours

ADVA304 WRITING FOR INTERACTIVE MEDIA
Course Prerequisite(s): GE0124 or GE2084
Course Corequisite(s): None
This is a specialized writing course for interactive design production. Students identify the requirements of different types of writing and the unique characteristics and techniques of interactive media writing. Students examine how various forms of media work together to reach audiences. Students further explore how to use interactive media to express ideas. These techniques are then applied to various forms of media and creating an interactive resume.
3 quarter hours

ADVA307 BRAND STRATEGY
Course Prerequisite(s): GWDA308 or Permission of Academic Department Director
Course Corequisite(s): None
The role of branding and brand identity. Examines brand value, framework and positioning and their importance to building strong, enduring brands.
3 quarter hours

ADVA308 ACCOUNT PLANNING
Course Prerequisite(s): ADVA101
Course Corequisite(s): None
The account planner represents the consumer focus in an advertising agency. Inside the agency, an account planner helps choose and integrate research and considers proposed advertising decisions from the perspective of consumer behavior. The planner integrates the marketing research, creative and account management perspectives into the development of the creative brief as the foundation for advertising creative development.
3 quarter hours

ADVA312 EMERGING MEDIA IN ADVERTISING
Course Prerequisite(s): ADVA303 or Permission of Academic Director
Course Corequisite(s): None
Explore advanced industry concepts and practices in emerging media; discovering and applying these ideas to a campaign. Students prepare, present and defend a graduate project suitable for a professional audience.
3 quarter hours

ADVA318 BUDGETING & FINANCIAL MANAGEMENT
Course Prerequisite(s): GWDA308
Course Corequisite(s): None
Examine budgeting, short-term and long-term financing, billing, and the economics of financial markets as they impact organizations.
3 quarter hours

ADVA322 DIGITAL MEDIA CAMPAIGNS
Course Prerequisite(s): ADVA201
Course Corequisite(s): None
Students design and implement advanced marketing campaigns utilizing emerging digital media concepts, paradigms, and business models. Students combine and integrate interactive business models using both online and offline media. Students integrate knowledge of e-commerce and interactive media to include emerging technologies such as mobile marketing, social media marketing (SMM), viral advertising, and video user generated content (UGC).
3 quarter hours

ADVA328 PUBLIC RELATIONS
Course Prerequisite(s): None
Course Corequisite(s): None
Examines the role of public relations, showing the principles, methods and means of influencing public opinion.
3 quarter hours

ADVA332 INTERMEDIATE AD CAMPAIGNS
Course Prerequisite(s): ADVA302
Course Corequisite(s): None
Students create integrated advertising campaigns, each consisting of different media executions of a single unified theme or concept. Social media executions are included in these campaigns.
3 quarter hours

ADVA338 MEDIA PLANNING
Course Prerequisite(s): ADVA201
Course Corequisite(s): None
Review of advertising channel options in delivery of the marketing message. Budgeting advertising buys, creating media proposals and articulating return on investment. Creating media sales opportunities.
3 quarter hours

ADVA348 LEADERSHIP & ORGANIZATIONAL BEHAVIOR
Course Prerequisite(s): GWDA308 or Permission of Academic Department Director
Course Corequisite(s): None
Examine human relations theory and individual, group and organizational performance in relation to the structure of a business. Explore the dynamics of successfully leading a diverse workforce through organizational change.
3 quarter hours

ADVA402 ONLINE COMMUNITY MANAGEMENT
Course Prerequisite(s): GWDA308
Course Corequisite(s): None
Focus on developing the knowledge and skills for how to design, create and manage online communities as a business model for relationship marketing. Build and maintain a fan base using social networking tools and engage participants in ongoing conversation around a brand or idea.
3 quarter hours

ADVA406 INTERNSHIP
Course Prerequisite(s): Permission of 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

ADVA407 E-COMMERCE STRATEGIES & ANALYTICS
Course Prerequisite(s): GWDA308 or Permission of Academic Department Director
Course Corequisite(s): None
Explore various metrics and analytics tools for tracking the social and consumer behaviors of online visitors. Students will apply these tools by selecting appropriate key performance indicators (KPIs) for a campaign, identifying and responding to trends in real time, and generating and evaluating reports to determine campaign success. Students will formulate appropriate recommendations and data-driven decisions to optimize online activities.
3 quarter hours

ADVA408 ADVANCED ACCOUNT PLANNING
Course Prerequisite(s): ADVA308
Course Corequisite(s): None
Analysis of account planning by further synthesizing the two principle methods for successful account planning-implementing the creative brief into an advertising campaign and analyzing concepts based on creative strategy. In this Management capstone students work with a real client to deliver a professional creative brief and support materials.
3 quarter hours
**ADVA409 PORTFOLIO PRESENTATION**  
Course Prerequisite(s): Permission of Academic Department Director  
Course Corequisite(s): None  
Students will demonstrate their conceptual, design, craftsmanship and other skills as they assemble and refine portfolio elements in preparation for the transition into the professional world. Working individually with an instructor, each student will select representative pieces, showcasing work that reflects their personal style. Particular emphasis is placed on identifying short- and long-term professional employment goals, as well as related strategies and resources. Elements of the digital portfolio are developed.  
3 quarter hours

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Prerequisites</th>
<th>Co-requisites</th>
<th>Credits</th>
</tr>
</thead>
</table>
| ADVA412 ADVANCED ADVERTISING CAMPAIGNS | Course Prerequisite(s): ADVA322  
Course Corequisite(s): None  
Students research and develop a fully integrated advertising/promotional campaign. Value is placed on the importance of deadline, budget, client relationship and presentation as they relate to the creative process. Final project should document, support and argue the rationale and effectiveness of the campaign. Students prepare, present and defend a graduate project suitable for a professional audience. | None | None | 3 quarter hours |
| ADVA419 PORTFOLIO II | Course Prerequisite(s): ADVA409  
Course Corequisite(s): None  
This course will guide students through the process of compiling their work into a final interactive portfolio. It will also stress the importance of professional development and help students complete their initial job search requirements including personal branding. | None | None | 3 quarter hours |
| AUDIO PRODUCTION (AUD) | AUDA101 FUNDAMENTALS OF AUDIO | Course Prerequisite(s): None  
Course Corequisite(s): None  
This course covers the principles of recording sound and study of sound characteristics, basic acoustics, ergonomics, and basic techniques for field recording. The role of sound in media production is explained and exemplified. | None | 3 quarter hours |
| AUDA102 MUSIC THEORY FOR AUDIO PROFESSIONALS I | Course Prerequisite(s): None  
Course Corequisite(s): None  
This course is an introduction to the rudiments of music theory. Students learn to identify notes and common scales as well as the notation of notes, scales and simple rhythms. The concept and structure of the lead sheet will be introduced. An ear-training component will develop the students’ skill in identifying and transcribing simple chords, melodies, and rhythms. | None | 3 quarter hours |
| AUDA103 AUDIO TECHNOLOGY I | Course Prerequisite(s): None  
Course Corequisite(s): None  
This course examines the principles of audio signals and the equipment used to record, process, and distribute audio content. Students will begin to develop an understanding of signal flow of audio systems using block diagrams. A survey of audio transmission, manipulation, and delivery systems including cables, connectors, basic stereo mixers, microphones, amplifiers, and loudspeakers will be presented. | None | 3 quarter hours |
| AUDA111 SURVEY OF THE AUDIO INDUSTRY | Course Prerequisite(s): None  
Course Corequisite(s): None  
This course explores the audio industry and its constituent sectors. There will be special emphasis on strategies for networking and utilizing industry organization. | None | 3 quarter hours |
| AUDA112 MUSIC THEORY FOR AUDIO PROFESSIONALS II | Course Prerequisite(s): AUDA102  
Course Corequisite(s): None  
This course continues with the development of the rudiments of music theory and expands into an introduction to harmony, voice leading, modes and compound time signatures. Students will learn to create simple lead sheets. An ear-training component will extend the work from Music Theory I to include more complex chords and intervals. | None | 3 quarter hours |
| AUDA113 DIGITAL AUDIO I - INTRODUCTION TO THE INTERFACE | Course Prerequisite(s): None  
Course Corequisite(s): None  
This course introduces the theories, practices, and tools used in digital audio production and techniques of non-linear digital audio editing focusing on the fundamental theories and concepts behind various types of digital audio tools. Students develop knowledge and skills needed to operate non-linear audio workstations. | None | 3 quarter hours |
| AUDA123 VIDEO PRODUCTION FOR AUDIO | Course Prerequisite(s): None  
Course Corequisite(s): None  
This course introduces students to the technical terms, equipment and techniques of video production. | None | 3 quarter hours |
| AUDA133 AUDIO RECORDING I | Course Prerequisite(s): AUDA103  
Course Corequisite(s): None  
The theoretical foundations presented in Audio Technology I are reinforced in this course through practical, hands-on applications. Students learn the operational techniques of basic audio systems with an emphasis on mixdown of prerecorded multitrack sessions. | None | 3 quarter hours |
| AUDA143 ELECTRONICS I | Course Prerequisite(s): AUDA103  
Course Corequisite(s): None  
Students are introduced to the fundamental concepts of electronics as they relate to audio production. Topics include Ohm’s Law, AC and DC, circuits, basic troubleshooting for audio equipment, AC line voltage and filtered DC voltage, etc. | None | 3 quarter hours |
| AUDA202 SYNTHESIS & SOUND DESIGN I | Course Prerequisite(s): AUDA223  
Course Corequisite(s): None  
In this course students develop advanced skills using synthesizers and samplers. Students study the elements of sound and how they apply to simple and complex waveforms, envelopes, LFOs, filters, and keyboard architecture. Theory and practice with sampling and subtractive synthesis using software and hardware sound sources. | None | 3 quarter hours |
| AUDA203 PRODUCTION SOUND | Course Prerequisite(s): AUDA123  
Course Corequisite(s): None  
This course is an introduction to the science and art of production sound. Students learn how to use microphones, field mixers and digital sound equipment to record dialogue and sound effects in a variety of settings. The fundamentals of sound editing and mixing are introduced. | None | 3 quarter hours |
| AUDA205 LISTENING & ANALYSIS | Course Prerequisite(s): AUDA113  
Course Corequisite(s): None  
This course covers ear-training and critical listening from the perspective of the audio engineer and contemporary production techniques. The student will learn to analytically analyze and identify typical contemporary popular song forms and the production techniques used to create them. | None | 3 quarter hours |
| AUDA213 AUDIO TECHNOLOGY II | Course Prerequisite(s): AUDA103  
Course Corequisite(s): None  
Students continue to study the principles of audio signals and the equipment used to record, process, and distribute audio content in this course. Sound in acoustical form is discussed in relation to studio acoustics. Students expand their understanding of signal flow of advanced audio systems by creating and reading complex block diagrams. | None | 3 quarter hours |
| AUDA215 ACOUSTICS | Course Prerequisite(s): AUDA213  
Course Corequisite(s): None  
This course examines the physical behavior of sound indoors and outdoors. Topics include human hearing and the principles of psychoacoustics, sound propagation, transmission, reflection, diffraction, diffusion, noise reduction, basic studio and room acoustics, and sound isolation. | None | 3 quarter hours |
AUDIA223 MIDI SYSTEMS
Course Prerequisite(s): AUDIA13
Course Corequisite(s): None
Students develop a working theoretical and skills-based knowledge of the multi-timbral synthesizer and the sequencing environment within the context of the contemporary MIDI production studio.
3 quarter hours

AUDIA233 POST-PRODUCTION SOUND
Course Prerequisite(s): AUDIA203
Course Corequisite(s): None
This course focuses on the artistic and technical problems of preparing sound in relation to picture. Students will learn the terminology and techniques of editing, mixing, and sound design.
3 quarter hours

AUDIA243 DIGITAL AUDIO II - DIGITAL AUDIO SYSTEMS
Course Prerequisite(s): AUDIA13
Course Corequisite(s): None
Students learn the concepts and production techniques used with Pro Tools integrated into a digital audio workstation. Topics include computer-based digital audio workstations, sound design, field recording, digital audio transfer protocols, software-based effects plug-ins, and online automation.
3 quarter hours

AUDIA253 AUDIO RECORDING II
Course Prerequisite(s): AUDIA133
Course Corequisite(s): None
Students expand and develop the skills learned in Audio Recording I through multi-track recording projects. The course focuses on recording techniques used in music production. Emphasis is placed on signal flow for basic tracks, mixdown, and overdubs. Other topics include close and distant microphone techniques, recording session management, analog tape recorders, studio documentation, signal processing, and moving fader automation systems.
3 quarter hours

AUDIA263 LIVE SOUND REINFORCEMENT
Course Prerequisite(s): AUDIA133
Course Corequisite(s): None
Students learn to set up and operate various audio equipments for a typical live sound reinforcement. Topics include reading block diagrams of audio systems, wiring speakers, connecting power, testing and adjusting microphones, troubleshooting sound systems, and fine-tune reinforcement effects.
3 quarter hours

AUDIA273 ELECTRONICS II
Course Prerequisite(s): AUDIA143
Course Corequisite(s): None
Students explore the concepts, building, and application of transformers and filters and learn to read, interpret, and utilize data from more advanced schematic circuit diagrams. Emphasis is placed upon applying these electronic devices to the operation and troubleshooting of audio equipment.
3 quarter hours

AUDIA283 AUDIO DISTRIBUTION TECHNOLOGIES
Course Prerequisite(s): None
Course Corequisite(s): None
This course addresses the end part of media production-delivery and distribution. Students will study a variety of delivery methods and systems and determine the advantages and limitations of each. They will also examine the relationships between delivery systems and distribution methods and evaluate the relative efficiency, cost and effectiveness of each.
3 quarter hours

AUDIA301 BROADCAST AUDIO
Course Prerequisite(s): AUDIA233
Course Corequisite(s): None
This course provides the student with the fundamentals of audio production skills for Audio TV, Radio and New media.
3 quarter hours

AUDIA302 SYNTHESIS & SOUND DESIGN II
Course Prerequisite(s): AUDIA202
Course Corequisite(s): None
In this course, students explore and implement available synthesis methods that enhance the narrative for various media. Analytical listening sessions will expose students to synthesis methods in various contexts.
3 quarter hours

AUDIA303 ADVANCED POST-PRODUCTION SOUND
Course Prerequisite(s): AUDIA203
Course Corequisite(s): None
This course focuses on practical experience in advanced sound design and audio production for video. The course includes applied techniques used in Automated Dialog Replacement (ADR), and the creation of realistic, synchronized sound effects (Foley), and multi-track recording, editing, and mixing in the post-production story-telling process.
3 quarter hours

AUDIA308 BUSINESS FUNDAMENTALS
Course Prerequisite(s): None
Course Corequisite(s): None
In this course, students are introduced to the fundamentals of business. Topics of learning include forms of business ownership, starting a business, developing a business plan, business management principles and strategies, and marketing and promotion strategies for a business.
3 quarter hours

AUDIA309 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 sound design, sound organization, presentation, 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

AUDIA311 MASTERING
Course Prerequisite(s): AUDIA343
Course Corequisite(s): None
This course introduces students to the equipment, techniques, protocols, and procedures used in premastering music and video for duplication in various media.
3 quarter hours

AUDIA312 SPECIAL TOPICS
Course Prerequisite(s): AUDIA233
Course Corequisite(s): None
Students, in consultation with the instructor, identify an area of special interest in audio production for focused skill development. Such skill development may include both community and curricular-based projects.
3 quarter hours

AUDIA313 DIGITAL AUDIO III – MIXING
Course Prerequisite(s): AUDIA243
Course Corequisite(s): None
This course covers digital audio theory and interacts with analog consoles, digital recorders, external DSP, software signal routing, interfacing equipment, and synchronizing digital audio streams. Topics include analog-to-digital/digital-to-analog conversion, digital measurements, error correction, digital storage media, encoding methods involving data compression, digital audio interface standards, DAW interchange standards and synchronization methods.
3 quarter hours

AUDIA322 SENIOR PROJECT I
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course initiates a two-quarter long comprehensive project which will be integral to students’ final portfolios. Students will employ their cumulative skills to pre-produce a significant, sophisticated, multi-track digital audio work. Committee and/or faculty will approve the project content and type of the audio work. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor.
3 quarter hours

AUDIA323 ADVANCED RECORDING TECHNIQUES I
Course Prerequisite(s): AUDIA253
Course Corequisite(s): None
This course covers the techniques and technology typical to professional music recording and mixing using advanced large format consoles. Topics include studio procedures and professionalism, SSL Console operation, advanced signal flow, signal processing, analytical and critical listening skills, close, distant and stereophonic realities techniques for a variety of musical instruments, and basic mixdown strategies.
3 quarter hours

AUDIA332 MUSIC EDITING
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course covers approaches to editing music in relation to television and film, including matching, mood, and aesthetic. Areas of concentration may include commercials, narratives, and music videos.
3 quarter hours
AUDIA33 SOUND FOR INTERACTIVE MEDIA
Course Prerequisite(s): AUDA233
Course Corequisite(s): None
Students learn the techniques of recording, mixing, and mastering for various interactive media such as CD-ROM, DVD, and the internet. The unique challenges of memory allocation and optimization are examined with a focus on quality differences between different formats. In addition, students examine coding and compression techniques.
3 quarter hours

AUDIA342 FORENSIC AUDIO
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course focuses on the enhancement, analysis and interpretation of recorded evidence. Students learn about the rules of evidence and expert testimony with the test cases, procedures for chain of custody and proper documentation, transcription, and rules of the court. Case studies will be examined in areas including voiceprint identification, audio forensic evidence, listening skills and critical analysis of master tapes are emphasized. Students participate in in-class recording sessions and engineer recording projects during and out of class hours, which may be included in their portfolio.
3 quarter hours

AUDIA343 ADVANCED RECORDING TECHNIQUES II
Course Prerequisite(s): AUDA233
Course Corequisite(s): None
This course provides the student with a greater understanding of SSL consoles and VCA automation systems. Students use SMPTE Time Code for synchronization to a variety of multitrack formats, use digital audio sampling for sound replacement, and integrate software and MIDI sequencers into the analog studio mixing environment. Critical listening skills and critical analysis of master tapes are emphasized. Students participate in in-class recording sessions and engineer recording projects during and out of class hours, which may be included in their portfolio.
3 quarter hours

AUDIA353 LIVE SOUND REINFORCEMENT II
Course Prerequisite(s): AUDA263
Course Corequisite(s): None
This course presents students with more sophisticated and complex situations for live sound reinforcement. Through studio settings or real world events, students learn to operate large format analogue and digital mixing consoles and solve signal manipulation problems with transformers. Students also learn professional protocols in live sound reinforcement settings.
3 quarter hours

AUDIA363 AUDIO FOR VIDEO GAMES
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course covers the theory, as well as practical applications, of audio and computer video techniques as used in the game industry. Emphasis will be placed on methods of sound integration and video effects and how they impact character development and enhance the game-playing experience. Additional audio topics covered include: sound perception, waveform editing, sound effects and an introduction to MIDI, music composition and voiceovers. Computer video topics include: image composition, virtual cameras, motion capture and video compression.
3 quarter hours

AUDIA373 ADVANCED ELECTRONICS
Course Prerequisite(s): AUDA273
Course Corequisite(s): None
This course focuses on the theoretical principles, physical properties, design, and characteristics of various audio electronics such as microphones, loudspeakers, and consoles. They will learn system design of a standard studio and live sound setup, as well as troubleshooting and repair various devices and systems.
3 quarter hours

AUDIA383 LIVE SOUND REINFORCEMENT III
Course Prerequisite(s): AUDA353
Course Corequisite(s): None
Students work within the parameters of professional sound reinforcement companies to improve their audio skills and gain practical show experience by using hands-on, in the field, live sound reinforcement. Lighting, video, electrics, rigging, backbone and remote recording are explored in both a classroom and lab setting. Students design sound systems using current industry software.
3 quarter hours

AUDIA402 ADVANCED ACOUSTICS
Course Prerequisite(s): AUDA275
Course Corequisite(s): None
This course focuses on applied acoustics, advanced room acoustics, and special topics in acoustics and electroacoustics. Students apply the physical properties of sound waves and human perception of sound to the understanding and design of acoustic environments, the behavior and construction of acoustic transducers, and the exploration of divergent acoustic phenomenon. The class emphasizes application of acoustic theory commonly used by acousticians, engineers, architects and designers in real world, professional applications.
3 quarter hours

AUDIA403 SENIOR PROJECT II
Course Prerequisite(s): AUDA322
Course Corequisite(s): None
This course continues the two-quarter long comprehensive project begun in Senior Project I. Students will employ cumulative skills to produce a significant, sophisticated, multi-track digital audio work. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor.
3 quarter hours

AUDIA404 LIVE SOUND FOR TELEVISION
Course Prerequisite(s): AUDA301
Course Corequisite(s): None
This course covers core knowledge and competency in digital audio, broadcast communication systems and multi-channel sound design and production, as well as promotes communication skills and team interaction which are required to complete production objectives and timelines.
3 quarter hours

AUDIA405 AUDIO FOR ADVERTISING
Course Prerequisite(s): AUDA303
Course Corequisite(s): None
Students apply skills in dialog, music and effects (DME) to create and produce audio for broadcast and interactive advertising, and compare and contrast the goals of advertising with those of cinematic movies and artistic music.
3 quarter hours

AUDIA406 INTERNSHIP
Course Prerequisite(s): Permission of 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

AUDIA408 BUSINESS & CULTURE OF AUDIO
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course covers the theory, as well as practical applications, of audio and computer video techniques as used in the game industry. Emphasis will be placed on methods of sound integration and video effects and how they impact character development and enhance the game-playing experience. Additional audio topics covered include: sound perception, waveform editing, sound effects and an introduction to MIDI, music composition and voiceovers. Computer video topics include: image composition, virtual cameras, motion capture and video compression.
3 quarter hours

AUDIA409 PORTFOLIO II
Course Prerequisite(s): AUDA309 and Permission of Academic Department Director
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 an audio production portfolio that reflects the stated exit competencies. Students will demonstrate an advanced skill-set in areas as process, sound design, sound organization, presentation, 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
AUD6412 SOUND SYSTEM DESIGN & INSTALLATION
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course provides students with skills necessary for work in the audio and video installations field. Constant voltage amplifiers, intercoms, plasma TV, surround sound installations, and movie a/v systems will be discussed. Students will learn how to work with contractors, retailers, and installers to create and maintain audio and video environments. 3 quarter hours

AUD6413 ADVANCED BROADCAST AUDIO
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course introduces students to the special technical and artistic demands of composing music for film and television. Topics include instrumentation, orchestration, musical motif, notation, spotting sessions, midi mockups, scoring and tempo markers, and stems. 3 quarter hours

AUD6415 COMPOSITION & SCORING
Course Prerequisite(s): AUD612, AUD643
Course Corequisite(s): None
This course introduces students to the special technical and artistic demands of composing music for film and television. Topics include instrumentation, orchestration, musical motif, notation, spotting sessions, midi mockups, scoring and tempo markers, and stems. 3 quarter hours

AUD6416 INTERNSHIP II
Course Prerequisite(s): Permission of 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

AUD6418 MEDIA BUSINESS PRACTICES
Course Prerequisite(s): None
This course covers basic business theory and practices for the media professional, as well as key legal requirements for artistic industries are addressed in this course. 3 quarter hours

AUD6423 AUDIO FOR EMERGING MEDIA
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
In this course students are introduced to the principles of creating audio for interactive and emerging media. Special emphasis is placed on internet and tablet computing technologies. 3 quarter hours

AUD6425 SONGWRITING
Course Prerequisite(s): AUD612
Course Corequisite(s): None
In this course students study song forms of pop, country, jazz and ethnic music in order to be able to compose melodies and chord cadences in various structures, tempos, meters and keys. Emphasis is on the symbiotic relationship of music and lyrics. 3 quarter hours

AUD6433 DESIGNING CIRCUITRY FOR AUDIO ELECTRONICS
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course covers the applied principles of audio electronics. Students apply electronics theory, physical properties, design, and component level knowledge to common audio electronics. Emphasis is placed on system design as well as troubleshooting, maintenance and repair of various devices and systems. 3 quarter hours

AUD6443 FIELD RECORDING
Course Prerequisite(s): AUD6203
Course Corequisite(s): None
Students are introduced to the equipment, techniques, protocols, and procedures used in on-site recording for radio, film, and TV. Students participate in a location film/video shoot. Topics include power requirements and electrical noise, acoustic isolation and location mixing, audio post-production tools and processes, field and post synchronization, sampling sounds and environments, microphone placement, wireless microphones, communication, and audio processing in the field. 3 quarter hours

AUD6453 ACOUSTIC RECORDING & PRODUCTION
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
In this course, students study recording and editing of classical music and jazz. The scope of the class will include studio and location digital recording of music in real time. Computer based wave form editing will be taught using music scores and recording notes to create a seamless master from multiple takes. 3 quarter hours

AUD6463 ANALOG SYSTEMS
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course covers the history of analog audio production and application in today's industry. Analog tape machine alignment procedures and test equipment are featured as well as mixing techniques on an analog console. 3 quarter hours

CU6016 AMERICAN REGIONAL CUISINE
Course Prerequisite(s): Sanitation Certificate or completion of TAPs, CU1003 and CU1036
The course reinforces the knowledge and skill learned in the preceding classes and helps students build confidence in the techniques of basic cookery. The development of knife skills is accentuated. American Regional Cuisine explores the use of indigenous ingredients in the preparation of traditional and contemporary American specialties. The concepts of mise en place, time-lines, plate presentation, and teamwork in a production setting are introduced and accentuated. Timing and organization skills are emphasized. 6 quarter hours

CU6036 FUNDAMENTALS OF CLASSICAL TECHNIQUES
Pre or Co requisites: CU1003, Students are required to have successfully passed the Serve Safe exam prior to enrollment in the Fundamentals of Classical Techniques class. Students not having this must be concurrently enrolled in the TAP Series for Food Safety Managers Certification program in the Concepts and Theories class and must successfully pass the TAPS course by the end of the Concepts and Theories course in order to proceed into kitchen lab courses other than the Fundamentals of Classical Techniques as a food safety certificate, or successful completion of the TAPS program is a prerequisite, for all remaining kitchen lab classes. The fundamental concepts, skills and techniques involved in basic cookery are covered in this course. Special emphasis is given to the study of ingredients, cooking theories, and the preparation of stocks, broth, glazes, soups, thickening agents, the grand sauces and emulsion sauces. Lectures and demonstrations teach organization skills in the kitchen, work coordination, and knife skills. The basics of vegetable cookery, starch cookery, meat and poultry are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying. Students must successfully pass a practical cooking examination covering a variety of cooking techniques. 6 quarter hours

CU6046 INTRODUCTION TO BAKING & PASTRY TECHNIQUES
Course Co or Prerequisite(s): CU1003, Students are required to have successfully passed the Serve Safe exam prior to enrollment in the Introduction to Baking and Pastry class. Students not having this must be concurrently enrolled in the TAP Series for Food Safety Managers Certification program in the Concepts and Theories class and must successfully pass the TAPS course by the end of the Concepts and Theories course in order to proceed into kitchen lab courses other than the Introduction to Baking and Pastry Techniques Course as a food safety certificate, or successful completion of the TAPS program is a prerequisite, for all remaining kitchen lab classes. This course is a combination of theory, lecture, demonstration, and hands-on production to provide an introduction to baking and pastry techniques for use in a commercial kitchen. Special focus is placed on the study of ingredient functions, product identification, and weights and measures as applied to baking and pastry techniques. Instruction is provided on the preparation of yeast-raised dough mixing methods, roll-in doughs, pie doughs, basic cake mixing methods, fillings, icings, pastry cream, and finishing techniques. Students must pass a practical exam. 6 quarter hours
CU1123 MENU MANAGEMENT
Course Prerequisite(s): None
This course prepares future food service managers by giving a clear picture of the important role menu planning plays within operations. It covers topics ranging from menu development, pricing, and evaluation to facilities design and layout. Students will benefit because good menu development is crucial to the success of any foodservice operation, i.e., a planning tool, source of operational information and a merchandising method for reaching patrons.
3 quarter hours

CU1163 LATIN CUISINE
Course Prerequisite(s): Sanitation Certificate or completion of TAPs, CU1003 and CU1036
This course emphasizes both the influences and ingredients that create the unique character of selected Latin cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Mexico, South America and the Caribbean Islands. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.
3 quarter hours

CU2006 GARDE MANGER
Course Prerequisite(s): CU1036 and Sanitation Certificate or completion of TAPs
This course provides students with skills and knowledge of the organization, equipment and responsibilities of the “cold kitchen.” Students are introduced to and prepare cold hors d’oeuvres, sandwiches, salads, as well as basic charcuterie items while focusing on the total utilization of product. Reception foods and buffet arrangements are introduced. Students must pass a written and practical exam.
6 quarter hours

CU2013 EUROPEAN CUISINE
Course Prerequisite(s): Sanitation Certificate or completion of TAPs, CU1003 and CU1036
This course emphasizes both the influences and ingredients that create the unique character of selected Classical European Cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of British Isles, Italy, France, and Germany, Austria, Switzerland, and Scandinavia countries. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.
3 quarter hours

CU2026 À LA CARTE & SERVICE
Course Prerequisite(s): Permission of Academic Department Director
Introduces students to the A La Carte kitchen, emphasis is on “a la minute” method of food preparation, plus dining room service standards. Industry terminology, correct application of culinary skills, plate presentation, organization and timing in producing items off both a fixed-price menu and a carte menu are stressed. The principles of dining room service are practiced and emphasized. The philosophy of food are further explored and examined in light of today’s understanding of food, nutrition and presentation. Prior work experience or field study experience requires supervised, verifiable experience in the culinary field with a minimum of 90 work hours in food production. Students are responsible for securing the field experience site and may seek assistance through The Institute.
Field Experience is a semi-structured and supervised situation in which students receive basic training and directed work experience in selected entry-level positions consistent with career preference. Emphasis is on job competence, performance, and professionalism and work relations. Documentation must be completed during the course.
6 quarter hours

CU2163 CAPSTONE
Course Prerequisite(s): Permission of Academic Department Director
Through competencies developed with previous related studies course work, students will develop a business plan for a minimum one hundred-seat restaurant. The project will include: Market Analysis and Marketing Strategy, Operating Budget, Sales Projections, Opening Inventories, Capital Equipment, Standardized Recipes and Costing for all standardized recipes, Menu and Facilities Design. The course covers the components of a business plan as well as techniques for developing and presenting sections of the plan. Business related competencies are reviewed and tutored as necessary for completion of the project.
3 quarter hours

CU2183 NUTRITIONAL COOKING
Course Prerequisite(s): None
This course centers on an explanation of the basic principles of nutrition and their relationship to health. The structure, functions, and sources 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.
3 quarter hours

CU2283 ASIAN CUISINE
Course Prerequisite(s): Sanitation Certificate or completion of TAPs, CU1003 and CU1036
This course emphasizes both the influences and ingredients that create the unique character of selected Asian cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of the four regions of China, Japan, Korea, Vietnam, Thailand, and Indonesia. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.
3 quarter hours

CU2293 FOOD & BEVERAGE OPERATIONS
Course Prerequisite(s): None
This course addresses front-of-the-house operations and is designed to provide students with an introduction from a managerial perspective of providing exceptional service to increasingly sophisticated and demanding guests. Survey of the world's leading wines classified by type, as well as other distilled beverages. Topics covered include the management and training of personnel to be responsible, professional alcohol servers, product knowledge, the income statement, job descriptions, sales forecasting and cost control. The students will produce a complete dining room and bar operation manual. This project should be saved on diskette or jump drive, as it will be used during Capstone or the development of a business plan.
3 quarter hours

CU2303 FOOD & BEVERAGE COST CONTROLS
Course Prerequisite(s): CU1123
This course is designed for the student to understand the basic processes of the planning, costing, and control processes in the food and beverage industry. Menu pricing, cost analysis, food, beverage, and labor costs are included. Areas of inventory control sales projections, cost determination, cost associated with labor training as well as cost-saving techniques will be covered.
3 quarter hours

CU2313 SUPERVISION & CAREER DEVELOPMENT
Course Prerequisite(s): None
This is a multifaceted course that focuses on managing people from the hospitality supervisor's viewpoint, and developing job search skills. The management emphasis is on techniques for increasing productivity, controlling labor costs, time management, and managing change. It also stresses effective communication and explains the responsibilities of a supervisor in the food service industry. Students develop techniques and strategies for marketing themselves in their chosen fields. Emphasis will be placed on students assessing their marketable skills, developing a network of contacts, generating interviews, writing a cover letter and resume, preparing for their employment interview, presenting a professional appearance, and interview follow-up.
3 quarter hours
CU2323 WORLD CUISINE
Course Prerequisite(s): Sanitation Certificate or completion of TAPs, CU1003 and CU1036
This course emphasizes both the influences and ingredients that create the unique character of selected World cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Spain, Middle East, Turkey, Greece, Africa and India. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.
3 quarter hours

CU2333 ART CULINAIRE
Course Prerequisite(s): Permission of Academic Department Director
This course will celebrate the culinary styles, restaurants, restaurateur and chefs who are in the current industry. Their style, substance and quality will be discussed and examined. During the hands-on production aspect of the class, students will have the opportunity to be exposed to specialty produce and products.
3 quarter hours

CU2346 ARTISAN BREADS & BAKING PRODUCTION
Course Prerequisite(s): CU1046, Sanitation Certificate or completion of TAPs
This course provides the information, tools and instruction to gain proficiency in the preparation of a variety of artisan breads. Emphasis will be placed upon learning to mix, ferment, shape, bake and store hand crafted breads. Students will focus on traditional fermentation, as well as the science of the ingredients. Students learn assembly speed and increase their proficiency in meeting production deadlines with quality products.
6 quarter hours

CU2353 EUROPEAN CAKES & TORtEs
Course Prerequisite(s): CU1046, Sanitation Certificate or completion of TAPs
Students will build on competencies previously learned and apply those skills into new products to create more elaborate tortes and cakes using complex finishing methods by applying glazes, using decorative sponges, and building multi-component cakes. Topics to be covered include comparison of classical and modern preparations, classical cakes, glazed, iced, molded, and cream filled cakes, and bombes.
3 quarter hours

CU2366 ADVANCED PATISSERIE & DISPLAY CAKES
Course Prerequisite(s): CU1046, Sanitation Certificate or completion of TAPs
This course explores the techniques of plated desserts and the theory behind building edible art for A la Carte service, competition or banquet functions. Methods and procedures for producing high quality specialty decorated cakes, as well as the design, assembly, and decorating of wedding cakes will be introduced.
6 quarter hours

CU2373 CHOCOLATE, CONFECTIONS, & CENTERPIECES
Course Prerequisite(s): CU1046, Sanitation Certificate or completion of TAPs
Students are introduced to the fundamental concepts, skills and techniques of chocolates and confections. Students are introduced to the basic techniques used in forming simple centerpieces. Lectures and demonstrations teach chocolate tempering, candy production and the rules that apply when creating centerpieces.
3 quarter hours

CU2403 SUSTAINABLE PURCHASING & CONTROLLING COSTS
Course Prerequisite(s): None
This course introduces the student to the methodologies and tools used to control costs and purchase supplies. This course helps the student value the purchasing, planning, and control processes in the food and beverage industry. Primary focus is on supplier selection, planning, and controlling costs, with an introduction to the study of sustainable products and approaches. Topics include planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, and food, beverage, and labor cost controls.
3 quarter hours

CU2603 QUANTITY FOOD PRODUCTION
Course Prerequisite(s): CU2333
This course introduces students to the fundamentals of catering, banquets, and special events in the foodservice industry. Quantity food production venues such as hotels, private clubs, schools, hospitals, and resorts are compared to understand the challenges that foodservice professionals face. Students will be responsible for concept development, resource planning, and the efficient execution of a culinary event at the school or through off-site catering. This course is focused on translating the cooking and service delivery skills developed in earlier courses to a larger number of customers.
3 quarter hours

CU3003 FOODSERVICE TECHNOLOGY & INFORMATION
Course Prerequisite(s): None
This course is a survey course in foodservice information systems and technology (IS&T) designed to introduce students to the many diverse facets of IS&T in the foodservice industry. Current systems and issues of major importance in the field of IS&T will be considered as they relate to the foodservice industry. Emphasis will be placed on the managerial and business aspects of IS&T, rather than the technical perspectives. Core topics will include key foodservice systems (e.g., accounting and property management systems, point-of-sale, sales and catering, etc.), guest service and customer relationship management (CRM), knowledge management, and IS&T strategy.
3 quarter hours

CU3013 FACILITIES MANAGEMENT & DESIGN
Course Prerequisite(s): None
This course provides students with information related to hospitality facility design and maintenance. Food service layout and design is related to operating issues, new building construction, and renovations. Planning and design of facilities including equipment, space and functional relationships, cost and operating efficiencies; emphasis on maintenance programs, safety regulations, building code requirements and energy conservation.
3 quarter hours

CU3023 HOSPITALITY MARKETING
Course Prerequisite(s): None
This course is an introduction to service marketing as applied to the hospitality industry. This course will cover application of basic marketing concepts and research methods. Design and delivery of marketing components for a hospitality business will be covered. Topics included but not limited to: unique attributes of service marketing; consumer orientation, consumer behavior; market segmentation principles; target marketing; product planning, promotion planning, market research; and competitor analysis.
3 quarter hours

CU3103 ACCOUNTING
Course Prerequisite(s): GE0014
This course introduces the nature and purpose of accounting, presents the accounting cycle, and explains how to understand accounting statements.
3 quarter hours

CU3113 CATERING & EVENT MANAGEMENT
Course Prerequisite(s): None
This course introduces students to the fundamentals of catering, special events and sales in the hospitality industry. The course focuses on understanding the catering’s role within the hospitality industry and the various catering disciplines. Students also discuss topics such as contracts, checklists, legal considerations, staffing and training, food production, and sanitation. This course is project driven which requires significant creative and independent work.
3 quarter hours

CU3123 HUMAN RESOURCE MANAGEMENT
Course Prerequisite(s): CU2313
This course introduces the principles and practices of human resources management relevant to hospitality organizations, with emphasis on the entry-level manager’s role. Topics covered will include employment laws, workforce management, compensation and benefits administration, labor unions, employee safety, diversity and ethics.
3 quarter hours

CU4003 EXPLORING WINES & THE CULINARY ARTS
Course Prerequisite(s): CU2293
This course provides an introduction to the production of wine from vineyard to bottle, as well as a review of the basic grape varietals that are used to make wine. Through lectures, research and tasting, students are exposed to different types, styles and quality levels of wine. Students will become familiar with the world’s most important wine regions and learn the common criteria by which wines from these different regions are evaluated. This course is designed to teach students the applied approach to matching wine and food, using flavors, textures, and components present in food and wine as complementary strategies.
The course emphasizes menu planning, preparation of foods, cooking methods, and tasting wines with food. (Lab fee)
3 quarter hours
CU4013 FOODSERVICE FINANCIAL MANAGEMENT
Course Prerequisite(s): None
In this course, the students develop a working knowledge of the current theories, issues, and changes involved with financial management. Students are introduced to the tools and skills that financial managers use in effective decision making. Topics include budgeting, cash management, cost concepts and behavior, investment analysis, borrowing funds, and financial forecasting.
3 quarter hours

CU4023 QUALITY FOODSERVICE MANAGEMENT & TRAINING
Course Prerequisite(s): None
This class will examine the role of service in the food service industry and explore how to give quality customer service. Service systems and training programs in quality operations will be examined through the use of case studies and hypothetical scenarios. The course will cover employee training and development from both a strategic and operational perspective.
3 quarter hours

CU4033 LEGAL ISSUES & ETHICS FOR CULINARIANS
Course Prerequisite(s): None
The course is designed to give the student an overview of legal issues arising in the foodservice environment. The students will examine laws pertinent to the hospitality/food service industry and will investigate the relationship of these laws to the administration of a service organization. This course also identifies common ethical dilemmas encountered by culinarians; introduces the student to the foundations, purpose, and content of ethical codes and approaches to ethical decision making.
3 quarter hours

CU4103 LEADERSHIP & ORGANIZATIONAL DEVELOPMENT
Course Prerequisite(s): None
Students examine leadership, organizational management and culture, focuses on the role of the managers as facilitators of change within the organizations. The course emphasizes the concepts of motivation, interpersonal relationships, group dynamics, leadership, and organization culture. Examination of leadership styles, development of strategic plans, and critical problem solving in the hospitality industry are covered in the course.
3 quarter hours

CU4113 SENIOR CULINARY PRACTICUM
Course Prerequisite(s): Permission of Academic Department Director
In this course, the students develop a working knowledge of the current theories, issues and challenges involved with financial management. Students are introduced to the tools and skills that financial managers use in effective decision making. Topics include budgeting, cash management, cost concepts and behavior, investment analysis, borrowing funds, and financial forecasting.
3 quarter hours

CU4123 BACCALAUREATE CAPSTONE
Course Prerequisite(s): Permission of Academic Department Director
This course is a continuation of the Associates level Capstone. While the Associates level Capstone focuses on the operational aspects of the business plan, the Baccalaureate Capstone focus on the managerial aspects of the business plan. Through the competencies developed with previous related studies course work, students will continue the development of a business plan for a minimum one hundred-seat restaurant. The project will include: Market Analysis and Marketing Strategy, Operating Budget, Sales Projections, Opening Inventories, Capital Equipment, Balance Sheet, Income Statement, and Cost Analysis, Standardized Recipes and Costing for all standardized skills to plan, Menu, and Facilities Design. The course covers the components of a business plan as well as techniques for developing and presenting sections of the plan. Business related competencies are reviewed as necessary for completion of the project.
3 quarter hours

CU4203 EXTERNSHIP II
Course Prerequisite(s): Permission of Academic Department Director
Students observe and participate in the supervisory operation of a successful foodservice business. They apply their professional skills to gain experience in order to enter and become successful in the foodservice business. Emphasis is placed on developing hospitality management skills.
3 quarter hours

CU4213 INNOVATION & ENTREPRENEURSHIP
Course Prerequisite(s): Permission of Academic Department Director
This course provides an introductory overview to the knowledge and skills needed for entrepreneurship. The course offers a chance to gain new knowledge and skills about how to identify and pursue entrepreneurial opportunities that can be applied to a student’s own interests. Topics include: how entrepreneurs find, screen, and evaluate ideas and new business opportunities.
3 quarter hours

CU4223 GLOBAL MANAGEMENT & OPERATIONS IN THE HOSPITALITY INDUSTRY
Course Prerequisite(s): None
Students examine leadership, organizational management and culture, focuses on the role of the managers as facilitators of change within the organizations. The course emphasizes the concepts of motivation, interpersonal relationships, group dynamics, leadership, and organization culture. Examination of leadership styles, development of strategic plans, and critical problem solving in the hospitality industry are covered in the course.
3 quarter hours

DIGITAL FILM (DFVA)

DFVA101 SURVEY OF DIGITAL FILMMAKING & VIDEO PRODUCTION
Course Prerequisite(s): None
Course Corequisite(s): None
A survey of the digital filmmaking and video production field within the larger framework traditional mass media and emerging communication technologies.
3 quarter hours

DFVA102 INTRODUCTION TO FILMMAKING APPLICATIONS & DESIGN
Course Prerequisite(s): None
Course Corequisite(s): None
Introduction to professional software applications used for the creation and design of digital filmmaking and video production.
3 quarter hours

DFVA103 FUNDAMENTALS OF VIDEO PRODUCTION
Course Prerequisite(s): DFVA111
Course Corequisite(s): None
Students begin the implementation of fundamental terminology, concepts, equipment and techniques of video production.
3 quarter hours

DFVA105 CONCEPTUAL STORYTELLING
Course Prerequisite(s): DFVA101 or Permission of Academic Department Director
Course Corequisite(s): None
Introduces students to storytelling and the various elements of an effective story. Students will also translate a written story into visual elements in a storyboard.
3 quarter hours

DFVA107 FUNDAMENTALS OF PRODUCING & DIRECTING
Course Prerequisite(s): DFVA103
Course Corequisite(s): None
Focuses on the production processes from the perspectives of a producer and director.
3 quarter hours

DFVA111 PRINCIPLES OF CINEMATOGRAPHY
Course Prerequisite(s): None
Course Corequisite(s): None
Introduction of the history and principles of visual design for motion pictures through the use of a camera.
3 quarter hours

DFVA113 FUNDAMENTALS OF EDITING
Course Prerequisite(s): DFVA111
Course Corequisite(s): None
Introduces the student to the editing of visuals and sound using non linear editing software.
3 quarter hours

DFVA123 INTERMEDIATE VIDEO PRODUCTION
Course Prerequisite(s): DFVA103
Course Corequisite(s): None
Covers the principles of visual design for motion pictures, develop the student’s ability to evaluate the visual potential of locations, and determine the proper technical tools and use of motion picture elements to achieve the story’s intended look.
3 quarter hours

DFVA133 LIGHTING FOR DIGITAL FILM
Course Prerequisite(s): None
Course Corequisite(s): None
Students will be introduced to the basic concepts and principles of lighting for cinematography. Fundamentals of utilizing and controlling both natural and studio lighting with emphasis on the quality, quantity, and direction and its effect on the photographic image.
3 quarter hours
DFVA201 FUNDAMENTALS OF SCRIPTWRITING
Course Prerequisite(s): DFVA105
Course Corequisite(s): None
Students explore the writing and creative elements needed to create scripts. They will also acquire knowledge of all elements from research to proposal to treatment to script.
3 quarter hours

DFVA202 DIGITAL CINEMATOGRAPHY
Course Prerequisite(s): DFVA123
Course Corequisite(s): None
Explores digital cameras and lighting techniques and styles used in digital filmmaking and video production. Discussions will cover advanced concepts and principles of camera operation, camera movement, use of lenses, composition and lighting techniques.
3 quarter hours

DFVA203 INTERMEDIATE EDITING
Course Prerequisite(s): DFVA113
Course Corequisite(s): None
Students will learn to utilize creative problem-solving skills through editing using approach, pace, tone, and rhythm of sequences.
3 quarter hours

DFVA204 ACTING & DIRECTING
Course Prerequisite(s): DFVA107
Course Corequisite(s): None
Develops students’ understanding of the role and responsibilities of a director and their role in helping actors bring characters to life.
3 quarter hours

DFVA205 HISTORY OF FILM & MEDIA
Course Prerequisite(s): None
Course Corequisite(s): None
Focuses on the history of film and media, with the goal of delivering a clear outline and analysis of its key developments and innovations.
3 quarter hours

DFVA208 MEDIA BUSINESS PRACTICES
Course Prerequisite(s): None
Course Corequisite(s): None
Addresses basic business theory and practices for the media professional, as well as key legal requirements for artistic industries.
3 quarter hours

DFVA212 BROADCAST GRAPHICS I
Course Prerequisite(s): DFVA113
Course Corequisite(s): None
Students study the nature and attributes of motion and broadcast graphics and learn to generate, select, and manipulate still and motion graphics for broadcast and other media delivery.
3 quarter hours

DFVA213 STUDIO PRODUCTION
Course Prerequisite(s): DFVA202
Course Corequisite(s): None
Focuses on broadcast studio operation, live production, studio management, lighting, crew, and sound. Students will also explore the theoretical basis of the electronics behind the equipment needed for studio production.
3 quarter hours

DFVA214 SCRIPTWRITING
Course Prerequisite(s): DFVA201
Course Corequisite(s): None
A presentation of the professional scriptwriting process, from pitching, through treatment, and the development process to final draft.
3 quarter hours

DFVA222 BROADCAST GRAPHICS II
Course Prerequisite(s): DFVA212
Course Corequisite(s): None
Reinforces composting concepts, techniques and vocabulary acquired in Broadcast Graphics I and introduces more sophisticated tools and techniques.
3 quarter hours

DFVA223 INTERMEDIATE AUDIO
Course Prerequisite(s): AUDA101
Course Corequisite(s): None
Explores the various methods and techniques for digital sound composition and design. Students will focus on using digital sound systems and manipulating sound elements for intended effects in media content.
3 quarter hours

DFVA233 ELECTRONIC FIELD PRODUCTION
Course Prerequisite(s): DFVA213
Course Corequisite(s): None
Students will learn video field production in two styles: Electronic News Gathering and Electronic Field Production.
3 quarter hours

DFVA302 Multi-Camera Production
Course Prerequisite(s): DFVA213
Course Corequisite(s): None
Students work together as a team to produce in-studio and/or remote multi-camera productions of live performances.
3 quarter hours

DFVA303 Internship
Course Prerequisite(s): Permission of 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

DFVA306 Media Theory & Criticism
Course Prerequisite(s): DFVA205
Course Corequisite(s): None
Introduce students to the major theories used to analyze various media, including film, television and audio.
3 quarter hours

DFVA308 Media Delivery Systems & Distribution
Course Prerequisite(s): DFVA353
Course Corequisite(s): None
Addresses the end part of digital filmmaking and video production—delivery and distribution. Students will study a variety of delivery methods and systems and determine the advantages and limitations of each. They will also examine the relationship between delivery systems and distribution methods and evaluate the relative efficiency, cost, and effectiveness of each.
3 quarter hours

DFVA309 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

DFVA313 Sound Design
Course Prerequisite(s): DFVA223
Course Corequisite(s): None
Explores the various methods and techniques for digital sound composition and design in film and video.
3 quarter hours

DFVA316 Media Production Workshop
Course Prerequisite(s): DFVA323
Course Corequisite(s): None
Working in production teams, students in this workshop class will deal with real clients, typically representatives of non-profit organizations. Guided by a faculty, students interview the client to determine expectations and work in a team to design and produce the media content for an intended delivery system.
3 quarter hours

DFVA323 Short Media Production
Course Prerequisite(s): DFVA233
Course Corequisite(s): None
Discusses short form as a genre of media production and its features in subject matter and style. Students learn to produce short-form news, information, or dramatic content for multiple delivery platforms.
3 quarter hours

DFVA332 Senior Project Preparation
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
Initiates a multi-quarter, comprehensive project which will be integral to students’ final portfolios. With department approval, students will employ their cumulative skills to pre-produce a digital film in a chosen genre.
3 quarter hours

DFVA333 Senior Project Production
Course Prerequisite(s): DFVA332
Course Corequisite(s): None
This course continues the three-quarter long comprehensive project begun in Senior Project Preparation. Students will employ cumulative skills to produce a significant, sophisticated, digital film in a chosen genre. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor.
3 quarter hours
Course Prerequisite(s): DFVA203

Course Corequisite(s): None

Using advanced editing methods; this course focuses on processing audio and video elements in media content and organizing such content for total effect and final delivery.

3 quarter hours

**DFVA353 COMPOSING FOR DIGITAL FILM**

Course Prerequisite(s): DFVA222

Course Corequisite(s): None

Students in this course learn the concepts, techniques, and vocabulary of composing. Students apply rotoscoping, match moving, keying, and layering to finalize their multiple-source projects.

3 quarter hours

**DFVA403 SENIOR PROJECT POST PRODUCTION**

Course Prerequisite(s): DFVA333

Course Corequisite(s): None

This course concludes the three-quarter long comprehensive project begun in Senior Project Preparation and created in Senior Project Production. Students will employ cumulative skills to post-produce a significant, sophisticated digital film in a chosen genre.

3 quarter hours

**DFVA409 PORTFOLIO II**

Course Prerequisite(s): DFVA309

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

**DESIGN & MEDIA MANAGEMENT (DMM)**

**DFVA343 ADVANCED EDITING**

Course Prerequisite(s): DFVA203

Course Corequisite(s): None

Course Prerequisite(s): DFVA203

Course Corequisite(s): None

Using advanced editing methods; this course focuses on processing audio and video elements in media content and organizing such content for total effect and final delivery.

3 quarter hours

**DFVA353 COMPOSING FOR DIGITAL FILM**

Course Prerequisite(s): DFVA222

Course Corequisite(s): None

Students in this course learn the concepts, techniques, and vocabulary of composing. Students apply rotoscoping, match moving, keying, and layering to finalize their multiple-source projects.

3 quarter hours

**DFVA403 SENIOR PROJECT POST PRODUCTION**

Course Prerequisite(s): DFVA333

Course Corequisite(s): None

This course concludes the three-quarter long comprehensive project begun in Senior Project Preparation and created in Senior Project Production. Students will employ cumulative skills to post-produce a significant, sophisticated digital film in a chosen genre.

3 quarter hours

**DFVA409 PORTFOLIO II**

Course Prerequisite(s): DFVA309

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

**DMM5004 BUILDING & LEADING CREATIVE TEAMS**

Course Prerequisite(s): None

Course Corequisite(s): None

Teams are a basic organizational building block. The purpose of this course is to provide students with the knowledge and practical skills to become a productive team leader in a creative organization. Collective creativity requires a team with a diverse set of skills. The creativity of the team is enhanced by other types of diversity such as personality type, creative style, and experience level. “Building” a team means not only assembling the right set of people to do the job, but the process by which the team grows in capability and alignment. This course addresses the issues of motivation, leadership, and communication. Also included are negotiation, conflict resolution, and team building.

4 quarter hours

**DMM5054 INFORMATION MANAGEMENT & NEW TECHNOLOGIES IN DESIGN & MEDIA ARTS**

Course Prerequisite(s): None

Course Corequisite(s): None

This course is designed to apply financial, marketing, and operations theories and tools to assess and analyze domestic and global markets, establish requirements and sources of capital, assess risks, and analyze processes to meet demand. The assessment and analysis provides design and media arts organizations with the foundation to begin to address market needs.

4 quarter hours

**DMM5104 LAW, POLICY & ETHICS IN DESIGN & MEDIA ARTS**

Course Prerequisite(s): None

Course Corequisite(s): None

In this course, students will explore legal and regulatory issues and questions facing copyright holders, technology developers, artists and designers. The impact of emerging technology, digital media, and ethical issues created by digital media will also be examined. A working knowledge of the legal system (standard legal agreements such as contracts, charters, and non-disclosure agreements), how it impacts business decisions, and how it can affect liability will also be presented.

4 quarter hours

**DMM5154 STRATEGIC PLANNING & MANAGEMENT IN CREATIVE ORGANIZATIONS**

Course Prerequisite(s): None

Course Corequisite(s): None

This course is designed to lead students through the development, implementation, documentation, and evaluation of strategic and business plans in creative organizations. Students will develop tools and techniques that enable them to develop a long-range strategic plan as well as an operational plan in a creative enterprise. Strategic presentation skills, including data driven presentations are also covered.

4 quarter hours

**DMM5204 ASSESSMENT & ANALYSIS FOR MANAGERS IN DESIGN & MEDIA ARTS**

Course Prerequisite(s): None

Course Corequisite(s): None

This course is designed to apply financial, marketing, and operations theory and tools to assess and analyze domestic and global markets, establish requirements and sources of capital, assess risks and analyze processes to meet demand. The assessment and analysis provides design and media arts organizations with the foundation to begin to address market needs.

4 quarter hours

**DMM5254 DESIGN & MEDIA ARTS INNOVATION: MARKETING, PLANNING & STRATEGY**

Course Prerequisite(s): None

Course Corequisite(s): None

This course emphasizes the identification, analysis, and selection of target markets; development and management of products and services; pricing; demand analysis and forecasting, distribution systems and advertising and promotion. Forces impacting marketing strategy such as web marketing, consumer trends, and competition are examined. Students will identify opportunities at operational and strategic levels, and develop a marketing plan for a design or media arts innovation.

4 quarter hours

**DMM5304 COMMUNICATION, GRANT WRITING & MANAGEMENT IN CREATIVE ORGANIZATIONS**

Course Prerequisite(s): DMM5004, DMM5054, DMM5104, DMM5154, DMM5204, DMM5254

Course Corequisite(s): DMM5344, DMM5654, DMM5504, or DMM5704

This course is designed to provide knowledge and skills related to the development of grant proposals that result in funding for creative, non-profit organizations. Students will assess organizational needs, identify potential funding sources, and research and write a prospective proposal. They will also discuss internal and external factors that impact funding, management of resources and administration of grants.

4 quarter hours

**DMM5354 COLLABORATION AT A DISTANCE**

Course Prerequisite(s): DMM5004, DMM5054, DMM5104, DMM5154, DMM5204, DMM5254

Course Corequisite(s): DMM5454, DMM5654, DMM5504, or DMM5704

In today's global economy, creative professionals must work in partnership with people and organizations world-wide. Small entrepreneurial companies as well as large multi-national corporations must work as a team, regardless of location. This course examines topics such as cultural and national differences, global business practices in creative industries, global monetary systems, and communication and team skills necessary for success.

4 quarter hours

**DMM5404 CREATIVE PROBLEM SOLVING**

Course Prerequisite(s): DMM5004, DMM5054, DMM5104, DMM5154, DMM5204, DMM5254

Course Corequisite(s): DMM5454, DMM5654, DMM5504, or DMM5704

In today's global economy, creative professionals must work in partnership with people and organizations world-wide. Small entrepreneurial companies as well as large multi-national corporations must work as a team, regardless of location. This course examines topics such as cultural and national differences, global business practices in creative industries, global monetary systems, and communication and team skills necessary for success.

4 quarter hours

**DMM5454 ENTREPRENEURSHIP IN DESIGN**

Course Prerequisite(s): DMM5004, DMM5054, DMM5510, DMM5514, DMM5204, DMM5254

Course Corequisite(s): DMM5304, DMM5344, DMM5404, DMM5454, DMM5654, or DMM5504

Throughout this course, students will research possibilities for creating beneficial and profitable design ventures, and assess competitive environments and performance prospects. They will examine successful and unsuccessful entrepreneurial design ventures and design entrepreneurs. They will also identify the components of a business plan and examine various business plans.

4 quarter hours
DM5504 ENTREPRENEURSHIP IN MEDIA ARTS
Course Prerequisite(s): DM5004, DM5504, DM5104, DM5154, DM5204, DM5324
Course Corequisite(s): None
Throughout this course, students will research possibilities for creating beneficial and profitable media arts ventures, and assess competitive environments and performance prospects. They will examine successful and unsuccessful entrepreneurial media arts ventures and media arts entrepreneurs. They will also identify the components of a business plan and examine various business plans.
4 quarter hours

DM5554 PROJECT MANAGEMENT IN DESIGN & MEDIA ARTS
Course Prerequisite(s): DM5004, DM5504, DM5104, DM5154, DM5204, DM5324
Course Corequisite(s): None
This course focuses on the creation and management of all aspects of a project plan for a design or media arts project. The student will develop skills in assessment, planning, organization and controlling the resources needed to produce a creative company’s product or services and to exercise successful team management to ensure that the project is completed in a quality manner within budget and on time.
4 quarter hours

DM5604 MANAGING NEW TECHNOLOGIES IN CREATIVE ORGANIZATIONS
Course Prerequisite(s): DM5004, DM5504, DM5104, DM5154, DM5204, DM5324
Course Corequisite(s): None
In this course, students will develop skills in assessing, analyzing, new types of design and media technologies and upgrades of current technology. This course also addresses decision-making technology adoption and implementation, financial considerations, deployment of new technologies within the company, training, and monitoring technology trends and innovation within the creative industry.
4 quarter hours

DM5704 PLANNING, PRODUCING & PROMOTING A MEDIA ARTS VENTURE
Course Prerequisite(s): DM5004, DM5504, DM5104, DM5154, DM5204, DM5324
Course Corequisite(s): None
This course focuses on design managers as they work in the context of product development, planning, marketing, engineering, and implementation. Based on the goals of a design venture, students will apply design, innovation, and business theory to realistic business opportunities with successful meaningful application for customers. Topics will include advanced concepts of branding, strategic planning, communication, outcomes and evaluation of launch, and follow-up revision, addition, and deletion of strategies.
4 quarter hours

DM6008 CAPSTONE COURSE
Course Prerequisite(s): Completion of core and specialization courses
Course Corequisite(s): Must be taken without concurrent courses
This course represents the culmination of the knowledge and skills that the students has learned in the program applied to a capstone project. The course is intended to help students frame unstructured design or media art business problems or challenges, or to launch a new design or media arts product or company. Upon completion of all core and specialization course work, the student will develop a detailed plan and timeline for the capstone project and upon approval, will complete the capstone project.
8 quarter hours

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
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
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
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): GWD410S, 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, craftsman ship, 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

FASHION DESIGN (FADA)

FADA101 ELEMENTS OF GARMENT CONSTRUCTION
Course Prerequisite(s): None
Course Corequisite(s): None
This course introduces the student to the basic concepts of garment construction. The student will have an overview of the industrial equipment, the processes of measuring, cutting, sewing, and sequence of assembly.
3 quarter hours

FADA102 FASHION ILLUSTRATION
Course Prerequisite(s): FND110
Course Corequisite(s): None
This course covers rendering the fashion figure, garments, details, and textiles using various media.
3 quarter hours

FADA103 TEXTILES FUNDAMENTALS
Course Prerequisite(s): None
Course Corequisite(s): None
Students study textiles exploring natural and manufactured fibers, structure, production, uses, and characteristics.
3 quarter hours

FADA108 TEXTILES APPLICATIONS
Course Prerequisite(s): FADA103
Course Corequisite(s): None
Introduction to the regulations and laws that apply to the apparel industry. They will research and source textile manufacturers and mills relevant to product development. Students will develop a further understanding of the end uses and applications of textiles.
3 quarter hours

FADA111 SURVEY OF THE FASHION INDUSTRY
Course Prerequisite(s): None
Course Corequisite(s): None
This course is an overview of the fashion industry, examining how garments are designed, created, produced and marketed.
3 quarter hours

FADA113 FUNDAMENTALS OF PATTERNMAKING
Course Prerequisite(s): None
Course Corequisite(s): FADA121
This course is an introduction to the principles of patternmaking through drafting basic block and pattern manipulation. Working from the flat pattern students will apply these techniques to the creation of a garment design.
3 quarter hours

FADA121 FUNDAMENTALS OF CONSTRUCTION
Course Prerequisite(s): FADA101
Course Corequisite(s): None
Students continue their introduction to apparel industry sewing standards and techniques. Through the completion of samples and the construction of basic garments, students apply fundamental garment construction skills utilizing industrial equipment.
3 quarter hours

FADA131 INTERMEDIATE CONSTRUCTION
Course Prerequisite(s): FADA121
Course Corequisite(s): None
In this course students study the application of intermediate and industrial construction techniques to further refine construction skills.
3 quarter hours

FADA201 ADVANCED CONSTRUCTION
Course Prerequisite(s): FADA131
Course Corequisite(s): None
In this course students study advanced construction techniques applied to structured garments.
3 quarter hours

FADA202 TECHNICAL DRAWING
Course Prerequisite(s): GWDA103
Course Corequisite(s): None
Development of presentation boards and technical illustrations manually and by computer aided design technology.
3 quarter hours

FADA203 INTERMEDIATE PATTERNMAKING
Course Prerequisite(s): FADA113
Course Corequisite(s): None
Flat pattern techniques in accordance with garment trade practices. Emphasis will be on the manipulation of patterns for more complex designs.
3 quarter hours

FADA207 EARLY HISTORY OF FASHION
Course Prerequisite(s): None
Course Corequisite(s): None
Students study evolution of garments and accessories from the ancient Egyptians through the French Revolution.
3 quarter hours

FADA208 TRENDS & FORECASTING
Course Prerequisite(s): FADA217
Course Corequisite(s): None
The course focuses on the study of trends, trend forecasting, demographics and social issues that affect fashion.
3 quarter hours

FADA209 PORTFOLIO
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

FADA212 ADVANCED FASHION ILLUSTRATION
Course Prerequisite(s): FADA102
Course Corequisite(s): None
Student utilizes advanced techniques in rendering the fashion figure, garments, details, and textiles using various media with a focus on application of color and texture. Students will begin to develop a personal illustrative style.
3 quarter hours

FADA213 ADVANCED PATTERNMAKING
Course Prerequisite(s): FADA203
Course Corequisite(s): None
Students study advanced patternmaking and construction techniques including stretch fabric blocks for garment creation.
3 quarter hours

FADA217 MODERN HISTORY OF FASHION
Course Prerequisite(s): None
Course Corequisite(s): None
Students study evolution of garments and accessories from the French Revolution to the present.
3 quarter hours

FADA222 COLLECTIONS
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
In this course, students implement design concepts to product completion. Specific target markets, industry standards, and manufacturing sources are analyzed by means of development of a collection. Students will plan a professional presentation of their collections.
3 quarter hours

FADA223 COMPUTER PATTERNMAKING
Course Prerequisite(s): FADA213
Course Corequisite(s): None
In this course students will utilize industry standard software to further their patternmaking skills.
3 quarter hours

FADA233 DRAPING
Course Prerequisite(s): FADA213
Course Corequisite(s): None
The course is an introduction to the principles and techniques of draping. Proportion, line, grain and fit are analyzed.
3 quarter hours
FADA243 SPECIALIZED SEWING TECHNIQUES
Course Prerequisite(s): FADA201
Course Corequisite(s): None
This course explores tailoring, advanced sewing, and finishing techniques. Students learn appropriate fabric selection, proper cutting and marking, and inner construction methods.
3 quarter hours

FADA302 FIT ANALYSIS
Course Prerequisite(s): FADA233
Course Corequisite(s): None
This course focuses on the advanced use of Computer Aided Design in patternmaking. Students will utilize industry software and hardware to engineer patterns from original designs in a laboratory setting. Work will be initiated for presentation in the final portfolio of student work.
3 quarter hours

FADA303 ADVANCED COMPUTER PATTERNMAKING
Course Prerequisite(s): FADA223
Course Corequisite(s): None
This course will focus on the advanced use of Computer Aided Design in patternmaking. Students will demonstrate an advanced skill-set in accurately fitting garments on a body. Students will demonstrate understanding by translating changes back to a flat pattern.
3 quarter hours

FADA308 FUNDAMENTALS OF BUSINESS
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

FADA309 PORTFOLIO I
Course Prerequisite(s): Permission of the 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

FADA312 SOURCING & TECHNICAL DESIGN
Course Prerequisite(s): GWDA103
Course Corequisite(s): None
Through a variety of in-depth research and analysis, students create a computer generated production package consisting of costing analysis, size specification, construction standards, sourcing materials and production methods, detailed front and back flats.
3 quarter hours

FADA313 COMPUTER PRODUCTION SYSTEMS
Course Prerequisite(s): FADA303
Course Corequisite(s): None
This course covers industrial application of patternmaking through the creation of production ready patterns including grading and marker marking.
3 quarter hours

FADA322 SENIOR COLLECTION CONCEPT
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
Students develop a final collection beginning with market research, development of concepts, illustrations, and the sourcing of materials.
3 quarter hours

FADA332 SURFACE DESIGN
Course Prerequisite(s): FADA402
Course Corequisite(s): None
Students utilize manual surface design applications of colors, prints, and motifs on a variety of fabrications.
3 quarter hours

FADA402 DIGITAL TEXTILE DESIGN
Course Prerequisite(s): FADA303
Course Corequisite(s): None
Using pixel and vector based software students explore applied and structural techniques for textile print design and fabric development exploring applied and structural techniques using pixel and vector based software.
3 quarter hours

FADA403 SENIOR COLLECTION CONCEPT
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
Students continue developing final collection through completion of technical drawings, specifications, patternmaking and fit.
3 quarter hours

FADA404 SENIOR COLLECTION PRODUCTION
Course Prerequisite(s): FADA403
Course Corequisite(s): None
Students complete the final development phase of their senior collection including specification package. Emphasis is placed on finished construction and presentation of original line.
3 quarter hours

FADA406 INTERNSHIP
Course Prerequisite(s): Permission of the 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

FMMA101 INTRODUCTION TO RETAILING
Course Prerequisite(s): None
Course Corequisite(s): None
Students will be introduced to all major retailing topics involving both large and small retailers, brick and mortar retailers, E-commerce, direct marketers and their combinations. Topics to be discussed will include consumer behavior, information systems, store locations, operations, human resource management, customer communications, computerization and integrating and controlling the retail strategy in the twenty-first century. Careers in retailing will also be discussed.
3 quarter hours

FMMA103 SURVEY OF MANUFACTURING & PRODUCT DEVELOPMENT
Course Prerequisite(s): None
Course Corequisite(s): None
This course introduces students to manufacturing processes. Students develop a working knowledge of terms, methods, and an understanding of producing and marketing operations. By the end of the course, students are able to apply these concepts to their own uses. Students study various production-time and quality-assurance methods. Participation facilitates students in generating decisions in production operations.
3 quarter hours

FMMA104 SALES PROMOTION
Course Prerequisite(s): ADVA204
Course Corequisite(s): None
This course is a workshop in which students design and prepare a sales and promotion package. Students will thoroughly explore the process of crafting a marketing and sales promotion that is carefully targeted and positioned to reach the goal of generating sales. Students will explore various presentation methods including multi-media formats, and practice techniques for overcoming objections to achieve targeted results.
3 quarter hours

FMMA201 MERCHANDISING MATH
Course Prerequisite(s): None
Course Corequisite(s): None
A survey of quantitative skills necessary for merchandise planning in the wholesale and retail business environment.
3 quarter hours
This course will provide you with an introduction to concepts relating to basic space planning. Through a combination of lectures, real world case study analysis, and hands-on exercises using virtual 3D space planning software, you will complete the course having a solid foundation of space planning fundamentals. 3 quarter hours

**FMMA208 FINANCE PRINCIPLES**
Course Pre requisites(s): FADA308
Course Corequisite(s): None
This course introduces the nature and purpose of financial principles, presents the accounting cycle, and explains how to comprehend and analyze year end income statements. 3 quarter hours

**FMMA211 RETAIL BUYING**
Course Pre requisites(s): FMMA201
Course Corequisite(s): None
This course provides a foundation for the study of retail buying. Theories are analyzed through the study of merchandise classifications and the calculation of open-to-buys. 3 quarter hours

**FMMA212 3D VISUAL MERCHANDISING II**
Course Pre requisites(s): FMMA202
Course Corequisite(s): None
In this course you will study principles of store design with an emphasis on psychological motivation. Using 3D visual merchandising software you will practice store simulations, lighting scenarios, strategic product placement, and use of scenery and special effects to support merchandise. 3 quarter hours

**FMMA218 HUMAN RESOURCE MANAGEMENT**
Course Pre requisites(s): FADA308
Course Corequisite(s): None
This course is designed to provide an overview and foundation for all facets of human resource management. Topics will include job design, labor relations, recruitment, selection and development of employees, compensation administration, employee appraisal, and government regulations involved with equal employment opportunity, affirmative action, accommodations, Fair Labor Standards Act, and workplace safety. The strategic aspect of human resource management will be explored in depth. 3 quarter hours

**FMMA219 PORTFOLIO & PROFESSIONAL DEVELOPMENT**
Course Pre requisites(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. It will also stress the importance of professional development and help students complete their initial job search requirements including personal branding. 3 quarter hours

**FMMA221 MERCHANDISE MANAGEMENT**
Course Pre requisites(s): FMMA201
Course Corequisite(s): None
An advanced course in the study of stock control and managing open-to-buys which provides a practicum in buying and utilizing computer spreadsheets for data analysis. 3 quarter hours

**FMMA301 ELEMENTS OF RETAIL LOGISTICS & DISTRIBUTION**
Course Pre requisites(s): FMMA211
Course Corequisite(s): None
This course will explore the process of strategically managing the procurement, movement and storage of materials, parts and finished inventory (and the related information flows) through the organization and its marketing channels with the goal of balancing cost and service requirements in anticipation of demand. 3 quarter hours

**FMMA302 GLOBAL MARKETING**
Course Pre requisites(s): ADV307
Course Corequisite(s): None
Students will gain an understanding of global marketing opportunities, problems and strategies that impact the international environment. In addition, students will become knowledgeable about international marketing concepts, cross-cultural sensitivities, political and legal influences, and economic considerations and how these concepts relate to decision making in an international environment. 3 quarter hours

**FMMA303 APPAREL FIT & CONSTRUCTION EVALUATION**
Course Pre requisites(s): None
Course Corequisite(s): None
This course is designed for fashion management students to evaluate the equation between quality and cost in garments as well as understanding body measurement points, fit, and silhouette analysis. Students should be able to measure garments and identify components and textiles as well as analyze quality of trims, fabrics and construction in relationship to price point. 3 quarter hours

**FMMA308 FASHION BUSINESS LAW**
Course Pre requisites(s): FADA308
Course Corequisite(s): None
This course includes issues such as: intellectual property, licensing, counterfeiting, commercial operation/ expansion (corporation, partnerships, sole proprietorship), selling and buying, employment law, marketing, advertising and promotion, retail leasing, and international aspects. 3 quarter hours

**FMMA312 FUNDAMENTALS OF FASHION STYLING**
Course Pre requisites(s): None
Course Corequisite(s): None
Through visual examples, assignments, and critiques this course introduces students to the field of fashion styling and its relationship to the fashion industry. Through completion of location and studio projects students develop basic requirements to produce contemporary fashion imagery. Students gain experience in how to source clothing and accessories necessary for styling, and they learn to create, to manipulate, and to rework concepts in order to communicate through images. 3 quarter hours

**FMMA406 INTERNSHIP**
Course Pre requisites(s): Permission of 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 experience the processes they need to enter the field when they graduate. 3 quarter hours

**FMMA408 ENTREPRENEURSHIP**
Course Pre requisites(s): ADV348
Course Corequisite(s): None
Students explore innovation and rapid change as they relate to the entrepreneur. Discussion includes issues regarding financial, behavioral, organizational, and marketing challenges facing emerging enterprises. Students create a business plan for the start-up of a new fashion-related company, product, or service. Special emphasis is placed on the disciplines of planning that are vital to entrepreneurial success. 3 quarter hours

**FMMA409 PORTFOLIO I**
Course Pre requisites(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

**FMMA419 PORTFOLIO & PROFESSIONAL DEVELOPMENT**
Course Pre requisites(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. It will also stress the importance of professional development and help students complete their initial job search requirements including personal branding. 3 quarter hours
**Foundations (FND)**

**FND1003 Perspective Drawing**
Course Prerequisite(s): None  
Course Corequisite(s): None  
This course is a fundamental drawing course where the students will explore various art and media and learn to use a variety of drawing tools with an emphasis on perspective. Students will draw three-dimensional objects in one-, two-, and three-point perspective.  
3 quarter hours

**FND105 Design Fundamentals**
Course Prerequisite(s): None  
Course Corequisite(s): None  
This introductory course will explore the principles of design, and introduce and develop the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design will be presented as a tool of communication.  
3 quarter hours

**FND110 Observational Drawing**
Course Prerequisite(s): None  
Course Corequisite(s): None  
This course involves the observation and translation of three-dimensional form into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition and line quality through the use of tone light and shadow.  
3 quarter hours

**FND120 Perspective Drawing**
Course Prerequisite(s): None  
Course Corequisite(s): None  
This course is a fundamental drawing course where the students will explore various art and media and learn to use a variety of drawing tools with an emphasis on perspective. Students will draw three-dimensional objects in one-, two-, and three-point perspective.  
3 quarter hours

**FND135 Image Manipulation**
Course Prerequisite(s): None  
Course Corequisite(s): None  
In this introductory course to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software, related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning and output.  
3 quarter hours

**FND150 Digital Color Theory**
Course Prerequisite(s): None  
Course Corequisite(s): None  
Introduction to the principles of color and an exploration of color theory as it relates to media.  
3 quarter hours

**Game Art & Design (GAD)**

**GAD1213 Introduction to Game Development**
Course Prerequisite(s): None  
Course Corequisite(s): None  
This course introduces students to the game industries. Specifically, it will focus on entry-level employment opportunities and responsibilities, career paths, industry products, and their characteristics. The course will also expose students to the processes through which games are developed.  
3 quarter hours

**GAD1323 Interactive Story Telling**
Course Prerequisite(s): GED124  
Course Corequisite(s): None  
This course will focus on the aspects of interactive and multi-threaded storytelling. Narrative scripting techniques will also be taught. Scripts will be developed with an emphasis on characterization, plotting, target audience, messages, and script format.  
3 quarter hours

**GAD1433 Game Design & Game Play**
Course Prerequisite(s): GAD1213  
Course Corequisite(s): None  
A well-designed game is an integration of artistic and technological components that must have a clearly defined goal, set of game criteria and rules for game play. Students learn the fundamentals of what makes a game enjoyable, playable, challenging, and marketable by creating a game document.  
3 quarter hours

**GAD2113 Texture Mapping for Games**
Course Prerequisite(s): FND125  
Course Corequisite(s): None  
In this class students will be introduced to the process of creating and working with textures for the game genre. Advanced image manipulation techniques will be learned and applied here. Introduction to a shading network as it applies in a 3D Software package will be explored.  
3 quarter hours

**GAD2133 Game Modeling**
Course Prerequisite(s): MAA2143  
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

**GAD2233 Interior Spaces & Worlds**
Course Prerequisite(s): MAA2343  
Course Corequisite(s): None  
In this course students will create 3D environments representing interiors and exteriors for use in game production. Topics in this course will include principles of lighting, architectural elements, and using industry-standard techniques for asset creation.  
3 quarter hours

**GAD2313 Level Design**
Course Prerequisite(s): GAD1433  
Course Corequisite(s): None  
Building upon the Game Design and Game Play course, students will analyze and break down the game play needs of a project in order to create specific level designs. Given several basic game designs, students will learn to create 2D maps, design level elements (puzzles, traps, etc.), add structures and objects (such as power-ups and weapons), and create balanced game play through combining these components. Students will learn to use their own designs as well as pre-created level editors while working as members of teams. Students will produce at least two playable level designs on paper and on the computer.  
3 quarter hours

**GAD2333 Programming for Artists**
Course Prerequisite(s): MAA2113  
Course Corequisite(s): None  
This course introduces basic scripting to extend the capabilities of the artist working in media applications. Students will be introduced to data structures, constructs, classes, and high-level scripting language. A functional application relating to their field of study will be produced utilizing a scripting language.  
3 quarter hours

**GAD2413 Advanced Level Design**
Course Prerequisite(s): GAD2313  
Course Corequisite(s): None  
Students will create playable levels using an industry standard level editor and tools. Emphasis is on implementation of the design and assets. Building on abilities gained in the Level Design course, students will create more intricate design elements.  
3 quarter hours

**GAD2423 Game Prototyping**
Course Prerequisite(s): GAD2313  
Course Corequisite(s): None  
In this course, students will perform as members of a pre-determined team to create a game level within an existing engine. Students will implement a pre-existing design determined by the teacher to create the game environment.  
3 quarter hours
GAD2433 PROJECT MANAGEMENT FOR GAME ART & DESIGN
Course Prerequisite(s): GAD1433
Course Corequisite(s): None
A specialized project management course for Game Art & Design. Students learn to organize personnel, equipment, and a variety of other media assets for production purposes. Emphasis is placed upon skills and techniques for goal-setting, strategic planning, organization, communication, risk management, efficiency, and cost effectiveness. Legal aspects of the game production business are also covered.
3 quarter hours

GAD3113 TEAM PRODUCTION PLANNING
Course Prerequisite(s): GAD2433, GAD2413
Course Corequisite(s): None
During the course, students research a Game Art & Design topic and begin the preproduction process for their team projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results.
3 quarter hours

GAD3123 ADVANCED GAME PROTOTYPING
Course Prerequisite(s): GAD2423
Course Corequisite(s): None
In this continuation of Interactive Game Prototyping, students will create and produce a stand-alone game prototype demonstrating game design principles acquired in preceding courses. The culmination of course work results in students fine-tuning their designs, production, and collecting skills, as well as scripting and storyboarding.
3 quarter hours

GAD3133 INTERFACE DESIGN
Course Prerequisite(s): GAD3131
Course Corequisite(s): None
This course focuses on the nature and principles of interface design. Students will learn the functions of flowcharting, linking, branching, and the basic principles of interactivities between action and response. Students will develop a concept, produce a flowchart, and complete the design of an interface using principles of design aesthetics and usability.
3 quarter hours

GAD3143 GAME ANIMATION
Course Prerequisite(s): MAA2113
Course Corequisite(s): None
Students will create low-polygon characters and scenes for use in game prototypes and levels. They will hone their skills on the required techniques for low-polygon modeling and practice conversions of polygon counts to fit various requirements.
3 quarter hours

GAD3223 SOUND DESIGN FOR GAMES
Course Prerequisite(s): GAD2423, GAD2313
Course Corequisite(s): None
In this course, the student studies sound characteristics of digital games and explore the various methods for creating and adapting audio effects. Basic principles of acoustics, voice recording, music selection, and editing and digital audio processes will be covered. Various sound design techniques within a gaming context and principles of audio fidelity, format conversion, and compression will be introduced. The student will create and assemble audio assets for a targeted project.
3 quarter hours

GAD3234 ADVANCED 3D ANIMATION
Course Prerequisite(s): MAA2213
Course Corequisite(s): None
This course takes graphics programmers beyond the basics and introduces them to advanced knowledge. The course is about graphics techniques, and how to apply those techniques in real world applications, filling real world needs.
3 quarter hours

GAD3313 PRODUCTION TEAM I
Course Prerequisite(s): GAD3113
Course Corequisite(s): None
This course will build upon the Team Production Planning course. Students will either select or accept a specific role on the production team and, acting in a timely and professional capacity, ensure that the game project is completed. Students will create and refine the game production document, level designs, and basic 2D and 3D models to be combined into a playable Game Demo in Production Team II.
3 quarter hours

GAD3323 PORTFOLIO I GAD
Course Prerequisite(s): GAD3234, GAD2233
Course Corequisite(s): None
This course will focus on the refinement of previous work into a comprehensive collection representative of Game Art & Design skills. Emphasis will be on development, design, artisanship, and presentation. This course begins the process of examining the student's strengths and building upon them to produce a marketable portfolio.
3 quarter hours

GAD3333 3D SCRIPTING
Course Prerequisite(s): GAD2333
Course Corequisite(s): None
Scripting allows the animator to automate tedious tasks and create effects that would otherwise time-consuming in the traditional 3D key frame methodology. This course introduces students to scripting in a 3D package, e.g. Maya, using MEL (Maya Embedded Language). Students will explore the powerful and diverse capabilities of 3D scripting.
3 quarter hours

GAD3413 PRODUCTION TEAM II
Course Prerequisite(s): GAD3313
Course Corequisite(s): None
This is a team production course. Under the guidance of an instructor, students will continue to work in teams and complete the game project started in Production Team I.
3 quarter hours

GAD3423 PORTFOLIO II GAD
Course Prerequisite(s): GAD3323
Course Corequisite(s): None
This course focuses on the completion of a student's portfolio and enables the student to begin their career search. Students will present work for the portfolio and will review and determine the quality of the work and make any enhancements necessary. The student will also complete several targeted, professional resumes and an extensive job search.
3 quarter hours

GAD3523 INTERNSHIP
Course Prerequisite(s): Permission of 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

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): GD101 or FND1003
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 design and typographic design 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

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 scanning, color management, photo retouching, imaging, special effects, and filters and masks.
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 comprehensive, 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): GD122
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
**GD206 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

**GD207 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 used to identify individual logo designs and other symbolic images.
3 quarter hours

**GD208 PRINT PRODUCTION**
Course Prerequisite(s): GD207, 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

**GD209 PACKAGE DESIGN**
Course Prerequisite(s): GD208
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

**GD210 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

**GD211 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 a representative project 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

**GD212 CONCEPTUAL ILLUSTRATION**
Course Prerequisite(s): GD125, GD122
Course Corequisite(s): None
This course requires a grade of C or above in order to pass or receive credit. Students research current evolving cultures, both domestic and international. Students then apply these images to create original illustrations, including postcards, posters, t-shirts, and other graphics. The process of developing unified advertising collateral materials involving multiple presentations is emphasized.
3 quarter hours

**GD213 SELF-PROMOTION**
Course Prerequisite(s): GD212
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

**GD214 DESIGN MARKETING**
Course Prerequisite(s): GD213
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

**GD215 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

**GD216 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

**GD217 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

**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 poetry 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

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 pre-history 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): GE0124
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): GE0204
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): GE0204
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): GE0104
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): GE0124
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

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 Prerequisite: None
Course Corequisite(s): 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
Religions 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 basics 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

SCI201 SCIENCE, TECHNOLOGY & SOCIETY
Course Prerequisite(s): MAT100
Course Corequisite(s): None
This course explores the basis of chemistry and physics, with an examination of the application of physical and chemical principles in technology. Topics include electricity, principles of mechanics, engines, gears, transmissions, fluid flow, the Periodic Table, simple optics, and an introduction to materials science. Examples are drawn from the physical sciences, technology, and biology. Historical figures and developments are discussed in an effort to understand the contribution of science and technology to the evolution of human societies. 4 quarter hours

SCI310 SCIENCE OF LIGHT
Course Prerequisite(s): MAT100
Course Corequisite(s): None
Students examine light and color in terms of physics, biology, and psychology. Topics include production and detection of light, geometry and wave optics, light and color in nature, production of colors, reaction of the eye and the brain to light and color, and psychological reaction to light. 4 quarter hours

SCI311 SCIENCE OF SOUND
Course Prerequisite(s): MAT100
Course Corequisite(s): None
This course examines sound in terms of its behavior, physics, and acoustics. Acoustical behavior of sound such as reverberation, echo, and pitch are also explored. Students learn theories and principles relating to acoustics through a variety of projects used for demonstration and ear training. The course emphasizes critical thought and aural analysis. 4 quarter hours

SOC101 SOCIOLOGY
Course Prerequisite(s): None
Course Corequisite(s): None
In this course, students explore the dynamics and structure of human society. The fundamental structures and processes responsible for the social organization of behavior are examined. Topics include culture, socialization, deviance, social structure, social stratification, and institutions. Current issues in society are also addressed. 4 quarter hours

SOC201 SOCIOLOGY
Course Prerequisite(s): None
Course Corequisite(s): None
In this course, students explore the dynamics and structure of human society. The fundamental structures and processes responsible for the social organization of behavior are examined. Topics include culture, socialization, deviance, social structure, social stratification, and institutions. Current issues in society are also addressed. 4 quarter hours

SOC301 CULTURAL DIVERSITY
Course Prerequisite(s): SOC201
Course Corequisite(s): None
This course provides a comparison of diverse roles, interests, opportunities, contributions, and experiences in social life. Topics include race, ethnicity, gender, sexual orientation, class, and religion. Upon completion, students should be able to analyze how cultural and ethnic differences evolve and how they affect personality development, values, and tolerance. 4 quarter hours

SOC303 POPULAR CULTURE
Course Prerequisite(s): None
Course Corequisite(s): None
In this course, students will explore the interactions among such driving factors as advertising, mass media, and the constantly changing lifestyles and trends in American society. This course will examine the relationships between these cultural forces and the disciplines the students are pursuing. Topics include communications, electronic media, music, television, movies, and ethics in popular culture. 4 quarter hours

SOC305 THE FAMILY
Course Prerequisite(s): None
Course Corequisite(s): None
This course covers the institution of the family and other intimate relationships. Emphasis is placed on mate selection, gender roles, sexuality, communication, power and conflict, parenthood, diverse lifestyles, divorce and remarriage, and economic issues. Upon completion, students should be able to analyze the family as a social institution and the social forces which influence its development and change. 4 quarter hours
SPA101 CONVERSATIONAL SPANISH
Course Prerequisite(s): None
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

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 hierarchical 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): None
An introduction to the concepts and processes of planning interactive projects that solve business and user needs. Students research users, goals, competition, and content, and develop the navigation structure, process flow, layouts and labeling systems that best address these needs. They prepare and present a professional information architecture proposal.
3 quarter hours

GWDA201 AUDIO & VIDEO
Course Prerequisite(s): GWDA233
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

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): GWDA232
Course Corequisite(s): None
Form and Space involves the formal understanding and manipulation of the basic-organizing principals of the 3 dimensional world. Points, 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): GWDA103
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): GWDA123
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): GWDA223
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): GWDA232
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): GWDA113
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): GWDA117
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

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

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 Corequisite(s): GWDA282
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 Corequisite(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 Corequisite(s): GWDA272
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 Corequisite(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 Corequisite(s): None
Course Corequisite(s): None
This course will focus on the historical development and current trends of visual storytelling as well as touch upon professional practices for cartoonists. 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

GWDA312 PUBLICATION DESIGN
Course Corequisite(s): GWDA252
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 Corequisite(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 Corequisite(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

GWDA322 SEQUENTIAL ILLUSTRATION
Course Corequisite(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 Corequisite(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 Corequisite(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 Corequisite(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 Corequisite(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 Corequisite(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 Corequisite(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 Corequisite(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 Corequisite(s): GWDA272
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 website, including the differences between server-side and client-sided authoring and basic scripting that uses this information to help design more dynamic sites. Client-side scripting, as a method to develop advanced dynamic web applications will be developed.  
3 quarter hours

GWDA372 CONTENT MANAGEMENT SYSTEMS  
Course Prerequisite(s): GWDA243  
Course Corequisite(s): None  
Using an open source database program (MySQL), students practice the theory of database design by normalizing data, defining integrity relationships, and creating tables. Students also develop forms, reports, and search queries (MySQL) as they learn how to manage and manipulate data within a database.  
3 quarter hours

GWDA373 ADVANCED SERVER-SIDE SCRIPTING  
Course Prerequisite(s): GWDA353  
Course Corequisite(s): None  
Through this course students learn advanced programming skills. Students will gain experience developing web applications using specific computer languages. Application in advanced Interactive Web development will be explored. Students will further explore concepts related to data-driven dynamic web site creation based on Server Side processing. Advanced server-side scripting skills and CMS utilization will be developed.  
3 quarter hours

GWDA382 DESIGN FOR MOBILE DEVICES  
Course Prerequisite(s): Permission by Academic Department Director  
Course Corequisite(s): None  
Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student-designed interfaces.  
3 quarter hours

GWDA392 USER EXPERIENCE: PROTOTYPING  
Course Prerequisite(s): Permission by Academic Department Director  
Course Corequisite(s): None  
A continuation of User Experience Design: Research, this course examines methodologies and techniques of prototyping and usability testing for the design of multi-device interactive experiences. Students utilize previous research to iteratively create and test prototypes. A variety of prototyping techniques are explored including paper and digital prototyping methods. Various testing methods are also explored from guerilla usability testing to more formal testing sessions.  
3 quarter hours

GWDA402 BOOK ILLUSTRATION  
Course Prerequisite(s): GWDA102  
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 distributing current digital content, 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

GWDA409 GRAPHIC & WEB DESIGN CAPSTONE  
Course Prerequisite(s): GWDA312  
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 tri-dimensional format web design. Digital design will be developed and presented using current design software.  
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  
Students will learn 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
GWD443 ADVANCED MOTION GRAPHICS
Course Prerequisite(s): GWD303
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

GWD443 ADVANCED SCRIPTING
Course Prerequisite(s): GWD363
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

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 WDM 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 INTERMEDIATE 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, WDM1023 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

IMD223 DESIGNING FOR SERVER SIDE TECHNOLOGY
Course Prerequisite(s): IMD216
Course Corequisite(s): None
Students build on the skills taught in the Designing for Dynamic Web Sites class. Students design and develop web content for server-based dynamic delivery. Focus is on incorporating server-side solutions into user-centered web design in order to provide an exchange of information between client and server.
3 quarter hours

IMD225 DIGITAL ANIMATION
Course Prerequisite(s): IMD122
Course Corequisite(s): None
This course focuses on digital animation concepts and techniques. Students create digital animation using basic principles of design for timeline-based media.
3 quarter hours

IMD226 PROJECT MANAGEMENT
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course focuses on the interactive design project management process and on development of the project team as key to the successful achievement of interactive design project goals. The process examines the main elements required in every proposal/plan, time frame, and budget. Key areas of interactive design project teams serve to support the fundamental approach that every project team is tailored to achieve project results efficiently and effectively.
3 quarter hours

IMD230 AUDIO FOR INTERACTIVE DESIGN
Course Prerequisite(s): IMD125 or Permission of Academic Department Director
Course Corequisite(s): None
This course focuses on the principles and practices of digital audio in an interactive design setting. Students learn to use current digital audio programs for recording, editing, sequencing, and mixing for a variety of outputs and applications.
3 quarter hours

IMD232 DESKTOP VIDEO
Course Prerequisite(s): IMD125 or Permission of Academic Department Director
Course Corequisite(s): None
Students demonstrate knowledge of editing using non-linear editing software and hardware in a computer lab. Students produce and edit video and audio using digital desktop video techniques.
3 quarter hours

IMD235 PORTFOLIO PREPARATION
Course Prerequisite(s): Permission of Academic Director
Course Corequisite(s): None
In this course, students organize, select, and enhance project work to be included in their interactive portfolios. Emphasis focuses on exploring unique design concepts which showcase their body of work. This course requires a grade of C or greater to meet graduation requirements.
3 quarter hours

IMD236 MOTION GRAPHICS
Course Prerequisite(s): IMD232 or Permission of Academic Department Director
Course Corequisite(s): IMD225 or Permission of Academic Department Director
This course focuses on motion design, concepts, and techniques. Students create motion graphics using design principles for timeline-based media.
3 quarter hours

IMD235 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 resume and begins the job search. This course requires a grade of C or greater to meet graduation requirements.
3 quarter hours

IMD231 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

IMD304 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

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 ADVANCED SERVER-SIDE LANGUAGES
Course Prerequisite(s): IMD303
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
IMD410 SENIOR PROJECT RESEARCH
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
The student selects an Interactive Media Design topic for his/her graduate project. During the course, students research their topics and begin programming the applications for their graduate projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results.
3 quarter hours

IMD415 PORTFOLIO PREPARATION
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
In this course, students organize, select, and enhance project work to be included in their interactive portfolio. Emphasis focuses on exploring unique design concepts that showcase their body of work. This course requires a C or above in order to pass or receive credit.
3 quarter hours

IMD420 SENIOR PROJECT APPLICATION & DEFENSE
Course Prerequisite(s): IMD410
Course Corequisite(s): None
This course is a continuation of Senior Project Research. Students prepare, present, and defend a graduate project suitable for professional utilization.
3 quarter hours

IMD424 SENIOR SEMINAR
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course is designed as a capstone experience, the purpose of which is to unify and provide a broader context for knowledge about the field of interactive media. Part of this process is exploring connections between both (1) oneself and the field of interactive media and (2) the rest of the world and interactive media.
2 quarter hours

IMD425 PORTFOLIO
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course focuses on the completion of the portfolio and enables students to begin their career search. The student should come into this course with work for the portfolio and determine the quality of the work so those enhancements can be made. The student also completes a professional résumé and begins the job search.
3 quarter hours

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 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 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

INTERIOR DESIGN (INTA)
INTA101 ARCHITECTURAL DRAWING
Course Prerequisite(s): None
Course Corequisite(s): None
This course is an introduction to the basic drafting techniques, terminology, and symbols used on drawings, including use of drafting equipment, lettering, plan and elevation construction with an emphasis on proper line weight, quality, and scale.
3 quarter hours

INTA102 INTRODUCTION TO INTERIOR DESIGN
Course Prerequisite(s): None
Course Corequisite(s): None
Students are introduced to the responsibilities of today's interior design professional. Assignments require the application of the elements and principles of design for interior spaces to create aesthetic solutions. Basic lessons in ergonomics, space planning, and human factors introduce the skills used to make functional and purposeful design decisions.
3 quarter hours

INTA103 CAD I
Course Prerequisite(s): INTA101
Course Corequisite(s): None
This course is an introduction to the principles and operation of computer-aided drafting to produce floor plans, elevations and other components of construction drawings.
3 quarter hours

INTA105 SKETCHING & IDEATION
Course Prerequisite(s): FND110, FND120, and FND150
Course Corequisite(s): None
Students visually conceptualize design solutions through rapid sketching in this course.
3 quarter hours

INTA107 HISTORY OF ARCHITECTURE, INTERIORS & FURNITURE I
Course Prerequisite(s): None
Course Corequisite(s): None
This course covers the evolution of architecture, interiors, furniture, and design from the ancient world to the mid 19th Century. The cultural, political, social, and/or economic conditions of the times are included.
3 quarter hours

INTA110 SPACE PLANNING
Course Prerequisite(s): INTA101
Course Corequisite(s): None
This course begins the design series by introducing the interior design process including programming, schematics, design development, space planning and alternate design solutions.
3 quarter hours

INTA111 SPACE PLANNING
Course Prerequisite(s): None
Course Corequisite(s): None
This course explores the basic elements and principles of three-dimensional design. Students will use traditional and/or digital tools to help them visualize their designs volumetrically and apply 3D design elements to the spatial envelope.
3 quarter hours

INTA122 TEXTILES
Course Prerequisite(s): None
Course Corequisite(s): None
This course explores the nature of man-made and natural materials used to produce textiles for use in interior design. Content includes discussion of fibers, yarns, fabrics, finishes, design methods, construction, and proper application of these materials from technical, environmental, and aesthetic approaches.
3 quarter hours

INTA201 MATERIALS & SPECIFICATIONS
Course Prerequisite(s): INTA122
Course Corequisite(s): None
This course explores materials and finishes utilized in interior applications through lecture, demonstrations, and/or field trips. Various methods of specification and estimation are covered. Students research and assess performance criteria including aesthetics, function, and environmental factors.
3 quarter hours

INTA202 PRESENTATION TECHNIQUES
Course Prerequisite(s): INTA103 and INTA112
Course Corequisite(s): None
This course explores alternate methods of creating and producing interior design presentations. Combining a variety of software, reproduction methods, and digital rendering techniques, students explore ways to manipulate images into a cohesive graphic presentation.
3 quarter hours

INTA203 CAD II
Course Prerequisite(s): INTA103
Course Corequisite(s): None
Students will enhance their CAD skills while increasing their speed and problem solving capabilities. Students will gain proficiency in computer-assisted drafting through progressively complex applications.
3 quarter hours

INTA207 HISTORY OF ARCHITECTURE, INTERIORS & FURNITURE II
Course Prerequisite(s): INTA107
Course Corequisite(s): None
This course covers the development of architecture, interiors, furniture, and design from the Industrial Revolution to the present. The cultural, political, social, and/or economic conditions of the times are included. Assignments provide opportunities to recognize how the styles of the past continue to influence design today.
3 quarter hours
INTA211 CODES & REGULATIONS
Course Prerequisite(s): None
Course Corequisite(s): None
This course studies the principles, policies, and practices required by regulatory bodies and jurisdictions having authority over interior construction building, fire codes and ADA regulations as they apply to interior design projects.
3 quarter hours

INTA212 RESIDENTIAL DESIGN I
Course Prerequisite(s): INTA103 and INTA111
Course Corequisite(s): None
This course explores the design of residential interiors as a problem solving process, with applications to a variety of residential interiors. Areas of study include concept development, human factors, programming and space planning, color, furniture and finish selection as well as concepts of universal design and sustainability.
3 quarter hours

INTA213 COMMERCIAL DESIGN I
Course Prerequisite(s): INTA111, INTA211, and INTA212
Course Corequisite(s): None
This course is the design and presentation of a commercial project with emphasis on the workplace environment.
3 quarter hours

INTA222 HUMAN FACTORS
Course Prerequisite(s): None
Course Corequisite(s): None
This course covers the principles and considerations related to human factors, universal design, anthropometrics, ergonomics and the psychological response of users to interior spaces.
3 quarter hours

INTA232 LIGHTING DESIGN
Course Prerequisite(s): INTA111
Course Corequisite(s): None
This course covers a comprehensive study of the various natural and artificial lighting techniques as they apply to interior environments.
3 quarter hours

INTA242 COMMERCIAL DESIGN II
Course Prerequisite(s): INTA201 and INTA262
Course Corequisite(s): None
In this course students study the materials and fabrication techniques involved in the design and construction of interior details.
3 quarter hours

INTA252 INTERIOR DETAILING
Course Prerequisite(s): INTA203 and INTA262
Course Corequisite(s): None
In this course students study the materials and fabrication techniques involved in the design and construction of interior details.
3 quarter hours

INTA262 CONSTRUCTION DOCUMENTS I
Course Prerequisite(s): INTA203 and INTA211
Course Corequisite(s): None
This course introduces students to the contract document process for interior spaces.
3 quarter hours

INTA301 RESIDENTIAL DESIGN II
Course Prerequisite(s): INTA211 and INTA212
Course Corequisite(s): None
This course is the design and presentation of a complex residential project with an emphasis on historic precedent.
3 quarter hours

INTA303 DIGITAL MODELING I
Course Prerequisite(s): INTA202 and INTA203
Course Corequisite(s): None
This course introduces students to 3D modeling software as a communication tool. Students produce design solutions volumetrically as part of the design process.
3 quarter hours

INTA306 PROFESSIONAL PRACTICE
Course Prerequisite(s): Permission by Academic Department Director
Course Corequisite(s): None
This course presents the principles governing the business, legal, and contractual aspects of the interior design profession.
3 quarter hours

INTA312 GLOBAL DESIGN
Course Prerequisite(s): INTA111
Course Corequisite(s): None
This course covers the research and application of global design and the study of different cultures as they relate to design issues and concerns.
3 quarter hours

INTA313 DIGITAL MODELING II
Course Prerequisite(s): INTA303
Course Corequisite(s): None
This course compliments the skills gained in 3D modeling. Students apply camera and lighting techniques as it applies to interior environments.
3 quarter hours

INTA322 BUILDING & MECHANICAL SYSTEMS
Course Prerequisite(s): INTA221
Course Corequisite(s): None
This course is a study of the materials, principles and sustainable concepts utilized in basic construction, building, and mechanical systems for interiors.
3 quarter hours

INTA332 ENVIRONMENTAL & SUSTAINABLE DESIGN
Course Prerequisite(s): INTA242
Course Corequisite(s): None
This course covers the principles and practices of sustainable and environmental design as applied to a design project.
3 quarter hours

INTA342 COMMERCIAL DESIGN II
Course Prerequisite(s): INTA242
Course Corequisite(s): None
This course is the design and presentation of a complex commercial project with emphasis on universal and barrier free design.
3 quarter hours

INTA352 HOSPITALITY DESIGN
Course Prerequisite(s): INTA201, INTA211, INTA242, and INTA342
Course Corequisite(s): None
This course is the design and presentation of team-based hospitality project with emphasis on innovation and creativity.
3 quarter hours

INTA362 KITCHEN & BATH DESIGN
Course Prerequisite(s): INTA111, INTA211, and FND135
Course Corequisite(s): None
This course addresses the fundamentals of kitchen and bath design, including universal design and accessibility in new construction and renovation. Topics include fixtures, fittings, furnishings, equipment, cabinetry and finishes, construction, electrical, and basic plumbing. Industry relevant nomenclature and product information are used to create specifications and cabinet plans.
3 quarter hours

INTA402 SENIOR STUDIO I
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
Students select a subject based on their individual career aspirations and develop a project of a substantial scope. Emphasis is on real-world needs that could be better met through more responsible interior design and architecture. Content includes problem identification, analysis, and information gathering. Ultimately a design program and schematic solution are prepared that will be further developed into a complete design solution in Senior Studio II for an interior environment that will better support the psychological and physiological health, safety and welfare of the public.
3 quarter hours

INTA406 INTERNSHIP
Course Prerequisite(s): Permission of 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

INTA409 PORTFOLIO
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

INTA412 INSTITUTIONAL DESIGN
Course Prerequisite(s): INTA342
Course Corequisite(s): None
This course is the design and presentation of an Institutional Project with emphasis on anthropometrics, human factors, and human behavior.
3 quarter hours
INTA422 SENIOR STUDIO II
Course Prerequisite(s): INTA402
Course Corequisite(s): None
In this culminating studio course, students continue the development of a viable solution for the project initiated in Senior Studio I. Skills from the entire program are leveraged into a final portfolio project motivated by environmentally sound, cost-effective and responsible design practices.
3 quarter hours

INTA432 CONSTRUCTION DOCUMENTS II
Course Prerequisite(s): INTA262
Course Corequisite(s): None
This course expands upon the concepts examined Construction Documents I. Students produce an advanced set of design drawings to support their Graduate Project.
3 quarter hours

MEDIA ART & ANIMATION (MAA)

MAA1053 MEDIA TYPOGRAPHY
Course Prerequisite(s): None
Course Corequisite(s): None
This course explores the current trends of digital typography and design within the context of symbolic communication and the use of type with relationship to motion.
3 quarter hours

MAA1133 LANGUAGE OF ANIMATION & FILM
Course Prerequisite(s): None
Course Corequisite(s): None
Fundamentals of animated cinematography addressed through a historical survey. Course will consider trends and genres of animated film in a variety of media.
3 quarter hours

MAA1223 COLOR FOR DIGITAL MEDIA
Course Prerequisite(s): FND135
Course Corequisite(s): None
In this course, students will learn and apply the basics of color and the design variables related to digital media. Students will explore color theory, including additive and subtractive color. Students develop the foundation to apply basic color design principles to a variety of digital visual effects.
3 quarter hours

MAA1243 LIFE DRAWING & GESTURE
Course Prerequisite(s): FND110
Course Corequisite(s): None
In this introductory course on drawing the human figure, students will continue developing their drawing skills. Course will focus on an interpretation of the human body, based on major masses organized by gestural line. Line of action, gesture, motion, measurement, and foreshortening will be covered in this course.
3 quarter hours

MAA1313 DRAWING & ANATOMY
Course Prerequisite(s): FND110
Course Corequisite(s): None
Students will continue to develop drawing skills and will focus on basic anatomical structures of human and animal forms.
3 quarter hours

MAA1323 2D ANIMATION PRINCIPLES
Course Prerequisite(s): MAA1243
Course Corequisite(s): None
Students will study timing and weight through a series of projects designed to demonstrate the principles of animation. Issues such as key framing, in-betweening, and cycling will be addressed.
3 quarter hours

MAA1343 CHARACTER & OBJECT DESIGN
Course Prerequisite(s): FND105
Course Corequisite(s): None
This course focuses on designing and drawing characters or objects for animation using line to accurately delineate the form. Attention is given to appropriate proportion and form for an animated character or object. Characters and objects are created using various media.
3 quarter hours

MAA1413 FIGURE SCULPTURE
Course Prerequisite(s): MAA1313
Course Corequisite(s): None
Basic principles of design, such as balance, rhythm, contrast, and harmony are covered in this course. Students develop three-dimensional designs and sculptures from paper, found materials, and clay. Three-dimensional forms, compositions, and aesthetics are discussed and applied. The course also emphasizes character development.
3 quarter hours

MAA1433 STORYBOARDING
Course Prerequisite(s): DFA1105 or Permission of Academic Department Director
Course Corequisite(s): None
This course focuses on applying industry standard storyboarding and scripting techniques to animation. Contents to be covered include the various purposes and formats of storyboards, the basic terminology, and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.
3 quarter hours

MAA2103 2D ANIMATION
Course Prerequisite(s): MAA1243
Course Corequisite(s): None
Students will apply basic animation principles to produce a sequence. Emphasis will be placed on timing and performance. Use of a capture device, pencil tests, inking, and other 2D animation skills will be explored.
3 quarter hours

MAA2113 3D ANIMATION
Course Prerequisite(s): MAA2103 or Permission of Academic Department Director
Course Corequisite(s): None
Students are introduced to basic 3D animation techniques. Topics to be covered include hierarchical linking, key framing, function curves, animated modifiers, basic morphing, animated cameras, and an introduction to character animation.
3 quarter hours

MAA2123 CAMERA TECHNIQUES
Course Prerequisite(s): FND105
Course Corequisite(s): None
In this course students learn techniques used in pre-production and production including cameras, lenses, mounting equipment, framing and composition, and natural and studio lighting.
3 quarter hours

MAA2133 3D MODELING
Course Prerequisite(s): MAA1413
Course Corequisite(s): None
Through critical analysis, the student will apply basic design principles to the solution of visual problems using elements of 3D design. The student will conceptualize 3D coordinate systems, construct 3D models, and apply them to geometric construction.
3 quarter hours

MAA2143 AUDIO & EDITING TECHNIQUES
Course Prerequisite(s): MAA2133
Course Corequisite(s): None
This course is a conceptual introduction to audio production techniques for animation. Students will learn to digitize sound and apply it for audio enhancement of their animations. Students will also learn how to produce appropriate audio effects and transition in computer animation. In this course, students use the features and functions of video editing systems. Students also explore various media available for video input and output.
3 quarter hours

MAA2213 ADVANCED DIGITAL PAINTING
Course Prerequisite(s): FND135
Course Corequisite(s): None
This course is an introduction to the computer as an ink and paint media for animation. Basics of scanning, clean up, ink and paint, and camera will be explored.
3 quarter hours

MAA2223 MOTION GRAPHICS
Course Prerequisite(s): FND135
Course Corequisite(s): None
This course will allow students to integrate traditional graphic design techniques with digital design techniques. Through the exploration of animation and compositing, students will create motion graphics, animated identifications, and visual effects using animation/compositing software.
3 quarter hours

MAA2233 HARD SURFACE & ORGANIC MODELING
Course Prerequisite(s): MAA2133
Course Corequisite(s): None
This course covers advanced modeling techniques used for building organic and hard surface objects and environments.
3 quarter hours

MAA2243 ACTING & MOVEMENT
Course Prerequisite(s): MAA2113
Course Corequisite(s): None
The introduction of acting as a tool of research through studies of animated movement. Characters’ personality, expression, motivation, body language, and posture will be studied through classroom exercises in a variety of media.
3 quarter hours
MAA2313 3D CHARACTER RIGGING
Course Prerequisite(s): MAA2133, FND135
Course Corequisite(s): None
This course is to introduce the student to fundamentals of character setup. The character setup will be tested by animation assignments. During the course, each student will create, set up, and test a character model.
3 quarter hours

MAA2323 COMPOSITING
Course Prerequisite(s): MAA2223
Course Corequisite(s): None
Students in this course learn the concepts, techniques, and vocabulary of compositing. Students apply rotoscope, matchmoving, keying, layering, and alpha channel to final animation projects.
3 quarter hours

MAA2333 CHARACTER MODELING
Course Prerequisite(s): MAA2223
Course Corequisite(s): None
In this course, students will use advanced modeling techniques to create 3D characters. Students will research and create character models based on anatomy using industry standard techniques.
3 quarter hours

MAA2343 MATERIAL & LIGHTING
Course Prerequisite(s): MAA2133
Course Corequisite(s): None
In this class students will be introduced to materials, textures and lighting strategies to add detail and realism to objects without adding complexity to the model. Students will simulate real world surfaces and textures.
3 quarter hours

MAA2413 WEB ANIMATION
Course Prerequisite(s): MAA2123
Course Corequisite(s): None
Students in this course produce animation within limited delivery constraints. Limitations of image size, formatting and color depth will be explored.
3 quarter hours

MAA2423 ADVANCED LIGHTING & TEXTURING
Course Prerequisite(s): MAA2343
Course Corequisite(s): None
In this course, students will continue to develop lighting and texturing skills.
3 quarter hours

MAA2433 3D CHARACTER ANIMATION
Course Prerequisite(s): MAA2113 or Permission of Academic Department Director
Course Corequisite(s): None
This is an advanced level 3D animation course building on techniques learned from previous modeling and animation courses. Students will learn how to apply real-life action sequences to characters.
3 quarter hours

MAA2443 ADVANCED DRAWING FOR ANIMATION
Course Prerequisite(s): MAA1243
Course Corequisite(s): None
Building on knowledge from preceding drawing courses, students will develop their drawing skills in the context of professional media arts and animation applications. This course will place emphasis on advanced drawing techniques and strengthening skills through real-world observation.
3 quarter hours

MAA3113 PRE-PRODUCTION TEAM
Course Prerequisite(s): MAA2233
Course Corequisite(s): None
This course will expose students to the pre-production processes used in animation and related industries. The primary components of the course will be a thorough review of all pre-production activities and project management. Students will participate in production teams and will focus on planning of all aspects of an animation production.
3 quarter hours

MAA3123 MOTION CAPTURE
Course Prerequisite(s): MAA2113 or Permission of Academic Department Director
Course Corequisite(s): None
This course covers the acquisition, refinement, and application of performance capture in 3D space. Students will learn different uses, approaches to motion capture as well as its limitations.
3 quarter hours

MAA3133 ANIMATION STUDIO
Course Prerequisite(s): MAA2223
Course Corequisite(s): None
Students will use advanced animation techniques to create, design, produce, and edit a fully realized concept.
3 quarter hours

MAA3143 BACKGROUND DESIGN & LAYOUT
Course Prerequisite(s): MAA2223
Course Corequisite(s): None
This course focuses on the fundamentals of background layout with an emphasis on perspective, composition, design basics, staging, mood, texture, and lighting. Students will also learn the basics of using props as background and foreground design elements.
3 quarter hours

MAA3213 PRODUCTION TEAM
Course Prerequisite(s): MAA2233
Course Corequisite(s): None
This course will expose students to the pre-production processes used in animation and related industries. The primary components of the course will be a thorough review of all pre-production activities and project management. Students will participate in production teams and will focus on planning of all aspects of an animation production.
3 quarter hours

MAA3223 3D VISUAL EFFECTS
Course Prerequisite(s): MAA2233
Course Corequisite(s): None
Effects animation takes students through the basics of making special effects. Students will be using such tools as particles, soft bodies, dynamics, and expressions to create several scenes.
3 quarter hours

MAA3233 PORTFOLIO FOUNDATIONS
Course Prerequisite(s): MAA3233
Course Corequisite(s): None
In this course, students begin production of their digital portfolio. Through class activities, students organize their work to reflect and enhance their individual strengths in computer animation.
3 quarter hours

MAA3223 2D ANIMATION STUDIO
Course Prerequisite(s): MAA2103
Course Corequisite(s): None
Students work with team members on actual animation jobs from the field, or create a completed animation that demonstrates storytelling techniques.
3 quarter hours

MAA3333 ANIMATION PORTFOLIO PRODUCTION
Course Prerequisite(s): MAA3233
Course Corequisite(s): None
In this course, students focus on the production phase of their digital portfolio. Through class activities, students organize their work to reflect and enhance their individual strengths in computer animation.
3 quarter hours

MAA3423 SPECIAL TOPICS
Course Prerequisite(s): None
Course Corequisite(s): None
Students, in consultation with the instructor, identify an area of special interest in media arts or animation for focused skill development. Such skill development may include both community and curricular-based projects.
3 quarter hours

MAA3433 ANIMATION PORTFOLIO
Course Prerequisite(s): MAA3333
Course Corequisite(s): None
Through this course, students complete the digital portion of their portfolio. The students assess the strengths and weaknesses of their work to augment the final presentation. The course stresses the importance of professional presentation.
3 quarter hours

MULTI-MEDIA (MM)

MM2093 DESKTOP VIDEO PRODUCTION
Course Prerequisite(s): WDM1093 or GWDA201
Course Corequisite(s): None
Students will demonstrate knowledge of editing using non-linear editing software and hardware in the computer lab. Students will explore the use of various software and peripherals for developing multimedia materials. Students will produce and edit video and audio files using digital desktop video techniques.
3 quarter hours

PHOTOGRAPHY (PHOA)

PHOA101 PRINCIPLES OF PHOTOGRAPHY
Course Prerequisite(s): None
Course Corequisite(s): None
Students will identify basic photographic tools and their intended purposes, including the proper use of aperture, shutter speed, ISO, focal length, and light metering. Students will analyze photographs and produce their own visually compelling images by employing professional photographic techniques and digital workflow.
3 quarter hours
PHOA102 INTRODUCTION TO PHOTOGRAPHY APPLICATIONS  
Course Prerequisite(s): None  
Course Corequisite(s): None  
Introduces the student to an overview of vector, raster and time-based software tools used in the digital media industry. It sets expectations for future classes regarding standards for files, their construction and delivery within the classroom and professional studio.

3 quarter hours

PHOA103 DIGITAL IMAGE MANAGEMENT  
Course Prerequisite(s): None  
Course Corequisite(s): None  
Introduces digital photographic workflow and asset management. Students become acquainted with the terms, concepts and processes of photographic editing. Areas of instruction include image acquisition, management, global and local adjustments and modes for output.

3 quarter hours

PHOA105 PHOTOJOURNALISM  
Course Prerequisite(s): None  
Course Corequisite(s): None  
Addresses photography as a narrative or illustrative medium used in support of the text content of publications. Students are shown examples of photojournalism and will be required to produce their own renditions.

3 quarter hours

PHOA112 PHOTOGRAPHIC DESIGN  
Course Prerequisite(s): PHOA101  
Course Corequisite(s): None  
Students demonstrate their ability to define and solve advanced design problems. Students will analyze the characteristics and purposes of various problems and then offer clear and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately.

3 quarter hours

PHOA113 LIGHTING  
Course Prerequisite(s): PHOA101  
Course Corequisite(s): None  
Students will be introduced to the basic concepts and principles of lighting for photography. These concepts and principles include learning the fundamentals of recognizing and controlling both natural and studio lighting with emphases on the quality, quantity, and direction and its effect on the photographic image.

3 quarter hours

PHOA115 HISTORY OF PHOTOGRAPHY I  
Course Prerequisite(s): GEO124  
Course Corequisite(s): None  
The history of photography through the discussion of recognized photographers and their influences on society and provides a framework for critically considering photographs through describing, interpreting, evaluating and theorizing. Students are expected to write papers and review exhibitions.

3 quarter hours

PHOA122 VIEW CAMERA THEORY  
Course Prerequisite(s): PHOA113  
Course Corequisite(s): None  
Working individually and in teams, students will utilize large format cameras both in the studio and on location, working with various light sources. Students will develop a frame of reference for their own work by examining the effective and ineffective characteristics in various examples of art and design.

3 quarter hours

PHOA123 COLOR MANAGEMENT & PRINTING  
Course Prerequisite(s): FND135  
Course Corequisite(s): None  
Students learn and apply the techniques of digital color management including building and applying color profiles. The course covers the calibration of devices to produce consistent, predictable color. Students will refine printing skills and theory to create a benchmark for quality digital output. Students will develop proficiencies in file preparation, resolution selection, print-profiling, paper selection and soft-proofing techniques.

3 quarter hours

PHOA202 STUDIO PHOTOGRAPHY  
Course Prerequisite(s): PHOA122 or Permission of Academic Department Director  
Course Corequisite(s): None  
Students will develop the ability to solve visual communication problems through assignments designed to challenge their skills in lighting, camera operation, and commercial applications. All aspects of studio photography are discussed from lenses to lighting and people to products. This course emphasizes in-camera image production and problem solving.

3 quarter hours

PHOA203 PHOTOGRAPHIC POST-PRODUCTION  
Course Prerequisite(s): FND135  
Course Corequisite(s): None  
Students research, develop concepts, and execute digital montage methods to produce creative and surrealistic imagery not possible in the camera moment. Students will apply channels, masks, blending modes, vector tools, selections, filters and layers to photographs. In addition the course will cover post-production techniques, including retouching and composting.

3 quarter hours

PHOA205 ADVERTISING/ART DIRECTION  
Course Prerequisite(s): PHOA223  
Course Corequisite(s): None  
Students will learn photographic techniques directed toward contemporary advertising. In this production-driven class students will explore various client scenarios to produce studio and on-location images.

3 quarter hours

PHOA208 BUSINESS OF PHOTOGRAPHY  
Course Prerequisite(s): None  
Course Corequisite(s): None  
An overview of current trends and an assessment of the skills and materials necessary for a student to comprehend small business operations and/or make themselves a productive member of a commercially viable team.

3 quarter hours

PHOA209 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

PHOA213 TIME-BASED MEDIA I  
Course Prerequisite(s): PHOA102  
Course Corequisite(s): None  
Introduces students to the technical components integral to time-based media and its relationship to photography. Students expand their knowledge of capturing, downloading, editing, and outputting digital audio and image files using time-based media software.

3 quarter hours

PHOA222 WEB DESIGN FOR NON-MAJORS  
Course Prerequisite(s): PHOA102  
Course Corequisite(s): None  
Introduces some of the techniques, tools, software applications, and technologies associated with web development and interactive design for web. Students learn how to build a basic website using current HTML standards while incorporating an object-oriented programming language, various multimedia, or other interactive solutions.

3 quarter hours

PHOA223 ADVANCED LIGHTING  
Course Prerequisite(s): PHOA202  
Course Corequisite(s): None  
Synthesizes previously introduced lighting skills for products and people in both the studio and on location. Emphasis is placed on the creative application of lighting technique and style.

3 quarter hours

PHOA232 PORTRAITURE  
Course Prerequisite(s): PHOA202  
Course Corequisite(s): None  
Students learn basic portrait techniques applicable to general portraiture and consumer, corporate, advertising, and editorial photography. Emphasis is placed on creating the visual narrative through the effective use of portraiture techniques.

3 quarter hours

PHOA233 ADVANCED PHOTOGRAPHIC POST-PRODUCTION  
Course Prerequisite(s): PHOA203  
Course Corequisite(s): None  
Students continue to develop and refine concepts to create images using advanced digital montage methods. Through planning and research students will apply advanced composting techniques in order to create a series of digital illustrations exemplary of contemporary creative photography.

3 quarter hours
PHOA242 EDITORIAL PHOTOGRAPHY
Course Prerequisite(s): PHOA223
Course Corequisite(s): None
Editorial photography is an exploration of the non-fiction narrative delivered through a variety of media. The class is devoted to subject research and creative photography. Emphasis is placed on storytelling, the production process and contemporary media output methods. 3 quarter hours

PHOA302 LOCATION PHOTOGRAPHY
Course Prerequisite(s): PHOA223
Course Corequisite(s): None
Explores the special needs of location photography. The tools and logistics of shooting on location are covered. Students develop photographic problem solving skills. 3 quarter hours

PHOA303 TIME-BASED MEDIA II
Course Prerequisite(s): PHOA213
Course Corequisite(s): None
Focuses on conceptual development, visual communication and storytelling through the use of time-based media. 3 quarter hours

PHOA305 HISTORY OF PHOTOGRAPHY II
Course Prerequisite(s): PHOA115
Course Corequisite(s): None
Students examine emerging photographic styles and perspectives of a newer generation of photographers reacting to the cultural revolution of the 60’s and 70’s; the eruption in the 80’s of Post-Modernism and Critical Theory; and the digital revolution of the 90’s. Students will further examine contemporary issues focusing on the theoretical swing from Post-Modernism back to Modernist practices; and lastly a look at the popular trend of using alternative processes from the nineteenth century. 3 quarter hours

PHOA307 PHOTOGRAPHIC ESSAY
Course Prerequisite(s): PHOA303
Course Corequisite(s): None
Emphasis is placed on digital technologies and sound and video for inclusion into a multimedia package. Students will look at the importance of content and composition in their photography and multimedia projects and how it plays into the structure of a successful story. 3 quarter hours

PHOA308 MARKETING FOR PHOTOGRAPHERS
Course Prerequisite(s): PHOA208
Course Corequisite(s): None
Explores professional development tools, including résumés, cover letters, networking, and interviewing. Students apply the techniques used to research and identify efficient ways of selling work through agents and examine how to create a successful self-promotion campaign. Students develop individual plans for marketing their talents and finding work after graduation, with emphasis on targeting markets to suit their personal goals. 3 quarter hours

PHOA309 PORTFOLIO II
Course Prerequisite(s): PHOA209
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 goals, industry and professional related resources and standards, portfolio development and presentation strategies. 3 quarter hours

PHOA312 APPLIED PORTRAITURE
Course Prerequisite(s): PHOA232
Course Corequisite(s): None
Students will learn a variety of advanced portrait techniques including an examination of the professional production process. Marketing and business aspects are also discussed. 3 quarter hours

PHOA315 CREATIVE CONCEPTS
Course Prerequisite(s): PHOA209
Course Corequisite(s): None
Explores image concepts, content, symbolism, and narrative potential of photography. Emphasis will be placed upon experimenting with alternatives to the single “documentary style” traditional approach to photography. Students will be challenged to develop a wider understanding of possible photographic solutions to problems of communication and self-expression. 3 quarter hours

PHOA317 PHOTOGRAPHY CRITICISM
Course Prerequisite(s): PHOA305
Course Corequisite(s): None
Offers an in depth study into photographic criticism. To assist students in developing a vocabulary for critically analyzing photographs, they will look carefully at contemporary critical thought. Further study will examine how personal beliefs and cultural values are expressed and represented in photography. 3 quarter hours

PHOA332 SPECIAL TOPICS
Course Prerequisite(s): None
Course Corequisite(s): None
Students, in consultation with the instructor, identify an area of special interest in digital photography for focused skill development. Such skill development may include both community and curricular-based projects. 3 quarter hours

PHOA308 PHOTOGRAPHY MARKETING & PORTFOLIO PACKAGE
Course Prerequisite(s): PHOA409
Course Corequisite(s): None
Students will finalize a complete self-promotional and marketing package incorporating the knowledge acquired during the program. The developed materials will target a specific market in alignment with their career goals. 3 quarter hours

PHOA409 E-PORTFOLIO
Course Prerequisite(s): PHOA309
Course Corequisite(s): None
Students will learn the basic tools for placing their photographs on the Internet and for archiving their portfolio on CD. Students will acquire the skills needed to develop, design and produce basic web pages. 3 quarter hours

PHOA412 SPECIAL TOPICS
Course Prerequisite(s): None
Course Corequisite(s): None
Students, in consultation with the instructor, identify an area of special interest in digital photography for focused skill development. Such skill development may include both community and curricular-based projects. 3 quarter hours

RESTAURANT & CATERING MANAGEMENT (RCM)

RCM2003 FINANCIAL MANAGEMENT
Course Prerequisite(s): CUI2403
Course Corequisite(s): None
This class will give students the working knowledge of finance that is increasingly demanded of all hospitality managers. Theories and applications show the students how to make business decisions and obtain critical information by analyzing financial statements. 3 quarter hours

RCM2033 COMPUTERS IN THE FOODSERVICE INDUSTRY
Course Prerequisite(s): None
Course Corequisite(s): None
This course is an examination of the basic computer applications and uses for the hospitality industry. Students examine basic computer hardware and software. Applications covered include word processing and spreadsheets. 3 quarter hours

RCM2043 HUMAN RESOURCES, LAW & ETHICS
Course Prerequisite(s): CUI2313
Course Corequisite(s): None
This course prepares students in hospitality human resources management. Multiculturalism, conflict resolution, benefit and compensation packages, and legal considerations when interviewing are just some of the subjects covered in this course. 3 quarter hours

RCM2053 MARKETING & PRODUCT KNOWLEDGE
Course Prerequisite(s): None
Course Corequisite(s): None
This course takes an in-depth look at proven marketing strategies specific to hospitality services. Students create a marketing plan for their desired restaurant or catering business. 3 quarter hours
VFX2103 INTRODUCTION TO MOTION STUDIES
Course Prerequisite(s): FND135
Course Corequisite(s): None
This course will explore various techniques to create and implement CGI into live action. The course will explore various methods of compositing and compositing concepts to enhance and expand productivity. Specific animation features and functions of the given software will be discussed and applied to the production of short 3D animated films. Emphasis will be placed on creating CG environments and integrating elements into live action. 
3 quarter hours

VFX3243 LIGHTING FOR VISUAL EFFECTS
Course Prerequisite(s): MAA2343
Course Corequisite(s): None
This course will continue to reinforce the advanced concepts surrounding computer-generated (CG) lighting, rendering and compositing to match live action plates. This course will utilize advanced techniques such as capturing lighting data from a shoot location (HDR) to be integrated into a CG render to produce a final production shot. 
3 quarter hours

VFX3323 COMPOSITING II
Course Prerequisite(s): MAA2223, MAA2323
Course Corequisite(s): None
Students in this course will expand their knowledge of concepts, techniques, and vocabulary of compositing. Students apply lighting, lighting, multi-pass rendering and compositing to achieve a final cinematic piece. 
3 quarter hours

VFX4013 PORTFOLIO FOUNDATIONS
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course begins the process of evaluating materials for the students' digital portfolio. Students will focus on meeting digital portfolio requirements, showcasing their individual strengths and areas of specialization. Students will apply time management, technical and artistic skills to complete final video. 
3 quarter hours

VFX4033 VIDEOGRAPHY & SPECIAL EFFECTS
Course Prerequisite(s): VFX3243
Course Corequisite(s): None
In this class, students will learn to integrate their existing skills in video and still photography for the purposes of shooting to integrate footage with CG and other Footage. The class will focus on shooting footage for the purposes of motion tracking & match moving, as well as the various photographic needs for visual effects shot, HDR, textures, and physical set dimensional measurements. A strong emphasis on match moving will be incorporated into this class. 
3 quarter hours

VFX4213 VFX PORTFOLIO PRODUCTIONS
Course Prerequisite(s): VFX4013
Course Corequisite(s): None
In this course, students focus on the production phase of their digital portfolio. Through class activities, students organize their work to reflect and enhance their individual strengths in computer animation. 
3 quarter hours

VFX4233 MAPS, MATTEES & MASKS
Course Prerequisite(s): VFX4033
Course Corequisite(s): None
This course continues the development of digital imaging skills, with an emphasis on advanced techniques in masking, maps, channels, and compositing. 
3 quarter hours

VFX4333 PRODUCTION STUDIO I
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
In this course, two group projects will be produced. Students will build upon previously learned foundation skills in broadcast design and visual effects by simulating a real world production environment. Emphasis will be placed on different professional methods, procedures, techniques, skills, resources and equipment. 
3 quarter hours

VFX4423 VFX PORTFOLIO
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
In this course students will compile the digital portion of their portfolio, to assess its strengths and weaknesses, to correct those weaknesses and augment strengths to produce a professional demonstration tape. Students will apply time and resource management principles to the development and production of visual special effects projects. 
3 quarter hours

VFX4433 POST PRODUCTION STUDIO II
Course Prerequisite(s): VFX4333
Course Corequisite(s): None
This course is designed to expose students to the disciplines used in animation and related industries. In this course students will work as a production team to continue developing the full station ID (including bumpers, trailers, interstitials, openings, commercials, and lower thirds) that they started in the previous quarter. 
3 quarter hours

VIDEO PRODUCTION (VP)

VP1073 AUDIO FOR VIDEO
Course Prerequisite(s): AUDA101
Course Corequisite(s): None
This course focuses on voice, music, and sound effects and the impact they have on the visual image. Time code, playback, picture synchronization, and mixing are covered. Analog and digital formats are examined in the context of audio-for-video post-production. 
3 quarter hours

WEB (WA)

WA2113 WEB SITE DEVELOPMENT FOR FRONT END DESIGNERS
Course Prerequisite(s): GWDA223 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

WEB DESIGN (WDM)

WDM1023 INTRODUCTION TO WEB DESIGN
Course Prerequisite(s): FND105 or Permission of Academic Department Director
Course Corequisite(s): None
This course introduces some of the techniques, tools, and technologies associated with web development. By identifying, interpreting, and implementing the roles and responsibilities of web industry team members students will define, design, and develop an HTML-based website using standard authoring tools.
3 quarter hours

WDM1033 INTRODUCTION TO USER CENTERED DESIGN
Course Prerequisite(s): WDM1023 or Permission of Academic Department Director
Course Corequisite(s): None
This course introduces students to the concepts and processes of developing a web site that affects the user's experience. By exploring interaction design from the user's point of view, students will identify where issues of usability and connectivity are raised and how they are resolved.
3 quarter hours

WDM1093 AUDIO PRODUCTION
Course Prerequisite(s): None
Course Corequisite(s): None
This course introduces students to the fundamental terminology, concepts, and techniques of digital audio composition. Students will demonstrate knowledge of editing and encoding audio to various output formats for interactive projects and web delivery.
3 quarter hours

WDM2003 INTERMEDIATE CLIENT SIDE LANGUAGES
Course Prerequisite(s): WDM1033, WDM1003 or Permission of Academic Department Director
Course Corequisite(s): None
An intermediate-level course which implements client-side languages including XHTML, CSS, XML, and JavaScript. The course focuses on layout and design of portfolio quality web sites utilizing well-formed, standards-based documents.
3 quarter hours

WDM2103 WDM PORTFOLIO
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
The Portfolio is a series of interactive projects that demonstrate the students' creative design and scripting skills.
3 quarter hours

WDM3003 ADVANCED CLIENT SIDE LANGUAGES
Course Prerequisite(s): WDM2003
Course Corequisite(s): None
An advanced-level course that integrates client-side languages to create well formed standards based professional quality web sites. The course focuses on complex layout and design web sites that display appropriately in all major browsers.
3 quarter hours

WDM3053 DESIGN FOR MOBILE DEVICES I
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
An introduction to using JavaScript based development environment to create applications for mobile devices. The course will focus on navigation design, usability, and the production of an application for a targeted mobile device.
3 quarter hours

WDM4023 ADVANCED SERVER SIDE LANGUAGES
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
An advanced course that culminates in the application of client and server side languages with a specific focus on user-centered design within the realm of e-commerce. Students will be challenged to juxtapose unique shopping experiences with strong design and technical precision to create a portfolio-worthy web site.
3 quarter hours

WDM4033 USABILITY TESTING
Course Prerequisite(s): Permission of Academic Department Director
Course Corequisite(s): None
This course will focus on implementing formal evaluation techniques during user testing sessions. Students will then make site modifications based on the collected data.
3 quarter hours
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 the South University system. 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
Holden T. Hayes
President and Director, The Savannah Bank
William W. Hubbard
President and CEO, Savannah Area Chamber of Commerce
John R. McKernan, Jr.
Director, Education Management Corporation
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
Mick J. Beekhuizen
Samuel C. Cowley
Adrian M. Jones
Jeffrey T. Leeds
John R. McKernan, Jr.
Leo F. Mullin
Paul J. Salem
Peter O. Wilde
Joseph R. Wright

EDUCATION MANAGEMENT CORPORATION
210 Sixth Avenue, 33rd Floor
Pittsburgh, PA 15222
Phone: 412-562-0900
Fax: 412-562-0598
http://www.edmc.edu

South University, Austin, is owned by South Education Texas LLC, a wholly owned subsidiary of South University, LLC.
South University, Cleveland, is owned by South University of Ohio LLC, a wholly owned subsidiary of South University, LLC.
South University, Columbia, is owned by South University of Carolina, Inc., a wholly owned subsidiary of South University, LLC.
South University, High Point, is owned by South University of North Carolina LLC, a wholly owned subsidiary of South University, LLC.
South University, Montgomery, is owned by South University of Alabama, Inc., a wholly-owned subsidiary of South University, LLC.
South University, Novi, is owned by South University of Michigan, LLC, a wholly-owned subsidiary of South University, LLC.
South University, Richmond, is owned by South University of Virginia, Inc., a wholly-owned subsidiary of South University, LLC.
South University, Savannah, is owned by South University, LLC.
South University, Tampa, is owned by South University of Florida, Inc., a wholly-owned subsidiary of South University, LLC.
South University, Virginia Beach, is owned by South University of Virginia, Inc., a wholly-owned subsidiary of South University, LLC.
South University, West Palm Beach, is owned by South University of Florida, Inc., a wholly-owned subsidiary of South University, LLC.
The Art Institute of Charlotte is owned by The Art Institute of Charlotte, LLC, a wholly-owned subsidiary of South University, LLC.
The Art Institute of Dallas is owned by The Art Institute of Dallas, Inc, a wholly-owned subsidiary of South University, LLC.
The Art Institute of Fort Worth is owned by The Art Institute of Fort Worth, Inc., which is owned by The Art Institute of Dallas, Inc., a wholly-owned subsidiary of South University, LLC.
The Art Institute of Raleigh-Durham is owned by The Art Institute of Raleigh-Durham, Inc., which is owned by The Art Institute of Charlotte, LLC, a wholly-owned subsidiary of South University, LLC.
South University, LLC, is a wholly-owned subsidiary of Education Management LLC, a subsidiary of Education Management Corporation, 210 Sixth Avenue, Pittsburgh, PA 15222.
CAMPUS FACULTY AND STAFF

THE ART INSTITUTE OF CHARLOTTE, a campus of South University

LEA ANDERSON
Media Arts Department
M.F.A., Savannah College of Art and Design
B.A., University of North Carolina, Charlotte

SARAH BARON
Instructor, Photography
M.F.A., Pratt Institute
B.F.A., University of North Carolina – Charlotte

JUNE BARTHOLOMEW
General Education Department
M.A., New York University
B.S., Syracuse University

HOSNE BEGUM
General Education Department
M.A., Western Governors University
M.S., University of Dhaka
B.S., University of Dhaka

THOMAS BENJAMIN
Media Arts Department
M.F.A., School of the Art Institute of Chicago
B.F.A., University of Illinois

MAURA BOSBYSHELL
Fashion Department
M.B.A., University of Georgia
B.S., Eastern Kentucky University

WILLIAM BOSBYSHELL
Design Department
M.B.A., University of Georgia
B.F.A., University of Georgia

KATHLEEN BROCKMAN
General Education Department
M.A., Appalachian State University
B.S., Appalachian State University

JOSEPH CIARLANTE
Media Arts Department
M.F.A., The School of Art Institute of Chicago
B.F.A., The Tyler School of Art – Temple University
A.A., Atlantic Community College

CHERYL COYLE
Registrar
M.S., Long Island University
B.A., St. Joseph’s College

WILLIAM DAVIS
Media Arts Department
M.A., University of North Carolina, Charlotte
B.A., University of North Carolina, Charlotte

DEBORAH DUNLAP
Program Coordinator, Interior Design
M.S., University of Nebraska
B.F.A., Winthrop University

MICHAEL EDINGTON
Culinary Department
M.H.M, University of Houston
B.S., University of Houston
A.O.S., Johnson & Wales University

JASON FRANKLIN
Program Coordinator, Math/Sciences
ALM (Masters), Harvard University
M.S., Clemson University

STEPHEN FULLER
Technology Support Supervisor
M.S., Clemson University
B.S. College of Charleston

MEAGAN GLASCO
Department Director - Fashion
Masters of Retailing, University of South Carolina
B.A., University of North Carolina, Chapel Hill

CAITLIN GORDON
Assistant Director of Housing and Residence Life
M.A., Hood College
B.A., Salisbury University

KRISTINA HELD
Design Department
M.A., The University of North Carolina, Charlotte
Bachelor of Architecture, University of Kaiserslautern

ROBERT JAMISON
Design Department
M.Ed., East Carolina University
B.A., The University of North Carolina, Chapel Hill

JAMES KINNEY
Design Department
M.F.A., Miami International
University of Art & Design
B.A., The University of North Carolina, Charlotte

MICHELLE LAING
Senior Director of Admissions
M.B.A., University of Phoenix
B.B.A., Florida International University

LORI LANTOS
Librarian
M.L.I.S., Simmons College
B.A., Eastern Connecticut State University

MAURICE LEE
President
M.B.A., University of London
B.Sc., Simon Fraser University

ROSILYN LEWIS
Design Department
M.F.A., Savannah College of Art and Design
B.F.A., Auburn University

PHILIP LLOYD
Culinary
A.O.S., Culinary Institute of America

ELIZABETH MARQUEZ
Culinary Department
M.A., South University
B.A., The Art Institute of Charlotte
B.A., The University of Akron
A.A.S., The Art Institute of Charlotte

MARK MARTIN
Dean of Academic Affairs
M.B.A., Wake Forest University
B.A., University of North Carolina, Chapel Hill
Associates in Culinary Arts, New England Culinary Institute

ALEX McCLENNINGHAM
Fashion Department
M.A., Goddard College
B.A., The University of South Carolina

DAVID MERRELL
General Education Department
M.A., Murray State University
B.A., Murray State University
THE ART INSTITUTE OF DALLAS, a campus of South University

ANDREW J. ABRAHAM
Faculty, Graphic Design
M.S., Texas A&M University at Commerce
B.F.A., Sam Houston State University

JESSICA ADALA
Faculty, Fashion & Retail Management
M.S., Florida State University
B.S., Florida State University
A.A., Seminole College

C. WAYNE BATCHELDER
Faculty, Web Design & Interactive Media
Ph.D., Capella University
M.Div., Southern Methodist University
B.A., Texas Wesleyan University

LESLEY C. BAUGHMAN
Vice President of Academic Affairs
Dean of the College of Creative Art & Design
Ph.D., University of North Texas
M.A., Southwestern Baptist Theological Seminary
M.Ed., B.S., Delta State University

ROBERT D. BENSON
Faculty, Graphic Design
M.A., University of Texas at Austin
B.F.A., Texas Woman's University

TWYLA D. BLOXHAM
Faculty, Photography
M.F.A., Texas Woman's University
B.S., University of Texas

LISA BOULE
Academic Advisor
M.A., Amberton University
B.A., Texas A&M, Commerce

AMY L. BRYANT-KELLY
Faculty, Graphic Design
M.A., Texas Woman's University
B.F.A., University of Texas at Austin

JOHN BURTON
Dean of Career Services
M.S., Texas A&M University

LINDA BURTON
Dean of Academic Affairs
M.S., Texas A&M University

TOM CHAUVIN
Registrar
M.B.A., Texas A&M University – Commerce
B.S., Southern Methodist University

PATRICK CLINTON
Director of Student Financial Services
M.B.A., Texas Woman's University

JENIFER READ
Dean of the College of Creative Art & Design
Vice President of Academic Affairs
M.A., Southwestern Baptist Theological Seminary
M.Ed., B.S., Delta State University

KEVIN DONNELLY
Dean of Student Affairs
M.Ed., University of Louisiana

LARRY MURPHY
Dean of Academic Affairs
M.Ed., University of Louisiana

JASON FICK
Dean of Faculty
M.A., University of North Texas

MARCIA TEED
Dean of Student Affairs
M.Ed., University of North Texas

WILLIAM BROTMAN
Dean of Academic Affairs
M.A., University of North Texas

DIANA BUSSARD
Accounting Supervisor
M.B.A., Texas A&M University

JACQUELINE WISLER
Human Resources Generalist
M.B.A., Drexel University
B.S., Drexel University

MICHAEL WATSON
Fashion Department
M.A., The University of North Carolina, Greensboro
B.S., The University of Nebraska

MARLOW WILSON
Student Support Coordinator
M.Ed., Virginia State University
B.S., Norfolk State University

JENIFER READ
Director of Career Services
B.F.A., Chapman University

ACHIENG OPMONDO
Design Department
MArch University of Notre Dame
B.Arch., University of Nairobi

TONY REESE
Media Arts Department
M.F.A., Ohio University
B.C.A., The University of North Carolina, Charlotte

MATTHEW ROSS
Design Department
M.F.A., New Mexico State University
B.A., New Mexico State University

RUSTAM SHERIDAN
Media Arts Department
M.F.A., The University of North Carolina, Charlotte
B.A., The University of North Carolina, Charlotte

RONALD SMITH
Culinary Department
M.A., The University of North Carolina, Charlotte
B.S., University of Nevada

SCOTT SONNENBERG
Department Director, Media Arts
M.A., Chapman University
B.S., Old Dominion University

JASMINE WARREN
Program Coordinator, English/Humanities
J.D., North Carolina Central University School of Law
M.A., University of North Carolina, Greensboro
B.A., University of North Carolina, Greensboro

MICHAEL WATSON
Fashion Department
M.A., The University of North Carolina, Greensboro
B.S., The University of Nebraska

JACQUELINE WISLER
Human Resources Generalist
M.B.A., Drexel University
B.S., Drexel University

ANITA WOFFORD
Academic Advisor
M.S.Ed., University of Kansas
B.A., Purdue University

MARK ZINK
Culinary Department
M.S., University of Iowa
B.S., Central Michigan University

KARAH ZUZIAK
Fashion Department
M.F.A., University of North Texas
B.S., Central Michigan University

THE ART INSTITUTE OF DALLAS, a campus of South University

ANDREW J. ABRAHAM
Faculty, Graphic Design
M.S., Texas A&M University at Commerce
B.F.A., Sam Houston State University

JESSICA ADALA
Faculty, Fashion & Retail Management
M.S., Florida State University
B.S., Florida State University
A.A., Seminole College

VICKY ARDIVA
Faculty, Culinary Arts
M.S., Florida International University
Ma Ed., Argosy University Dallas
B.S., Florida International University

G. LYSA AUSMUS
Academic Director, Media Arts
M.Ed., University of North Texas
B.S., Texas Woman's University

C. WAYNE BATCHELDER
Faculty, Web Design & Interactive Media
Ph.D., Capella University
M.Div., Southern Methodist University
B.A., Texas Wesleyan College

LESLEY C. BAUGHMAN
Vice President of Academic Affairs
Dean of the College of Creative Art & Design
Ph.D., University of North Texas
M.A., Southwestern Baptist Theological Seminary
M.Ed., B.S., Delta State University

ROBERT D. BENSON
Faculty, Graphic Design
M.F.A., Texas A&M University
B.F.A., North Texas State University

TWYLA D. BLOXHAM
Faculty, Photography
M.F.A., Texas Woman's University
B.S., University of Iowa

LISA BOULE
Academic Advisor
M.A., Amberton University
B.A., Texas A&M, Commerce

AMY L. BRYANT-KELLY
Faculty, Graphic Design
M.A., Texas Woman's University
B.F.A., University of Texas at Austin

APRIL BURT
Dean of Student Affairs
M.A., West Texas A&M University
B.S., West Texas A&M University

DIANA BUSSARD
Accounting Supervisor

LISA CASTO
Librarian
M.L.I.S. The University of Texas at Austin
B.S., Oklahoma State University

TOM CHAUVIN
Registrar
M.B.A., Texas A&M University – Commerce
B.S., Southern Methodist University

PATRICK CLINTON
Director of Student Financial Services
TRAYC CLAYBROOK
Faculty, Digital Filmmaking & Video Production
M.F.A., Texas Woman's University
B.F.A., Kansas City Art Institute

TRAY C. CLAYBROOK
Faculty, Digital Filmmaking & Video Production
M.F.A., Texas Woman's University
B.F.A., Kansas City Art Institute

KELLY DEMELO
Faculty, Fashion Design
M.F.A., Savannah College of Art & Design
B.S., Framingham State College

KARI DOYLE
Administrative Assistant
M.B.A., University of North Texas

DAVE ELIAS
Senior Career Advisor
M.F.A., University of North Texas
B.F.A., Stephen F. Austin University

MICHAEL R. EUDY
Faculty, Media Arts & Animation
M.F.A., University of North Texas
B.F.A., The Art Institute of Dallas
A.A.A., The Art Institute of Dallas

CHRIS FABRANGH
Faculty, General Education
M.Ed., Columbia University
M.A., Teachers College, Columbia University
B.B.A., Texas A&M University

JASON FICK
Faculty, Audio
Ph.D., University of North Texas
M.M., University of Arizona
M.M. The Pennsylvania State University
B.A. LaGrange College

JAMIE M. FOWLER
Faculty, Digital Filmmaking & Video Production
M.F.A., The University of Texas at Dallas
B.S., University of Texas at Austin

ANTHONY G. FRISBIE
Faculty, Graphic Design
Ed.D., Texas Tech University
B.F.A., Texas Tech University
DEEPA GANGULY  
Faculty, Fashion Design  
M.F.A., University of North Texas  
M.A., Nottingham Trent University  
B.A., National Institute of Fashion Technology

JODIE HALL  
Human Resources Coordinator II  
B.S. University of Wisconsin-Madison

LINDA J. HARDY  
Faculty, Interior Design  
M.A., Amberton University, Dallas, Texas  
B.S., University of Texas at Austin

MARY E. HAVILAND  
Faculty, Graphic Design  
M.F.A., Texas Woman’s University  
M.A., Texas Woman’s University  
B.F.A., University of North Texas

RAY J. HAYDEL  
Faculty, Graphic Design  
M.F.A., University of Idaho  
B.F.A., University of Texas at San Antonio

ELIZABETH HAYDEN  
Associate Registrar  
B.A. University of Central Oklahoma

SUSAN M. HOLDEN  
Faculty, Graphic Design  
M.F.A., Texas Women’s University  
M.A., University of North Texas  
B.A., University of North Texas

DOUGLAS B. HOLMES  
Faculty, Digital Filmmaking & Video Production  
D.M.A., University of North Texas  
M.Mus., Southern Illinois University  
B.Mus., Southern Illinois University

ROBBY S. HOOKER  
Faculty, Culinary Arts  
M.B.A., South University  
B.S., Johnson & Wales University  
A.O.S., Johnson & Wales University

NINA M. HUNTER  
Faculty, Culinary Arts  
A.A.S., El Centro Community College

MIRIAM (KIT) JOHNSTON  
Director of Career Services  
B.S., Texas State University

ESTHER S. KIBBY  
Faculty, Graphic Design  
M.F.A., Texas Woman’s University  
B.A., East Texas State University

KRISTI KITE  
Faculty, Fashion & Retail Merchandising  
Ph.D., Texas Woman’s University  
M.S., Texas Women’s University  
B.S., Oral Roberts University

JONATHON A. KLINGLER  
Faculty, Media Arts & Animation  
M.F.A., Florida Atlantic University  
B.A., University of Southern California

NORMA E. KLINGLER  
Faculty, Media Arts & Animation  
M.F.A., Florida Atlantic University  
B.F.A., California Institute of the Arts

BRUCE KONOWALOW  
Faculty, Culinary Arts  
M.A. New York University  
B.S. University of Bridgeport  
A.O.S.Culinary Institute of America

KEVIN E. KRENECK  
Faculty, Graphic Design  
M.A., Syracuse University  
B.F.A., University of Texas at Austin

GREG LIESTMAN  
Senior Director of Admissions  
B.S., Illinois State University

DAVID N. LIPE  
Academic Director, School of Design  
Ed.D., Texas A&M University - Commerce  
M.Ed., Texas A&M University  
B.F.A., Sam Houston State University

MUHAMMED MANOUCHEHRIPOUR  
Faculty, General Education  
Ed.D., Texas A&M University at Commerce  
M.Ed., Sul Ross State University  
B.A., Sul Ross State University

LARRY T. MATSON  
Academic Director, Culinary Arts  
M.B.A., Our Lady of the Lake University  
B.S., University of Houston, Conrad N. Hilton College

RICHARD L. MULLINS  
Faculty, Graphic Design  
M.F.A., San Francisco Art Institute  
B.F.A., University of Oklahoma

DWAYNE NERES  
Culinary Storeroom Manager  
A.A.S The Art Institute of Dallas

THOMAS W. NEWSOM  
President  
Vice Chancellor of Art Institute Campuses  
Ph.D., University of North Texas  
M.Ed., Texas A&M University  
B.A., Austin College

JAN L. PARKER  
Program Coordinator, Interior Design  
M.S., Texas Tech University  
B.S., Texas Tech University

TIM W. PARKER  
Coordinator, General Education  
D.Min., Southwestern Baptist Theological Seminary  
M.Div., Southwestern Baptist Theological Seminary  
B.A., Baylor University

ANNE C. PERRY  
Faculty, General Education  
Ph.D., The University of Texas at Dallas  
M.A., Columbia College  
M.A., University of Arkansas  
B.A., Mills College, Oakland

STEVE J. PILAT  
Faculty, Culinary Arts  
A.O.S., The Culinary Institute of America  
B.A., Drury College  
ACFEI Apprenticeship

MOSES N. PORTUPHY  
Faculty, General Education  
M.A., University of Oklahoma  
B.S., Cal State San Bernardino

AARON PRENGLER  
Culinary Storeroom Manager

EVILU PRIDGEON  
Director of Institutional Effectiveness and Research  
M.Ed, Texas A&M Commerce  
B.A, Stephen F. Austin

DUTCHE D. REID  
Associate Dean of Academic Affairs/  
Director of Graduate Programs  
M.B.A., Texas Woman’s University  
B.A., Stephen F. Austin University

NICOLE RINCON  
Student Employment Advisor  
B.A. University of North Texas

CARL D. ROSSINI  
Faculty, Advertising Design /  
Design & Media Management  
M.B.A., Southern Methodist University  
M.A., Northern Arizona University  
B.A., Lewis University

DONNA G. SAPP  
Academic Director, Fashion Design  
M.F.A., The University of North Texas  
B.S., Florida State University

JOHN C. SANS  
Coordinator, General Education  
M.A., The University of Texas at Dallas  
B.A., The University of Texas

ANDREW M. SAVOIE  
Faculty, Culinary Arts  
B.S., The International Culinary School  
At The Art Institute of Pittsburgh  
A.A.S., Baltimore International College

SHANNON SKINNER  
Supply Store Manager

KEN SPENCER  
Director of Housing  
M.S. Tarleton State University  
B.S. Tarleton State University

STEPHEN R. STEINBACH  
Program Coordinator, Visual Arts  
M.F.A., Florida Atlantic University  
B.F.A., California Institute of the Arts

BRIANA TURNER  
Residence Life Coordinator  
B.F.A. Long Island University

CANDACE E. UHLMEYER  
Faculty, General Education  
M.A., The University of Texas at Dallas  
B.A., University of Pennsylvania

RAUL M. VALERA  
Faculty, Design Media & Management  
M.F.A., Texas A&M University  
B.F.A., McNeese State University

WOODROW W. WAGNER II  
Faculty, General Education  
M.A., Texas State University  
B.A., Texas A&M University

KELLY L. WALLACE  
Faculty, Interior Design  
M.S., Oklahoma State University  
B.S., Oklahoma State University

VINCE F. WILLIAMS  
Faculty, Digital Filmmaking & Video Production  
M.F.A., Chapman University  
B.A., Southern Methodist University
### College Calendar

#### Quarterly Schedule – 2013

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>January 7, 2013</td>
</tr>
<tr>
<td>Spring</td>
<td>April 1, 2013</td>
</tr>
<tr>
<td>Summer</td>
<td>July 8, 2013</td>
</tr>
<tr>
<td>Fall</td>
<td>September 30, 2013</td>
</tr>
</tbody>
</table>

#### Mid-Quarter Schedule – 2013

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter II</td>
<td>February 16, 2013</td>
</tr>
<tr>
<td>Spring II</td>
<td>May 10, 2013</td>
</tr>
<tr>
<td>Summer II</td>
<td>August 15, 2013</td>
</tr>
<tr>
<td>Fall II</td>
<td>November 7, 2013</td>
</tr>
</tbody>
</table>

#### Quarterly Schedule – 2014

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>January 13, 2014</td>
</tr>
<tr>
<td>Spring</td>
<td>April 7, 2014</td>
</tr>
<tr>
<td>Summer</td>
<td>July 14, 2014</td>
</tr>
<tr>
<td>Fall</td>
<td>October 6, 2014</td>
</tr>
</tbody>
</table>

#### Mid-Quarter Schedule – 2014

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter II</td>
<td>February 20, 2014</td>
</tr>
<tr>
<td>Spring II</td>
<td>May 15, 2014</td>
</tr>
<tr>
<td>Summer II</td>
<td>August 21, 2014</td>
</tr>
<tr>
<td>Fall II</td>
<td>November 13, 2014</td>
</tr>
</tbody>
</table>

### Class Scheduling

Classes are scheduled at various times during the day and week in order to meet student needs as well as program needs. Monday through Friday classes are available from 8:00 a.m. until 10:00 p.m.

For Culinary students, classes are available from 5:30 a.m. until 12:00 a.m. (midnight). Saturday classes are scheduled on an as needed basis.
### CAMPUS LOCATIONS

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Phone</th>
<th>Toll-Free</th>
<th>Fax</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>South University, Austin</td>
<td>7700 West Parmer Lane, Building A, Suite A100, Austin, TX 78729</td>
<td>512-516-8800</td>
<td>877-659-5706</td>
<td>512-516-8680</td>
<td><a href="http://www.southuniversity.edu/austin">www.southuniversity.edu/austin</a></td>
</tr>
<tr>
<td>South University, Cleveland</td>
<td>4743 Richmond Road, Cleveland, OH 44128</td>
<td>216-755-5000</td>
<td>855-398-9280</td>
<td>216-755-5190</td>
<td><a href="http://www.southuniversity.edu/cleveland">www.southuniversity.edu/cleveland</a></td>
</tr>
<tr>
<td>South University, Columbia</td>
<td>9 Science Court, Columbia, SC 29203</td>
<td>803-799-9082</td>
<td>866-629-3031</td>
<td>803-935-4382</td>
<td><a href="http://www.southuniversity.edu/columbia">www.southuniversity.edu/columbia</a></td>
</tr>
<tr>
<td>South University, High Point</td>
<td>3975 Premier Drive, High Point, NC 27265</td>
<td>855-268-2187</td>
<td>836-812-7390</td>
<td><a href="http://www.southuniversity.edu/high-point">www.southuniversity.edu/high-point</a></td>
<td></td>
</tr>
<tr>
<td>South University, Montgomery</td>
<td>5355 Vaughn Road, Montgomery, AL 36116-1120</td>
<td>334-395-8800</td>
<td>866-629-2962</td>
<td>334-395-8859</td>
<td><a href="http://www.southuniversity.edu/montgomery">www.southuniversity.edu/montgomery</a></td>
</tr>
<tr>
<td>South University, Novi</td>
<td>41555 Twelve Mile Road, Novi, MI 48377</td>
<td>248-675-0200</td>
<td>877-693-2085</td>
<td>248-675-0190</td>
<td><a href="http://www.southuniversity.edu/novi">www.southuniversity.edu/novi</a></td>
</tr>
<tr>
<td>South University, Richmond</td>
<td>2151 Old Brick Road, Glen Allen, VA 23060</td>
<td>804-727-6800</td>
<td>888-422-5076</td>
<td>804-727-6790</td>
<td><a href="http://www.southuniversity.edu/richmond">www.southuniversity.edu/richmond</a></td>
</tr>
<tr>
<td>South University, Savannah</td>
<td>709 Mall Boulevard, Savannah, GA 31406-4805</td>
<td>912-201-8000</td>
<td>866-629-2901</td>
<td>912-201-8070</td>
<td><a href="http://www.southuniversity.edu/savannah">www.southuniversity.edu/savannah</a></td>
</tr>
<tr>
<td>South University, Tampa</td>
<td>4401 North Himes Avenue, Suite 175, Tampa, FL 33614-7095</td>
<td>813-393-3800</td>
<td>800-846-1472</td>
<td>813-393-3814</td>
<td><a href="http://www.southuniversity.edu/tampa">www.southuniversity.edu/tampa</a></td>
</tr>
<tr>
<td>South University, Virginia Beach</td>
<td>301 Bendix Road, Suite 100, Virginia Beach, VA 23452</td>
<td>757-493-6900</td>
<td>877-206-1845</td>
<td>757-493-6990</td>
<td><a href="http://www.southuniversity.edu/virginia-beach">www.southuniversity.edu/virginia-beach</a></td>
</tr>
<tr>
<td>South University, West Palm Beach</td>
<td>University Centre, 9801 Belvedere Road, Royal Palm Beach, FL 33411</td>
<td>561-273-6560</td>
<td>866-629-2902</td>
<td>561-273-6420</td>
<td><a href="http://www.southuniversity.edu/west-palm-beach">www.southuniversity.edu/west-palm-beach</a></td>
</tr>
</tbody>
</table>

### ADDITIONAL TEACHING SITES

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Phone</th>
<th>Toll-Free</th>
<th>Fax</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta, GA</td>
<td>The Art Institute of Atlanta, 6600 Peachtree Dunwoody Road, N.E., 100 Embassy Row, Atlanta, GA 30328-1649</td>
<td>770-357-5900</td>
<td>770-357-5900</td>
<td>770-357-5900</td>
<td><a href="http://www.artinstitutes.edu/atlanta">www.artinstitutes.edu/atlanta</a></td>
</tr>
<tr>
<td>Austin, TX</td>
<td>The Art Institute of Austin, 101 West Louis Henna Boulevard, Suite 100, Austin, TX 78728</td>
<td>512-516-8800</td>
<td>877-659-5706</td>
<td>512-516-8680</td>
<td><a href="http://www.artinstitutes.edu/austin">www.artinstitutes.edu/austin</a></td>
</tr>
<tr>
<td>Chandler, AZ</td>
<td>South University, 2200 East Germann Road, Chandler, AZ 85286-1585</td>
<td>855-291-0000</td>
<td>855-291-0000</td>
<td>855-291-0000</td>
<td><a href="http://www.southuniversity.edu/chandler">www.southuniversity.edu/chandler</a></td>
</tr>
<tr>
<td>Columbia, SC</td>
<td>South University, Columbia Campus, 9 Science Court, Columbia, SC 29203-6400</td>
<td>803-799-9082</td>
<td>866-629-3031</td>
<td>803-935-4382</td>
<td><a href="http://www.southuniversity.edu/columbia">www.southuniversity.edu/columbia</a></td>
</tr>
<tr>
<td>Houston, TX</td>
<td>The Art Institute of Houston, 4140 Southwest Freeway, Houston, TX 77027</td>
<td>832-618-0120</td>
<td>832-618-0120</td>
<td>832-618-0120</td>
<td><a href="http://www.southuniversity.edu/houston">www.southuniversity.edu/houston</a></td>
</tr>
<tr>
<td>Savannah, GA</td>
<td>South University, Savannah Campus, 709 Mall Boulevard, Savannah, GA 31406-4881</td>
<td>912-201-8000</td>
<td>866-629-2901</td>
<td>912-201-8070</td>
<td><a href="http://www.southuniversity.edu/savannah">www.southuniversity.edu/savannah</a></td>
</tr>
</tbody>
</table>