THE ART INSTITUTE OF CALIFORNIA – San Diego

ADDENDUM TO THE 2007-2008 CATALOG
Spring 2011
<table>
<thead>
<tr>
<th>Table of Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Location</td>
<td>3</td>
</tr>
<tr>
<td>Administration</td>
<td>4</td>
</tr>
<tr>
<td>Faculty Profile</td>
<td>5</td>
</tr>
<tr>
<td>Tuition and Fees</td>
<td>11</td>
</tr>
<tr>
<td>Program Information</td>
<td>21</td>
</tr>
<tr>
<td>Advertising (AS/BS)</td>
<td>22</td>
</tr>
<tr>
<td>Art of Cooking</td>
<td>25</td>
</tr>
<tr>
<td>Audio Production</td>
<td>26</td>
</tr>
<tr>
<td>Baking &amp; Pastry (Diploma/AS)</td>
<td>28</td>
</tr>
<tr>
<td>Culinary (AS/BS)</td>
<td>30</td>
</tr>
<tr>
<td>Fashion Design</td>
<td>33</td>
</tr>
<tr>
<td>Fashion Marketing &amp; Management</td>
<td>35</td>
</tr>
<tr>
<td>Game Art &amp; Design</td>
<td>37</td>
</tr>
<tr>
<td>Graphic Design (AS/BS)</td>
<td>38</td>
</tr>
<tr>
<td>Hospitality Food &amp; Beverage Management</td>
<td>43</td>
</tr>
<tr>
<td>Interior Design</td>
<td>45</td>
</tr>
<tr>
<td>Media Arts &amp; Animation</td>
<td>47</td>
</tr>
<tr>
<td>Visual &amp; Game Programming</td>
<td>49</td>
</tr>
<tr>
<td>Web Design &amp; Interactive Media</td>
<td>51</td>
</tr>
<tr>
<td>Foundation Studies</td>
<td>112</td>
</tr>
<tr>
<td>General Education</td>
<td>114</td>
</tr>
<tr>
<td>Academic Calendar &amp; School Holidays</td>
<td>124</td>
</tr>
</tbody>
</table>
CAMPUS LOCATION

The Art Institute of California – San Diego is located at 7650 Mission Valley Road, San Diego CA 92108

EXECUTIVE COMMITTEE

Elizabeth Erickson
President
B.S., Speech Pathology
and Audiology, State University of
New York, Geneseo
M.B.A., South University

Jean Branan
Director of Career Services
B.A., Anthropology, San Diego
State University
M.A.Ed. Post Secondary Educational Leadership,
San Diego State University

Rebecca Browning
Dean of Academic Affairs
BFA., The Cleveland Institute of
Art, M.A., Art Education, Case
Western Reserve University

Carol Campo
Director of Human Resources
B.A., English/Education, State
University of New York, Geneseo

Jennifer Donaldson
Dean of Student Affairs
BA., Social Work, California
State University - Chico MA.,
Social Work, Boston University

Melissa Garcia
Senior Director of Admissions

Beverley Miller
Director of Administrative and
Financial Services Certificate
Business and Accounting,
Reading College
ACADEMIC DIRECTORS

Christian Bradley
Academic Director of Game Art & Design and Visual & Game Programming, California State University, Fullerton

Jaye Brown
Academic Director for Fashion Design and Fashion Marketing and Management
B.S., Fashion Merchandising, M.S., Textiles, Merchandising & Interiors, The University Of Georgia – Athens

Joe Godfrey
Academic Director of Audio Production and Web Design & Interactive Media
M.Ed. Educational Leadership, Argosy University, B.S., Business Administration, Argosy University B.S., Marketing, Pacific Western University

Aleyenne S. Johnson-Jonas,
Academic Director, Liberal Studies B.A., Psychology, National University; M.A., Management, National University

Dr. Donna DiGioia

Jason Katsoff
Academic Director of Media Arts & Animation
B.F.A. Computer Graphics, Syracuse University

Amin Rudaina Khalil
Academic Director of Graphic Design B.F.A., Environmental Architecture and Design, Parsons School of Design; M.F.A. Graphic Design, United States International University

Tricia Murray
Academic Director of Interior Design B.A., Interior Design, San Diego State University
M.Ed. Cross –Cultural Teaching, National University
Chef Laird Livingston
CEC, CCE, AAC, Academic
Director, Culinary Programs
A.S., Culinary Arts, Culinary
Institute of America, B.S.,
Hospitality, Business
Management, Johnson &
Wales University
M.A., Organizational
Management, University
of Phoenix

Dr. Kim Y. Varey
Associate Dean of Academic
Affairs B.A. Speech
Communication – SDSU; M.S.
Communication, Illinois State
University; Ph.D. Interpersonal
Communication, Ohio University

FACULTY

Brent Altomare
B.A., Theatre Arts, Pepperdine University

Lindsey Baker
A.A., Fine Arts and Communication, California State University, Long Beach; B.F.A., Fine Arts and Communication, University of California, Los Angeles; M.B.A., Argosy University

Donald L. Barth
B.S., Psychology, University of Illinois at Urbana-Champaign; M.F.A., Visual Studies, Minneapolis College of Art and Design

Jack Beduhn
B.A., Industrial Design, Michigan State University; M.A., Industrial Design, Wayne State University

Shana Belyk
B.A., Interior Design, Michigan State University

Evan Bennett
A.A.S., Culinary Arts, Colorado Institute of Art School of Culinary Arts; B.S., Business Administration, University of Phoenix

Floyd Bishop
B.F.A., Communication Design, Kutztown University

Mark Blauboer
A.S., Culinary Arts, Johnston & Wales University; B.S., Business Education Food Service, Johnston & Wales University

Charles Bradbury
B.S., Game Art and Design, The Art Institute of California – San Diego

Jason Bullock
B.A., Art (Graphic Design), San Diego State University

Lisa Carr
B.A., Dance, University of California, Santa Barbara; B.S., Mathematics, University of California, Santa Barbara; M.A., Mathematics, San Diego State University

Brendan Casey
A.A., Grossmont College; B.A., Liberal Studies, California State University; M.S., Science Education, Montana State University

Patrick Cavender
B.S., Media Arts and Animation, The Art Institute of California – San Francisco

Larry Caveney
B.A., Business Administration, Montreat College; M.F.A., Visual Art, Vermont College

Sam Chen
B.S., Computer Science and Engineering, University of California, Los Angeles
Chris Clark  
B.A., Political Science, Point Loma Nazarene University  

Joe Cochran  
Diploma, Culinary Arts, American Culinary Federation  

David Cohen  
Diploma, Cuisine, Le Cordon Bleu; B.S., Urban and Regional Planning, Cornell University  

David Cole  
B.S., Engineering Technology, California State Polytechnic University Pomona  

Bill Collela  
A.S., Culinary Arts, Newbury College; B.A., History, University of New Hampshire  

Lindsey Cook  
A.S., Culinary Arts, Johnson & Wales University; B.S., Culinary Arts and Food Service Management, Johnson & Wales University; M.B.A., Management, Strayer University  

Adam Davis  
B.A., Creative Writing, University of California, Riverside; M.F.A., Writing: Poetry, Columbia University  

Murat Day  
Diploma, Economics and Insurance, Istanbul Institute of Economics; Diploma, Culinary Arts, Hotel and Restaurant Management, Hotel Management School, Turkey  

Axel Dirolf  
Diploma, Culinary Arts, Culinary Institute, Germany  

Carlos Dominguez  
B.S., Electrical Engineering, University of San Diego; B.S., Game Art and Design, The Art Institute of California – San Diego  

David Drexler  
B.S., Radio-Television, San Diego State University  

Ann Dunham  

Anne M. Duskin  
B.A., Journalism, San Diego State University  

Dawn Easter  
B.A., Economics and Business, Cornell College; M.B.A., University of Iowa  

Asa Enochs  
B.A., Architecture, University of California at Berkeley  

Shawn Entrikin  
B.S., Education Training and Development, Southern Illinois University; M.A., Human Resources Management, National University  

Robert Esperti  
B.A., Advertising Arts, The Advertising Arts College  

Annie Esposito  
A.O.S., Culinary Arts, Le Cordon Bleu  

Karen Evenson  
A.A.S., Photography, The Art Institute of Colorado; B.A., Art History, University of Oregon  

Sean Falcon  
B.S., Media Arts and Animation, The Art Institute of Fort Lauderdale  

Corey Fayman  
B.A., English, University of California, Los Angeles; M.A., Educational Technology, San Diego State University  

Kelly Funes  
A.O.S., Culinary Arts, The Culinary Institute of America; B.S., Food Science and Nutrition, University of Hawaii at Manoa
Sheena Gao  
B.A., Music, Nanjing Institute of Fine Arts, China; M.S., Apparel and Textile, North Dakota State University

Robert Gillies  
B.A., Anthropology, University of California at Berkeley; M.A., Anthropology, California State University; J.D., Hastings College of Law

Gina Greco  
B.A., Communication - Visual Arts, University of California, San Diego; M.Ed., Educational Leadership, Argosy University

Harold Hamernik  
B.A., Advertising Arts, The Advertising Arts College

Robert Hanon  
A.A., Anthropology, Chaffey Community College; B.A., Theatre Arts, California State University, Fullerton

Kenneth L. Hargreaves  
A.S., Business Administration, San Diego Miramar College; A.S., Hotel Management, San Diego Mesa College; B.B.A., Operations Management, American InterContinental University; M.Ed., Curriculum and Instruction, American InterContinental University

Henry Hikima  
B.F.A., Advertising, The Art Center College of Design

Christopher B. Hobson  
B.Mus., Music Production and Engineering, Berklee College of Music

Ruth J. Holden  
B.S., Organizational Communication, University of Utah; M.B.A., Management, Northcentral University

Monica Hoover  
B.A.S., Photography, Drexel University

Matthew Hubbs  
B.A., Psychology, Iowa State University; M.S., Counseling, University of Phoenix

Bamurange Nadine Karema  
B.S., Information Systems and Technology, Alliant International University; M.B.A., International Business and Organizational Leadership, National University

Kenneth Kebow  
B.A., Communications-Visual Arts, University of California, San Diego

Wattana Khommarath  
B.F.A., School of Film/Video Character Animation, California Institute of the Arts

Nan Young Kim  
B.F.A., Fashion Design, Parsons School of Design; M.F.A., Computer Arts, Academy of Art College

Rudy Kloeble  
Masters Certificate, Culinary Arts, Culinary Institute, Germany

Joshua T. Korn  
B.A., Accounting/Business, State University of New York at Stony Brook; M.B.A., Corporate Finance, Argosy University

Lora Kueneman  
B.A., Graphic Design, California State University, San Bernardino; M.Ed., Educational Leadership, Argosy University

Otto Lai  
B.F.A., Film and Television, New York University; M.S., Digital Imaging and Design, New York University Center for Advanced Digital Applications

Lorell Lain  
B.F.A., Fashion Design, American Intercontinental University

Jennette M. La Quire  
B.A., Architecture, University of California at Berkeley; M.Arch., University of California, Los Angeles

Jacquee Leahy  
B.F.A., Art History/Fashion Design, School of the Art Institute of Chicago
Kurt Lechner
Confectionar Certificate, Baking and Confection, Department of Business, Austria

Jackie L. Lo
B.A., Visual Arts Studio, University of California, San Diego; M.F.A., Art, San Diego State University

Duane M. Loose
B.F.A., Industrial Design, Brigham Young University; M.F.A., Computer Animation, Miami International University of Art and Design

Tina Luu
B.A., Psychology, University of California, Santa Cruz; A.O.S, Culinary Arts, California Culinary Academy; M.Ed., Educational Leadership, Argosy University

Michael Lynch
B.A., Advertising Arts, The Advertising Arts College; M.Ed., Educational Leadership, Argosy University

Jack M. Madi
B.A., Computer and Video Imaging, Cogswell College

Daniel Maier
B.A., Liberal Arts, The Evergreen State College

Aaron Marks
B.A., History, University of Texas at Austin

Nelle Martin
B.F.A., Fine Art, University of Wisconsin; Diploma, Architectural Drafting, Phoenix Institute of Technology

Bruce Matthes
B.S., Nutrition and Food Science, California State University, Chico; M.A., English, California State University, Chico

Mary McDermott
B.A., Anthropology, Queens College; M.A., Humanities, California State University; Ph.D., Fine Art Painting, De Montfort University

Teresa Mercsak
B.A., English, University of Akron; M.A., English, University of Akron

Gina D. Metcalf
B.A., Modern Languages, Manchester University; M.S., Mass Communication, San Jose State University

Debra Miller
B.S., Theatre, Kansas State University; M.A., Speech, Kansas State University

Jeffrey D. Miller
B.A., Music, Biola University

John Miller
A.S., Culinary Arts, Culinary Institute of America; B.A., East Asian Studies, Washington and Lee University

Quentin C. Miller
A.S., Computer Network Technologies, Remington College; B.S., Operations Management, Remington College; M.B.A., University of Phoenix

Laura Mizgiryte-Latour
B.A., Fashion Design, Academy of Fine Arts of Lithuania

Denise M. Morano
B.S., Marketing, Fashion Institute of Technology State University of New York

Karen Nauyokas
B.S., Fine Arts, University of Oregon

Ivette Navarro
B.A., Art and Fibers, San Diego State University; M.F.A., Fibers and Textiles, San Diego State University

Jessica Newman
B.F.A., Interior Design, Fashion Institute of Technology

Dzu Nguyen
B.S., Electrical Engineering, University of California, San Diego
Bernie Nofel  
B.S., Journalism, Kent State University; M.A., Organizational Management, University of Phoenix

Ellyn Norris  
B.F.A., Art Education, Concordia University; M.A., Art Education, Nova Scotia College of Art and Design

Carrie N. O’Connell  
B.A., English and Theatre and Dance, Chapman University; M.A., English, Chapman University

Lesley Padien  
B.S., Graphic Design/Illustration, Indiana State University; B.S., Exercise Science and Fitness, Indiana State University; M.F.A., Animation, Savannah College of Art and Design

Ojay Pagano  
A.S., Graphic Design, Dixie State College; B.Arch., Architecture, Woodbury University

Alexandra Parman  
B.A., Anthropology, University of Oklahoma; M.A., Interior Architecture, University of Oklahoma

Jason Perez  
B.A., Political Science, University of California, San Diego; M.A., Writing and Consciousness/ Creative Writing, New College of California; M.F.A., Writing and Consciousness, New College of California

Grace Ann Piano  
B.S., Mechanical Engineering, Lawrence Institute of Technology; M.B.A., Lawrence Institute of Technology

Holly J. Pickerei  
B.A., Journalism and Spanish, San Diego State University

Genadij Radiul  
B.A., Music, Vilnius University, Lithuania; M.A., Music, Lithuanian University, Lithuania; M.S., Multimedia Technology, Duquesne University

Kelly X. Ranasinghe  
B.A., Political Science, University of California, San Diego; J.D., California Western School of Law

Daniel Michael Reyes  
A.O.S., Culinary Arts, Le Cordon Blue; B.S., Business Administration, Sullivan University; M.S., Conflict Management, Sullivan University

Kevin Rhodes  
B.S., Business/Finance, San Diego State University

Darlene Ritz  
B.S., Apparel and Merchandising, Colorado State University Fort Collins; M.B.A., Argosy University

Denise Roa  
A.S., Culinary Arts, Johnson & Wales University; A.S., Baking and Pastry, Johnson & Wales University

Robert A. Romaine  
B.S., Environmental Health, San Diego State University

George Rothrock  
A.A., Liberal Arts, Palomar College; B.A., Social History, University of California, San Diego; M.A. (ABD), Public History/Media History, University of San Diego

Robert Sanchez  
B.S., Kinesiology, San Diego State University; M.S., Human Movement, Arizona School of Health Sciences

Donna Sandsmark  
B.S., Engineering/Business, Penn State University; M.S., Computer Science and Information Systems, University of Southern California

Bahman Sarram  
B.S., Communication Art, Villanova University

Steve D. Schultz  
B.F.A., Graphic Design, Mount Mercy College

Kristian Secor  
B.S., Newspaper, Syracuse University; M.S., E-Media, Quinnipac University
Philomena Sefranek  
B.A., French, Penn State University; B.S., Applied Mathematics, University of California, San Diego; M.S., Applied Mathematics, San Diego State University

Wendy Shames  
B.A., Interior Design, The Art Institute of Colorado

Wendie J. Soucier  
A.A., Fashion Design, Fashion Institute of Design and Technology; B.A., English, New York Institute of Technology

Donald Stell  
B.S., Analytical Management, U.S. Naval Academy; M.S., Systems Management, University of Southern California

Yelena Suley  
Diploma, Graphic Design, Platt College; B.A., Art, Art History, Art Theory, Azerbadjan State Art College of Azim; M.A., Performing and Visual Art, Moscow Advanced Art College

Ayesha Suneja  
B.A., English, York University

Fox Sutton  
B.F.A., Art, University of Iowa

Macoe Swett  
B.F.A., Communication Design, Kutztown University of Pennsylvania

Emerlito L. Tanciatco  
A.S., Graphic Design, Platt College; B.S., Game Art and Design, The Art Institute of California - San Diego

Kathie L. Taylor  
Diploma, Fashion, Fashion Institute of Design and Technology; B.A., Telecommunications/Journalism, San Diego State University

David Tibbets  
B.S., Electrical Engineering, University of Wyoming; M.S., Physics, San Diego State University

Rocco Torres  
B.A., Advertising Arts, The Advertising Arts College

Paul Tydelski  
B.A., Music, State University of New York at Buffalo; M.Ed., State University of New York at Buffalo

Lynn Van Dall  
B.A., Fine Art, San Diego State University

Eric Van Hammersveld  
B.F.A., Radio, TV, Film, Texas Christian University

Deborah Van Wormer  
B.A., Management, Marketing, Sonoma State University; B.F.A., Interior Design, Design Institute of San Diego

Douglas E. Vance  
B.A., English, University of Wisconsin, Madison; M.S., Curriculum and Instruction, University of Wisconsin; M.A., Education/English, University of Wisconsin

Andrew Walpole  
A.E., Software Engineering Technology, Oregon Institute of Technology; B.S., Web Design and Interactive Media, The Art Institute of California - San Diego

Tyler Wanlass  
B.S., Game Art and Design, The Art Institute of California - San Diego

Rochelle Waters  
B.S., Psychology, University of Laverne; M.A., Human Behavior, National University

Mike Watson  
B.A., Technical Journalism, Colorado State University
Nathan Webb  
B.A., Computer and Video Imaging, Cogswell Polytechnical College

Andrea L. Williams  
B.F.A., Fashion Marketing and Management, Illinois Institute of Art

Grady Williams  
B.F.A., Illustration, Art Center College of Design

Kathleen L. Wilson  
B.S., Nutrition, San Diego State University; M.S., Nutrition, San Diego State University

Beldon Wolson  
B.F.A., Computer Art, School of Visual Art

Wei Xu  
B.S., Computational Mathematics, FuDan University, China; M.S., CAGD and Computer Graphics, Zhe Jiang University, China; Ph.D., Computer Graphics and Applied Mathematics, University of Texas at Austin

Kristy Yau  
A.A., Liberal Arts, American River College; B.A., Art History, University of California, Davis; M.A., Art History, San Diego State University

Richard Ybarra  
B.A., Art, San Diego State University; M.Ed., Educational Leadership, Argosy University

Michael Zonfrilli  
A.S., Culinary Arts, Johnston & Wales University; B.A., English/Philosophy, University of Tampa

TUITION AND FEES

Tuition is currently charged at $518 per credit. Tuition and fees effective October 1, 2010. Currently tuition and fees applicable to The Art Institute of California- San Diego (“The Art Institute”) programs are as follows:

<table>
<thead>
<tr>
<th>Diploma Programs</th>
<th>Art of Cooking</th>
<th>Baking &amp; Pastry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Per Quarter (12 credits)</td>
<td>$8288</td>
<td>$8288</td>
</tr>
<tr>
<td>Nonrefundable Application Fee</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Administrative Fee</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Student Activity Fee</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Non-refundable STRF Fee</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>Lab Fee per Quarter</td>
<td>315</td>
<td>315</td>
</tr>
<tr>
<td>Digital Resource Fee</td>
<td>750</td>
<td>700</td>
</tr>
<tr>
<td>Annual Tuition</td>
<td>18648</td>
<td>18648</td>
</tr>
<tr>
<td>Total Tuition &amp; Fees</td>
<td>$32204</td>
<td>$33,708</td>
</tr>
<tr>
<td>Starting Kit</td>
<td>868</td>
<td>868</td>
</tr>
</tbody>
</table>
### Associate of Science Degree Programs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Per Quarter (16 credits)</td>
<td>$8288</td>
<td>$8288</td>
<td>$8288</td>
<td>$8288</td>
</tr>
<tr>
<td>Nonrefundable Application Fee</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Administrative Fee</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Student Activity Fee</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Non-refundable STRF Fee</td>
<td>120</td>
<td>125</td>
<td>125</td>
<td>120</td>
</tr>
<tr>
<td>Lab Fee per Quarter</td>
<td>0</td>
<td>315</td>
<td>315</td>
<td>0</td>
</tr>
<tr>
<td>Digital Resource Fee</td>
<td>1400</td>
<td>1050</td>
<td>1100</td>
<td>1400</td>
</tr>
<tr>
<td>Annual Tuition</td>
<td>24864</td>
<td>24864</td>
<td>24864</td>
<td>24864</td>
</tr>
<tr>
<td>Total Tuition &amp; Fees</td>
<td>$48170</td>
<td>$49710</td>
<td>$49760</td>
<td>$48170</td>
</tr>
<tr>
<td>Starting Kit</td>
<td>1100</td>
<td>868</td>
<td>868</td>
<td>1100</td>
</tr>
</tbody>
</table>

### Bachelor's Degree Programs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Per Quarter (16 credits)</td>
<td>$8288</td>
<td>$8288</td>
<td>$8288</td>
<td>$8288</td>
<td>$8288</td>
<td>$8288</td>
<td>$8288</td>
</tr>
<tr>
<td>Nonrefundable Application Fee</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Administrative Fee</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Student Activity Fee</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Non-refundable STRF Fee</td>
<td>240</td>
<td>240</td>
<td>245</td>
<td>240</td>
<td>240</td>
<td>240</td>
<td>240</td>
</tr>
<tr>
<td>Lab Fee per Quarter</td>
<td>0</td>
<td>0</td>
<td>315</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Digital Resource Fee</td>
<td>2800</td>
<td>2800</td>
<td>2450</td>
<td>2800</td>
<td>2800</td>
<td>2800</td>
<td>2800</td>
</tr>
<tr>
<td>Annual Tuition</td>
<td>24864</td>
<td>24864</td>
<td>24864</td>
<td>24864</td>
<td>24864</td>
<td>24864</td>
<td>24864</td>
</tr>
<tr>
<td>Total Tuition &amp; Fees</td>
<td>$96190</td>
<td>$96190</td>
<td>$97730</td>
<td>$96190</td>
<td>$96190</td>
<td>$96190</td>
<td>$96190</td>
</tr>
<tr>
<td>Starting Kit</td>
<td>1100</td>
<td>1400</td>
<td>868</td>
<td>1250</td>
<td>1010</td>
<td>1100</td>
<td>1100</td>
</tr>
</tbody>
</table>
### Bachelor's Degree Programs (continued)

<table>
<thead>
<tr>
<th></th>
<th>Graphic Design Evening/Weekend (B.S.)</th>
<th>Hospitality Food &amp; Beverage Management (B.S.)</th>
<th>Interior Design (B.S.)</th>
<th>Interior Design Evening/Weekend (B.S.)</th>
<th>Media Arts &amp; Animation (B.S.)</th>
<th>Visual &amp; Game Programming (B.S.)</th>
<th>Web Design &amp; Interactive Media (B.S.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Per Quarter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(16 credits)</td>
<td>$4972.80</td>
<td>$8288</td>
<td>$8288</td>
<td>$4972.80</td>
<td>$8288</td>
<td>$8288</td>
<td>$8288</td>
</tr>
<tr>
<td>Nonrefundable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Application Fee</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Administrative Fee</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Student Activity Fee</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Non-refundable STRF Fee</td>
<td>240</td>
<td>245</td>
<td>240</td>
<td>240</td>
<td>240</td>
<td>240</td>
<td>240</td>
</tr>
<tr>
<td>Lab Fee per Quarter</td>
<td>0</td>
<td>315</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Digital Resource Fee</td>
<td>2800</td>
<td>2500</td>
<td>2800</td>
<td>2800</td>
<td>2800</td>
<td>2800</td>
<td>2800</td>
</tr>
<tr>
<td>Annual Tuition</td>
<td>14918.40</td>
<td>24864</td>
<td>24864</td>
<td>14918.40</td>
<td>24864</td>
<td>24864</td>
<td>24864</td>
</tr>
<tr>
<td>Total Tuition &amp; Fees</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$96190</td>
<td>$97690</td>
<td>$96190</td>
<td>$96190</td>
<td>$96190</td>
<td>$96190</td>
<td>$96190</td>
</tr>
<tr>
<td>Starting Kit</td>
<td>1100</td>
<td>868</td>
<td>1300</td>
<td>1300</td>
<td>1100</td>
<td>1100</td>
<td>1100</td>
</tr>
</tbody>
</table>

1. Tuition per quarter based on 16 credits for Associate and Bachelor programs and 12 credits for Diploma programs.
2. 50 Application and Administrative Fee*
   Fees are paid by new and transfer students only. The $50 application fee is non-refundable.
3. STRF Assessment based on $2.50 per $1,000 of tuition charged. Refer to back of enrollment agreement under heading “Student Recovery Fund”
4. Monthly supplies included with the $315 per quarter lab fee. The Culinary lab fee will be treated as part of the tuition for refund purposes.
5. The digital resource fee includes the cost of the digital textbook as well as other digital resources which are integrated into the course and vary by program. The fee includes all applicable taxes. This estimated fee assumes all courses require a digital resource; however currently not all courses use digital resources. Courses that include an additional digital resource will be noted in the registration material and the fee will be charged automatically in addition to tuition. If a course does not use digital resources, the student remains responsible for purchasing the required text and materials. The digital resource fee is $50 per course.
6. Annual tuition costs are based on an academic year of three quarters and an average of 12 credits per quarter for Diploma programs and 16 credits for Associate and Bachelor programs.
7. Not including starting kit. Total tuition cost based on 90 credit units for associate degree program and 180 credit units for bachelor degree program. Diploma programs based on 58/61 credit units/12 credits per quarter. A separate financial plan exists, which complies with the Truth in Lending Regulation Z, and is part of the Student’s Enrollment Agreement.
8. The student is responsible for tuition and fees pertaining to the program’s required course of study. The tuition and fees contained in the Enrollment Agreement are subject to change. The per credit hour rate is subject to an increase at least once per calendar year which will increase the total amount for the program. The adjustment to the per credit hour rate may occur before the student begins classes and the student’s program will be calculated using the new rate. Any changes to tuition and fees will be published to the students.
9. Each school quarter is typically 11 weeks.

**Estimated Monthly Supplies (Per Month)**

- Supplies $100/month
- Texts $75/month

**POLICIES & PROCEDURES**

**Digital Bookshelf and eBooks**

The Art Institute is in the process of enhancing the learning experience by converting traditional textbooks to electronic media. Thus eventually 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 textbook(s), 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 resources fee associated with the same course because students have access to the digital resources materials for five years. Provided the digital resources 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.

**Hardware Specifications**

**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:**

Preferred Software Specifications:
Mac OSX 10.5 or 10.6
- OR -
Windows 7 or Vista with Microsoft .Net 3.5 SP1
- Latest version of Safari Browser, MozillaFirefox, 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:**

Minimum Software Specifications:
Apple Mac OSX 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 Plugins or Downloads:**

Course instructor may employ technology in the eCollege classroom that requires one of these recommended plugins 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 (MRJ 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 classwork. However, it is strongly recommend 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 classwork. 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-texts 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 TUITION RECOVERY FUND (STRF):
EFFECTIVE: FEBRUARY 1, 2010

(This language is to take the place of the Student Tuition Recovery Fund (STRF) language on page 105 of the current catalog).

You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:
1. You are a student, who is a California resident and prepays all or part of your tuition either by cash, guaranteed student loans, or personal loans, and
2. Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if either of the following applies:
1. You are not a California resident.
2. Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party.

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by California residents who were students attending certain schools regulated by the Bureau for Private Postsecondary and Vocational Education. You may be eligible for STRF if you are a California resident, prepaid tuition, paid the STRF assessment, and suffered an economic loss as a result of any of the following:
1. The school closed before the course of instruction was completed.
2. The school’s failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school’s failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other cost.
4. There was a decline in the quality of the course of instruction within 30 days before the school closed or, if the decline began earlier than 30 days prior to closure, the period of decline determined by the Bureau.

California law requires that, upon enrollment, a fee be assessed by the institution in relation to the cost of tuition (New California Education Code §94945). These fees support the Student Tuition Recovery Fund (STRF), a special fund established by the California legislature to reimburse students who might otherwise experience a financial loss as a result of (a) the closure of the institution; (b) the institution’s breach of or anticipatory breach of the agreement for the program of instruction; or (c) a decline in the quality or value of the program or instruction within the 30 day period before the institution’s closure. The STRF fund protects only California students and The Art Institute’s participation is mandatory.

Please note that (a) if the student is a recipient of third-party payer tuition and course cost, the student is not eligible for protection under the STRF, and (b) the student is responsible for paying the state assessment amount for the STRF. A third party payer means any employer, government program, or other payer that pays a student’s total charges directly to the institution when no separate agreement for the repayment of the payment exists between the third party and the student.

MILITARY SERVICES:

(This language is to take the place of the Military Services language on page 102 of the current catalog).

Post 9/11 GI Bill (Chapter 33) Benefits

The Art Institute is an active participant in the Post-9/11 GI Bill, (Chapter 33) which can include a Yellow Ribbon GI Education Enhancement Program component. The Yellow Ribbon component allows institutions of higher learning (degree granting institutions) in the United States to voluntarily enter into an agreement with the U.S. Department of Veteran’s Affairs (the “VA”) to fund tuition and/or fee expenses at a school if they exceed the highest public in-state undergraduate tuition rate. Institutions that voluntarily enter into a Yellow Ribbon Agreement with VA choose the percentage of tuition and fees that will be waived. VA will match that percentage and issue payment directly to the institution.

Veterans that participate in Post 9/11 GI Bill (Chapter 33) Benefits and are enrolled full-time, are entitled to a tuition benefit, monthly housing allowance, and a yearly books and supplies stipend. The monthly housing allowance is based on military
housing benefit rates and the location of the receiving institution. Active duty members, veterans enrolled half-time or less, and veterans enrolled in distance education programs are not eligible for the housing allowance.

**Military Discount**

The Art Institutes system of schools offers our service men and women a special tuition discount and fee waiver program. If your VA benefit (including Chapter 33) does not cover your tuition costs and you are on active duty, in the National Guard, or are an eligible spouse, The Art Institutes will discount your scheduled tuition by 10% as well as waiving all application and registration fees.

*Please note- students receiving Post 9-11 Gi Bill (Chapter 33) benefits are not eligible to receive the Military discount.*

**RETURN OF FEDERAL TITLE IV AID POLICY:**
(revised 5/29/2010)

(This language is to take the place of the Refund Policy language on page 106 of the current catalog).

**Official Withdrawals:**

An official withdrawal date is determined when a student starts the process of officially withdrawing from the school or the date the student provided official notification either orally or in writing of his/her intent to withdraw. To officially withdraw, the student will need to notify the Registrar’s Office or his/her Academic Advisor intent to withdrawal. The Academic Advisor will advise the student of the withdrawal and the Registrar will determine the last date of attendance. The Registrar will also record the date of determination based on the date the Academic Advisor or Registrar first received notice that the student intended to officially withdraw or began the withdrawal process.

**Unofficial Withdrawals:**

For students who cease attendance but do not officially withdraw, the Registrar will determine the last date of attendance using attendance records and the Registrar will annotate the date of determination as the earlier of the date the student violated the attendance policy (only if the violation requires termination) or will annotate the date on which the institution first made the determination that the student was no longer attending.

The Financial Aid Office will perform a Return of Title IV Funds calculation when a Title IV recipient withdraws from his/her program. This process ensures that the institution correctly calculates the amount of federal student financial aid earned by the student and returns any unearned funds back to the federal student financial aid programs. In some cases, the student will be required to return Title IV funds. In addition, the Return of Title IV process may result in the student owing the school for tuition and fees. It is highly recommended that the student speak with their Financial Aid Advisor prior to withdrawing.

For Return of Title IV calculation purposes, the payment period for students attending the Institute is determined based on the period that the student registered for.

A percentage of Federal Title IV Aid will be returned if the student withdraws during the first 60% of the calendar days in:

- the quarter (if the student registered for courses that last the entire quarter) period, or
- if the student is a mid-quarter start and only registered for the mid-quarter period, the mid-quarter period, or
- if the student only registered for first session courses, the first session period.

The portion of Title IV funds a student is allowed to retain is calculated on a percentage basis by comparing the total number of days completed before the student withdrew from the program to the total number of days in the payment period.

For example, if the student withdrew on the 15th day of a payment period that has 63 days, the student has completed 23.8% of the payment period and has, therefore, earned 23.8% of the federal student financial aid that was disbursed or could have been disbursed. This means that 76.2% of the aid that was disbursed or could have been disbursed remains unearned and must be returned to the federal student financial aid program. The numerator and the denominator include weekend days but not scheduled breaks of five consecutive days or more. A student earns 100% of the aid once he or she has completed more than 60% of the payment period. As an example a student who attends 38 days or more in a payment period of 63 days would earn 100% of his/her aid since 38/63 equals 60.3%.
If the amount of aid disbursed to the student is greater than the amount of aid earned by the student, the unearned portion must be returned to the federal account. In returning unearned funds, the institution is responsible for returning the portion of the excess equal to the lesser of the institutional charges multiplied by the unearned percentage of funds, or the entire amount of excess funds. If the student is required to return any of the excess funds, then the student must repay any loan funds in accordance with the terms and conditions of the promissory note. If part of what has to be returned is a grant, then the amount of the grant overpayment that exceeds 50 percent of the amount of grant received is the amount of the grant overpayment. Any grant overpayment must be paid in full by the student or the student must make satisfactory arrangements to repay the overpayment within 45 days.

If the amount of aid disbursed to the student is less than the amount of aid earned by the student, a post-withdrawal disbursement may be available to assist the payment of any outstanding tuition and fee charges on the student’s account. If a student (or parent for a PLUS loan) is eligible to receive a post-withdrawal disbursement of a federal loan, the student (or parent) will be asked for his/her permission to either disburse all or a portion of the loan funds to the student’s account to reduce the balance owed to the institution, or disburse the loan funds directly to the student (or parent). The University has 30 days from the date of the institution’s determination the student withdrew to offer the post-withdrawal disbursement of a loan to the student or the parent in the case of a PLUS Loan. The student (or parent) has 14 days from the date the institution sends the notification to accept the post-withdrawal disbursement. If the student accepts the post-withdrawal disbursement, the University will make payment within 180 days. If part or all of the post-withdrawal disbursement is a grant, the institution may apply the grant funds to tuition and fees or disburse the grant funds directly to the student without permission.

Once The Art Institute’s portion of the return of funds has been calculated, the Financial Aid Office will return the aid within 30 days to the appropriate federal student financial aid program(s) in the order specified below. This creates a balance on the student’s account, the student will be responsible for full payment. A student will not be allowed to re-enter, register, or receive an official academic transcript until the outstanding balance has been paid in full or the school has accepted the student’s plan to pay the outstanding balance.

The Institute will return the unearned Title IV funds in the following order:
1. Unsubsidized FFEL/Direct Stafford Loan
2. Subsidized FFEL/Direct Stafford Loan
3. Perkins Loan
4. FFEL/Direct PLUS
5. Federal Pell Grant
6. The American Competitiveness Grant
7. National SMART Grant
8. FSEOG

Please note:
- that the Return to Title IV Program is a calculation independent from the institution’s refund policy:
- the length of time in a quarter, session or mid-quarter are calculated each quarter, session or mid-quarter; the last date of attendance is the last recorded date of a student’s educational activity.

California State Refund Policy:
(revised 6/4/2010)

When a student totally withdraws from The Art Institute, The Art Institute will retain tuition and fee charges based on the daily charge for the term (total institutional charges for the term divided by the number of days in the term multiplied by the number of days attended) up to the 60% point in the term. At and after the 60% point of the term, the student will be charged for 100% of the tuition and fees. See example below.

For those students who are Title IV recipients, The Art Institute will first calculate how much needs to be returned as unearned under the federal return of Title IV Aid Policy. The amount will then be subtracted from the amount Title IV funding that was disbursed for the quarter in which the student withdraws to arrive at the adjusted amount paid by Title IV funds.

Non-payment of charges:
Non-payment of tuition, housing, fees and/or other charges due to The Art Institute will result in the student being obligated for interest, collection agency costs and additional collection costs, and legal costs. In addition, The Art Institute reserves the right to report the student’s failure to pay amounts owed to one or more national credit bureau organizations and not release the student’s academic transcript until all debts to The Art Institute are paid in full.
Cancellation Refund Example (prior to matriculation)
A student enrolls in a program delivered in quarter and pays for just the first quarter (including kit), with tuition cost totaling $5,760 and $790 for a starting kit. If the student cancels the Enrollment Agreement on or before the first day of class, the student receives a full refund. The refund amount would be $6,550 assuming the student returns the starting kit as described in the kit return policy. As later described, if the kit is not returned in re-salable condition within 21 days, the student would receive $5,760 back.

California Policy - Withdrawal Refund Example
A student enrolls in a 12 quarter program. For this example, the quarter in which the student withdraws is 75 days in length and after attending on the 25th calendar day since the first day of the quarter, the student withdraws. The tuition and fees charged for that student’s days attended are $5,760 and $250 of fees (not including equipment). Therefore, the tuition and fees that The Art Institute may retain equals $6,010.

The Art Institute calculates the daily cost by dividing the total tuition charge by the days in the quarter in which the student is enrolled charge period) or $6,010 / 75 days = $80.13 per day.

Since the student attended the 25th day of the quarter, which is less than 60% of the quarter, The Art Institute would multiply $80.13 times 25 days and thus be able to retain $2003.25 of tuition and fees. The student in this example is assumed to have paid cash and received no financial aid.

MID-QUARTER START ADJUSTMENT OF CHARGES – CALIFORNIA STATE REFUND POLICY

MID QUARTER Term Starts
I. Refund Policy After Matriculation,
This academic mid-quarter start is approximately 5 and ½ weeks in duration.

II. Adjustments of the Tuition and Fee Charges
State of California policy:
If a student withdraws from the program after the first day of instruction, The Art Institute will retain a prorated amount of earned tuition and fees through the 60 percent point in the mid-quarter portion of the term. On or after the 60 percent point of the mid-quarter portion of the term, the student will be charged 100% of the tuition and fees.

This calculation is as follows:
Tuition and fees for the term divided by the number of calendar days in the mid-quarter term equals the cost per day. The calculation for a student who withdraws during a mid-quarter works in the same fashion as a full quarter except the days in the term is adjusted for the shorter length.

III. Students who only enroll for the first Session of a Term
The first session is approximately 5 and ½ weeks

The calculation for a student who only registers for first session courses and who withdraws during his/her first session works in the same fashion as a full quarter except the days in the term is adjusted to the session. On or after the 60 percent point of the session, the student will be charged for 100% of the tuition and fees.

IV. Students who register for second session courses but those second session courses are not taken have their tuition adjusted as follows:

1. Students who are registered for a second-session class and who withdraw from school during Session 1 of a term will have the second-session class “voided” (or “unregistered” in CampusVue). This means that they will not be charged for the class, the class will not appear on the transcript, and there will be no academic progress implications for that class.

2. Students enrolled for a second-session class who remain in school, but choose not to take the second-session class must notify the school that they will not take that class prior to the end of the drop/add period for the mid-session start. If they do that, they will be “unregistered” from the class, and will not be charged for it. Failure to do so will result in a W grade (which will apply to the Academic Progress policy) and being charged for those courses.

Students should be aware that not attending courses or withdrawing from courses may reduce some or all of their financial aid awards.
V. Kit Return Policy
Students who leave The Art Institute during the first three weeks of the mid-quarter session may return the starting kit and/or individual components of the starting kit and/or individual components of the starting kit within 10 days of your last date of attendance of the mid-quarter if the kit are in re-salable condition.

VI. Information in the Catalog or Student Handbook will apply except for the following changes:
ADD/DROP period is two days from the start of the mid-quarter session. If you drop or add one or more class, your financial aid eligibility may change. Please see your Financial Aid Officer before you drop or add a class.

VII. Return of Title IV Funds
The Return of Title IV Calculation as described in the Enrollment Agreement for the mid-quarter session will apply using the mid-quarter start and end dates.
Note: The number of calendar days in the quarter, session or mid-quarter can vary and tuition, fee and kit costs in the examples are only for illustrative purposes.

TRANSFER CREDIT POLICY:

Those students entering the school with an academic associate’s or bachelor’s degree or higher from an accredited institution may be granted a blanket transfer of credit for their Liberal Studies requirements as long as their transcript demonstrates that they have completed, with a grade of C or better, at least one college-level course in each of the subject areas of Composition, Math and Social Sciences, and at least one course in Art History.

ACADEMIC STANDARDS FOR DIPLOMA PROGRAMS:

1. At the end of first quarter (or the end of the third session for mid-session starts), students must achieve a CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in probation.

2. At the end of second quarter, students must attain a CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in dismissal. Student receiving VA benefits must attain a 2.0 and an ICR of 66.67%. Anything below this milestone will result in loss of VA benefits.

3. At the end of second quarter, students with a CGPA under 1.5, but at least 1.0 and/or an ICR below 50%, but at least 33.33% will be placed on probation.
NOTE: If you are on probation for ICR it will be very difficult for you to meet the fourth quarter ICR milestone of 66.67%. In some cases you may have to successfully complete all the hours you attempt in your third and fourth quarter. Please consult with your academic advisor on your exact requirement.

4. At the end of fourth quarter, and every quarter thereafter, students must attain a CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in dismissal. Student receiving VA benefits must attain a 2.0 and an ICR of 66.67%. Anything below this milestone will result in loss of VA benefits.

5. Students may not attempt more than 150% of the credits in their programs; anything in excess of 150% of the credits will result in dismissal.

Failure to complete courses successfully, for any reason may negatively affect academic progress. Failing courses or withdrawing from courses could

<table>
<thead>
<tr>
<th>Diploma</th>
<th>Evaluation Point</th>
<th>Milestones (CGPA and ICR)</th>
<th>Required Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of First Quarter</td>
<td>&lt; 1.0 and/or 33.33%</td>
<td>Probation</td>
<td></td>
</tr>
<tr>
<td>End of Second Quarter</td>
<td>&lt; 1.0 and/or 33.33%</td>
<td>Dismissal</td>
<td></td>
</tr>
<tr>
<td>End of Second Quarter</td>
<td>&lt; 1.5 and/or 50%</td>
<td>Probation</td>
<td></td>
</tr>
<tr>
<td>End of Second Quarter - VA</td>
<td>&gt; 1.0 and 33.33%</td>
<td>Loss of VA benefits</td>
<td></td>
</tr>
<tr>
<td>End of Fourth Quarter - VA</td>
<td>&lt; 2.0 and or 66.67%</td>
<td>Loss of VA benefits</td>
<td></td>
</tr>
<tr>
<td>End of Fourth Quarter</td>
<td>&lt; 2.0 and 66.67%</td>
<td>Dismissal</td>
<td></td>
</tr>
<tr>
<td>End of Fourth Quarter - VA</td>
<td>&lt; 2.0 and 66.67%</td>
<td>Loss of VA benefits</td>
<td></td>
</tr>
</tbody>
</table>
**Bachelor of Science Degree Programs**

Advertising  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2453 hours)

Audio Production  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2398 hours)

Culinary Management  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2508 hours)

Fashion Marketing & Management  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2453 hours)

Game Art & Design  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2453 hours)

Graphic Design  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2453 hours)

Graphic Design – Evening & Weekend  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2453 hours)

Hospitality Food & Beverage Management  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2420 hours)

Interior Design  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2453 hours)

Interior Design – Evening/Weekend  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2453 hours)

Media Arts & Animation  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2442 hours)

Visual & Game Programming  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2442 hours)

Web Design & Interactive Media  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2453 hours)

**Bachelor of Fine Art Degree Program**

Fashion Design  
Twelve 11 week quarters  
(132 Academic Weeks, 180 credits, 2508 hours)

**Associate of Science Degree Programs**

Advertising  
Six 11 week quarters  
(66 Academic Weeks, 90 credits, 1232 hours)

Baking & Pastry  
Six 11 week quarters  
(66 Academic Weeks, 90 credits, 1397 hours)
Culinary Arts
Six 11 week quarters
(66 Academic Weeks, 90 credits, 1397 hours)

Graphic Design
Six 11 week quarters
(66 Academic Weeks, 90 credits, 1232 hours)

Diploma Programs
Art of Cooking
Five 11 week quarters
(55 Academic Weeks, 58 credits, 990 hours)

Baking & Pastry
Five 11 week quarters
(55 Academic Weeks, 61 credits, 1045 hours)

*Students who participate in internship/externship will have
additional contact hours.
PROGRAM INFORMATION

ADVERTISING
ASSOCIATE OF SCIENCE

Program Description
The associate’s level degree program in advertising is a seven-quarter program. It is designed to provide an overview to students who wish to work in an entry-level position in the field of advertising, art direction, copy writing, and account supervision. A solid art foundation combined with an overview of advertising curricula, gives students a sampling of the advertising agencies and departments, art studios and departments, marketing companies and departments, and production companies.

The Advertising program provides students with a sampling of skills such as copywriting, advertising campaign, marketing, business and life skills needed to develop the creative and conceptual thinking and group awareness skills to produce design solutions.

Graduation Requirements
To receive an Associate of Science degree in Advertising, students must complete a minimum of 90 quarter credits with a cumulative GPA of 2.0 or higher.

Courses                                                                 Quarter Credits
Quarter 1
RS091                  Portfolio Foundations-Pass/Fail                  0
AD1105                  Survey of Advertising                         3
FS102                  Fundamentals of Design                         3
FS103                  Color Theory                                    3
FS131                  Typography I – Traditional                      3
HU110                  College English ♦                               4

Quarter 2
GD1125                  Introduction to Photography                    3
AD2220                  Fundamentals of Marketing                        3
FS122                  Image Manipulation                               3
AD2201                  Advertising Design                                3
HU111                  Effective Speaking ♦                              4

Quarter 3
GD2244                  Advanced Image Manipulation                       3
FS101                  Fundamentals/Observational Drawing                     3
GD1134                  Digital Illustration                              3
AD2230                  Introduction to Advertising Campaign                  3
HU130                  Visual Language & Culture ♦                           4

Quarter 4
GD2241                  Concept Design                                   3
AD2242                  Copywriting for Print                             3
GD1123                  Electronic Layout                                3
GD2243                  Typography II – Hierarchy                             3
Mathematics Requirement ♦                                       4

Quarter 5
AD2205                  Illustration & Rapid Visualization                    3
GD1133                  Digital Grid Systems                              3
AD2240                  Intermediate Advertising Campaign                      3
General Education Requirement ♦                                  4
AD2250                  Web Design                                          3
FS297                   Portfolio I                                       3
Elective ♦                                                         3
Social & Behavioral Sciences Requirement ♦                       4

TOTAL QUARTER CREDITS 90

♦ GENERAL EDUCATION: Courses designated with a diamond are General Education courses.

* ELECTIVES: Prerequisites must be met.
ADVERTISING
BACHELOR OF SCIENCE

Program Description
The bachelor’s degree program in Advertising is a twelve-quarter program. It is designed to provide graduates with the skills needed to work in the field of advertising, art direction, copywriting, and account supervision. A solid art foundation combined with hands-on advertising curricula prepares students for entry-level positions in advertising agencies, art studios, marketing companies, production companies, and related departments. The program provides graduates with a foundation in design, copywriting, developing advertising campaigns, marketing, business, and life skills needed to develop and sustain a career in advertising and related fields. In this program, students have the opportunity to develop the creative and conceptual thinking and group awareness skills needed to produce design solutions. Students build upon the art and design foundation to produce ideas, manage, and lead imaginative teams. The curriculum focuses upon intensive training in problem solving, group dynamics, and advanced technology.

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

- 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.
- Develop concepts as well as analyze and incorporate aesthetics and layout in the design process for advertising campaigns and marketing communications.
- Apply industry knowledge and critical thinking skills to analyze, develop, and implement effective advertising solutions that meet professional standards.
- Possess the competencies that will allow them opportunities within design studios, advertising agencies, both traditional and interactive, as well as in other related communication companies.

Graduation Requirements
To receive a Bachelor of Science degree in Advertising, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

Courses                                                                                                                                      Quarter Credits
Quarter 1
RS091                  Portfolio Foundations-Pass/Fail                                                                  0
AD1105  Survey of Advertising 3
FS102  Fundamentals of Design 3
FS103  Color Theory 3
FS131  Typography I – Traditional 3
HU110  College English ♦️ 4
Quarter 2
GD1125  Introduction to Photography 3
AD2220  Fundamentals of Marketing 3
FS122  Image Manipulation 3
AD2201  Advertising Design 3
HU111  Effective Speaking ♦️ 4
Quarter 3
FS101  Fundamentals/Observational Drawing 3
AD2245  Fundamentals of Business 3
GD1134  Digital Illustration 3
AD2230  Introduction to Advertising Campaign 3
HU130  Visual Language & Culture ♦️ 4
Quarter 4
GD2244  Advanced Image Manipulation 3
AD2242  Copywriting for Print 3
GD1123  Electronic Layout 3
GD2243  Typography II – Hierarchy 3
Mathematics Requirement 4
Quarter 5
GD2241  Concept Design 3
AD2205  Illustration & Rapid Visualization 3
GD1133  Digital Grid Systems 3
WDM1134  Introduction to Video 3
General Education Requirement ♦️ 4
Quarter 6
1st Elective * 3
GD2262  Message Making 3
FS297  Portfolio I 3
AD2240  Intermediate Advertising Campaign 3
Social & Behavioral Sciences Requirement ♦️ 4
<table>
<thead>
<tr>
<th>Quarter 7</th>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AD3345</td>
<td>Digital Portfolio</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>AD2250</td>
<td>Web Design</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD2254</td>
<td>Pre-Print Production</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD2251</td>
<td>Branding</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 8</th>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AD3315</td>
<td>Principles of Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AD3312</td>
<td>Advertising Media Production</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AD3310</td>
<td>Advanced Advertising Campaign</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Humanities Art Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 9</th>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AD3322</td>
<td>Interactive Advertising</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AD3324</td>
<td>Sales &amp; Persuasive Techniques</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 10</th>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AD3340</td>
<td>Copywriting for Broadcast &amp; Interactive</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AD4400</td>
<td>Advertising Campaign Senior Project I</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Humanities Writing Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Humanities Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 11</th>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AD3325</td>
<td>Art Direction</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AD3335</td>
<td>Media Planning &amp; Buying</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AD4495</td>
<td>Advertising Campaign Senior Project II</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 12</th>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FS497</td>
<td>Portfolio II</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4th Elective *</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mathematics &amp; Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS**: 180

♦ GENERAL EDUCATION: Courses designated with a diamond are General Education courses.

* ELECTIVES: Prerequisites must be met.
**ART OF COOKING**
**DIPLOMA**

**Program Description**
The Art of Cooking diploma program is highly focused on fundamental skills, cooking techniques, and food science. The program concentrates on cooking skills, baking and pastry, and American regional cuisine with emphasis on plating, presentation and production. The program also offers Sanitation & Safety, Garde Manger (the art of the “cold kitchen”), Management, Supervision & Career Development, and Purchasing & Product Identification—all to balance their skills.

Students in the Art of Cooking program have the opportunity to develop skills in weight and measures, knife skills, equipment and tools identification, plating and presentation, cost control, ingredient mixing methods, soups and stocks, starch and pasta, vegetable cooking, breakfast cookery, cold salads, sauces, sandwiches, poultry and meat, and fish and shellfish handling and preparation. Students have the opportunity to learn the proper procedures of food safety and foodservice temperature control. At the end of the Sanitation & Safety class, students take the ServSafe written test and will receive a ServSafe Manager certificate after passing the test. Management, Supervision & Career Development teaches students how to run the kitchen and manage personnel. Students have the opportunity to learn how to write a resume and thank you letter, and develop job-hunting and interviewing skills. The strength of this program lies in its teaching of basic skills, techniques for cooking and baking, and production.

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

- Demonstrate the knife skills, use of mise en place, appropriate use and care of equipment, selection of appropriate cooking techniques, and other recipe preparation skills (measuring and product identification) to successfully follow directions orally and from recipes.
- Plan, prepare, produce, and professionally present dishes while consistently maintaining a safe and sanitary work environment as defined by HACCP standards.
- Demonstrate the ethical and professional values of the culinary profession (including demonstrating the ability to conform to professional standards of conduct related to timeliness, appearance, behavior in a kitchen, especially in relating to diverse populations among coworkers and customers) through successful preparation of a resume and cover letter and the completion of team-oriented tasks.
- Seek entry-level positions in the food service industry, such as prep cook, short-order cook, and line cook.

**Courses**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CUL1105</td>
<td>Concepts &amp; Theories of Culinary Techniques</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CUL1107</td>
<td>Sanitation &amp; Safety</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CUL1108</td>
<td>Fundamentals of Classical Techniques</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>CUL1125</td>
<td>Introduction to Baking Science &amp; Theory</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CUL1116</td>
<td>American Regional Cuisine</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>CUL1117</td>
<td>Purchasing &amp; Product Identification</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>CUL2225</td>
<td>Latin Cuisine</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CUL1126</td>
<td>Introduction to Pastry Techniques &amp; Artistry</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>CUL1124</td>
<td>Management, Supervision &amp; Career Development</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>CUL1146</td>
<td>Garde Manger</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>CUL1143</td>
<td>World Cuisine</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Elective *</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>CUL2302</td>
<td>Externship</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CUL2216</td>
<td>Classical European Cuisine</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MS135</td>
<td>Nutrition Science ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS**
58
AUDIO PRODUCTION
BACHELOR OF SCIENCE

Program Description
Because the tools for recording, editing and distribution of audio are evolving at a rapid pace, today’s professional audio recordists and mixers must constantly stay abreast of current developments in equipment technology and production methods. To do this, they must know the basic principles of sound physics and acoustics as well as have skills in equipment operation, aesthetics and design. The Audio Production program meets the needs of 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 post production equipment prepares students to compete in the contemporary market place.

While working with computer-based audio software students are introduced to acoustic and electronic audio basics. Building on this foundation students take recording and post-production classes, as well as courses in studio business, advanced production, sound design, audio-to-video, advanced mixing, interactive media and professional development. Students create a portfolio to showcase their skills in a variety of audio formats to present to prospective employers.

To be accepted into the Audio Production program, a minimum cumulative GPA of 2.5 is required, or permission of the academic department director. See Policies and Procedures section for more details.

Program Objectives
Upon successful completion of the program, graduates should be able to:
• Conceptualize, plan, execute and deliver quality music recordings and post-production projects, demonstrating industry standards and using industry-related tools.
• Present and conduct themselves professionally and demonstrate an understanding of specific career paths, job responsibilities, and industry expectations.
• Efficiently troubleshoot and solve problems typically encountered by audio professionals.
• Apply peer and professional critique as well as self evaluation to continuously improve the quality of their work.
• Apply the business and economic principles and practices of the audio industry while maintaining legal and ethical standards.
• Seek entry-level positions in the field of audio production and post production at production houses, radio and TV stations, recording studios, post houses, film and television shoots, audio post studios, and sound-design for game and the Internet.

Graduation Requirements
To receive a Bachelor of Science degree in Audio Production, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

Courses

<table>
<thead>
<tr>
<th>Quarter 1</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RS091</td>
<td>0</td>
</tr>
<tr>
<td>AU1101</td>
<td>3</td>
</tr>
<tr>
<td>AU1111</td>
<td>2</td>
</tr>
<tr>
<td>AU1134</td>
<td>3</td>
</tr>
<tr>
<td>AU1121</td>
<td>3</td>
</tr>
<tr>
<td>HU1110</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 2</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AU1211</td>
<td>3</td>
</tr>
<tr>
<td>AU1213</td>
<td>3</td>
</tr>
<tr>
<td>AU1103</td>
<td>3</td>
</tr>
<tr>
<td>AU1141</td>
<td>3</td>
</tr>
<tr>
<td>HU1111</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 3</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AU1333</td>
<td>3</td>
</tr>
<tr>
<td>AU1223</td>
<td>3</td>
</tr>
<tr>
<td>AU1311</td>
<td>3</td>
</tr>
<tr>
<td>AU1331</td>
<td>3</td>
</tr>
<tr>
<td>HU130</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 4</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AU1221</td>
<td>3</td>
</tr>
<tr>
<td>AU2121</td>
<td>3</td>
</tr>
<tr>
<td>AU2203</td>
<td>3</td>
</tr>
<tr>
<td>AU2101</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 5</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AU1343</td>
<td>3</td>
</tr>
<tr>
<td>AU2311</td>
<td>3</td>
</tr>
<tr>
<td>AU2233</td>
<td>3</td>
</tr>
<tr>
<td>Quarter</td>
<td>Course Code</td>
</tr>
<tr>
<td>-----------</td>
<td>-------------</td>
</tr>
<tr>
<td>6</td>
<td>AU2111</td>
</tr>
<tr>
<td></td>
<td>AU2151</td>
</tr>
<tr>
<td></td>
<td>AU2431</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>AU2333</td>
</tr>
<tr>
<td></td>
<td>FS297</td>
</tr>
<tr>
<td></td>
<td>AU3303</td>
</tr>
<tr>
<td></td>
<td>AU2411</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>AU3101</td>
</tr>
<tr>
<td></td>
<td>AU3121</td>
</tr>
<tr>
<td></td>
<td>AU3431</td>
</tr>
<tr>
<td></td>
<td>AU2141</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>AU3151</td>
</tr>
<tr>
<td></td>
<td>AU3511</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>AU2243</td>
</tr>
<tr>
<td></td>
<td>AU3621</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>AU3313</td>
</tr>
<tr>
<td></td>
<td>AU4010</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>AU4020</td>
</tr>
<tr>
<td></td>
<td>FS497</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS** 180

♦ **GENERAL EDUCATION**: Courses designated with a diamond are General Education courses.

* **ELECTIVES**: Prerequisites must be met.
**BAKING & PASTRY**  
**DIPLOMA**

**Program Description**
The Baking & Pastry diploma program is designed to train students in the art of baking and patisserie. Students have the opportunity to develop competencies in breads, desserts, cake decoration, and buffet centerpieces. The program focuses upon both production and individualized skills necessary to gain employment in bakeries, restaurants, and other catering or institutional settings. The program also offers Sanitation & Safety, Nutrition Science, Management, Supervision & Career Development courses and an Externship course to support and develop students' professional skills for employment and supervision.

Students in the Baking & Pastry diploma program have the opportunity to develop skills in weight and measures, presentation, budgeting, ingredient mixing methods, working, kneading and shaping dough, artisan bread making, cookie and sweet bread preparation, icing and icing techniques, fresh desserts, preparation of soufflés, mousses and filling, preparing chocolates and candies, and preparing centerpieces and display cakes. Students have the opportunity to learn the proper procedures of food safety and food service temperature control. At the end of the Sanitation & Safety class, students take the National Restaurant Association ServSafe written test and will receive a certificate of ServSafe Manager after passing the test. The Nutrition Science class offers students nutritional information, the skills of nutrient analysis and healthy menu design. Management, Supervision & Career Development teaches students how to run the kitchen and manage personnel. Students have the opportunity to learn how to write a resume and thank you letter, and develop job-hunting and interviewing skills. Graduates are expected to be well versed with an overview of production, organization, and the business of baking and pastry catering.

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

- Apply the principles of sanitation and safety in food service operations.
- Set up mise en place efficiently.
- Safely and properly use equipment, appliances and tools commonly found in modern industrial kitchens and bake shops.
- Identify and apply cooking techniques and preparation methods for hot and cold foods and explain how cooking procedures impact the character and chemical structure of food products.
- Follow, accurately, any given recipe and achieve the specified desired outcome.
- Produce baked goods such as cakes, pies, cookies, tarts, and a variety of international and classical desserts using decorating, plating, and display techniques.
- List the characteristics, sources, and functions of ingredients used in producing baked goods, candies and pastries.
- Select and employ proper mixing techniques to cakes, creams, and a variety of breads.
- Create, assemble and decorate display cakes such as wedding cakes.
- Apply dough lamination techniques and chocolate tempering and handling techniques.
- Discuss historical and current trends in the baking and pastry industry.
- List the characteristics, functions, and food sources of the major nutrients and discuss how to maximize nutrient retention in food preparation and storage to achieve dietary benefits.
- Demonstrate the total utilization concept.

**Graduation Requirements**
To receive a diploma in Baking & Pastry, students must: receive a passing grade or credit for all required coursework; earn a minimum of 55 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

**Courses**

<table>
<thead>
<tr>
<th>Quarter 1</th>
<th>Quarter 2</th>
<th>Quarter 3</th>
<th>Quarter 4</th>
<th>Quarter 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUL1105 Concepts &amp; Theories of Culinary Techniques</td>
<td>3</td>
<td>CUL1124 Management, Supervision &amp; Career Development</td>
<td>3</td>
<td>CUL1202 European Cakes &amp; Tortes</td>
</tr>
<tr>
<td>CUL1107 Sanitation &amp; Safety</td>
<td>3</td>
<td>CUL1125 Introduction to Baking Science &amp; Theory</td>
<td>3</td>
<td>CUL1146 Garde Manger</td>
</tr>
<tr>
<td>CUL1108 Fundamentals of Classical Techniques</td>
<td>6</td>
<td>CUL1126 Introduction to Pastry Techniques &amp; Artistry</td>
<td>6</td>
<td>Elective *</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>CUL1201 Artisan Breads &amp; Baking Production</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>CUL1204 Advanced Patisseries &amp; Display Cakes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>CUL1260 Chocolate, Confections &amp; Centerpieces</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>CUL2302 Externship</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MS135 Nutrition Science ♦</td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS**

61
BAKING & PASTRY
ASSOCIATE OF SCIENCE

Program Description
The Associate of Science degree program in Baking & Pastry is a six-quarter program. That 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 gain employment in bakeries, restaurants, hotels, resorts, and other catering or foodservice institutional settings.

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

- 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 food service settings in entry-level job positions.

Graduation Requirements
To receive an Associate of Science Degree in Baking & Pastry, students must: receive a passing grade or credit for all required coursework; earn a minimum of 90 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

Courses                                                                                                                                       Quarter Credits
Quarter 1
RS091                  Portfolio Foundations-Pass/Fail                                                                  0
CUL1105 Concepts & Theories of Culinary Techniques 3
CUL1108 Fundamentals of Classical Techniques 6
MS135 Nutrition Science ♦ 4
HU110 College English ♦ 4
Quarter 2
CUL1126 Introduction to Pastry Techniques & Artistry 6
CUL2225 Latin Cuisine 3
CUL1145 Management by Menu 3
Mathematics Requirement ♦ 4
Quarter 3
CUL1116 American Regional Cuisine 6
CUL1202 European Cakes & Tortes 3
CUL1200 Sustainable Purchasing & Controlling Costs 3
HU111 Effective Speaking ♦ 4
Quarter 4
CUL1204 Advanced Patisseries & Display Cakes 6
CUL1201 Artisan Breads & Baking Production 6
CUL2227 Food & Beverage Operations Management 3
Quarter 5
CUL1260 Chocolate, Confections & Centerpieces 6
CUL1124 Management, Supervision & Career Development 3
HU130 Visual Language & Culture ♦ 4
Quarter 6
CUL2301 À La Carte 6
CUL2303 Capstone 3
Social & Behavioral Sciences Requirement ♦ 4
TOTAL QUARTER CREDITS 90
♦ GENERAL EDUCATION: Courses designated with a diamond are General Education courses.
CULINARY ARTS
ASSOCIATE OF SCIENCE

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 a business acumen. The program focuses on both production and individual skills necessary to gain employment in restaurants, hotels, resorts, and other catering or foodservice institutional settings.

Program Objectives
Upon successful completion of the program, graduates should be able to:
- Establishing and maintaining 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.

Graduation Requirements
To receive an Associate of Science degree in Culinary Arts, students must:
- receive a passing grade or credit for all required coursework;
- earn a minimum of 90 quarter credits;
- achieve a cumulative GPA of 2.0 or higher;
- meet portfolio or other requirements as outlined by the program;
- and satisfy all financial obligations to The Art Institutes.

Courses

<table>
<thead>
<tr>
<th>Quarter 1</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSO91</td>
<td>Portfolio Foundations-Pass/Fail 0</td>
</tr>
<tr>
<td>CUL1105</td>
<td>Concepts &amp; Theories of Culinary Techniques 3</td>
</tr>
<tr>
<td>CUL1108</td>
<td>Fundamentals of Classical Techniques 6</td>
</tr>
<tr>
<td>MS135</td>
<td>Nutrition Science ♦ 4</td>
</tr>
<tr>
<td>HU110</td>
<td>College English ♦ 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 2</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUL1116</td>
<td>American Regional Cuisine 6</td>
</tr>
<tr>
<td>CUL2225</td>
<td>Latin Cuisine 3</td>
</tr>
<tr>
<td>CUL1145</td>
<td>Management by Menu 3</td>
</tr>
<tr>
<td></td>
<td>Mathematics Requirement ♦ 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 3</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUL1126</td>
<td>Introduction to Pastry Techniques &amp; Artistry 6</td>
</tr>
<tr>
<td>CUL1143</td>
<td>World Cuisine 3</td>
</tr>
<tr>
<td>CUL1200</td>
<td>Sustainable Purchasing &amp; Controlling Costs 3</td>
</tr>
<tr>
<td>HU111</td>
<td>Effective Speaking ♦ 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 4</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUL1146</td>
<td>Garde Manger 6</td>
</tr>
<tr>
<td>CUL2216</td>
<td>Classical European Cuisines 3</td>
</tr>
<tr>
<td>CUL2227</td>
<td>Food &amp; Beverage Operations Management 3</td>
</tr>
<tr>
<td>CUL2214</td>
<td>Asian Cuisine 3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 5</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUL2301</td>
<td>À La Carte 6</td>
</tr>
<tr>
<td>CUL1124</td>
<td>Management, Supervision &amp; Career Development 3</td>
</tr>
<tr>
<td>HU130</td>
<td>Visual Language &amp; Culture ♦ 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 6</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUL2303</td>
<td>Capstone 3</td>
</tr>
<tr>
<td>CUL2304</td>
<td>Art Culinare 6</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦ 4</td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS** 90

♦ GENERAL EDUCATION: Courses designated with a diamond are General Education courses.
# CULINARY MANAGEMENT
## BACHELOR OF SCIENCE

### Program Description
The bachelor’s degree program in Culinary Management prepares graduates for entry-level foodservice-related management and supervisory trainee programs. The program provides an opportunity for students to become competent in the identified priorities for the foodservice industry: cooking and kitchen skills, communication, training, leadership, motivation, management, human resources, technology, accounting, marketing, and customer relations. From overseeing food quality, to dealing with customers, to making staffing decisions, a foodservice manager handles hundreds of varied yet critically important tasks every day. The manager’s capabilities and day-to-day performance, and ability to make decisions quickly often determine the ultimate success or failure of a foodservice operation.

Managers are involved in teaching, training, and motivating staff and handling all forms of human resource issues. They possess excellent interpersonal and communication skills, function as team leaders, and supervise a culturally diverse staff. Computer proficiency in foodservice operations is an integral part of a manager’s daily function. Above all, knowledge of the customer and customer relations skills empower the foodservice managers to render better service, and to cater to the demands of knowledgeable consumers and employees. Our curriculum is driven by the industry and changes with its trends. It begins with courses that give students a foundation of basic concepts such as the History and Evolution of Food, Hospitality Technology, Managerial Accounting, Marketing Applications, and the Capstone Business Plan. Students will have the opportunity to develop critical thinking and interpersonal skills while learning the business realities of the foodservice industry, like Business Communications, Human Resource Management, and Business Law.

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

- Identify and list challenges to effective organizational management.
- Describe and articulate wine culture and perform food and wine pairing.
- Develop a business plan that is agile and appropriate for the business and the market, which includes appropriate integration of the key financial statements and how the financial statements interrelate.
- Define and articulate the professional values of the culinary profession, including the standards for presenting themselves to employers in a professional manner, personal commitments to respect coworkers, employers, and equipment, well-defined career goals, and the value of lifelong professional development.
- Demonstrate professional leadership skills, including the ability to define professional ethics, supervision skills, and a plan for professional growth within the culinary field.
- Seek entry-level positions as kitchen manager, assistant purchasing director, assistant restaurant manager, restaurant manager, food production managers, airline-catering managers, assistant catering manager, and assistant food and beverage director.

### Graduation Requirements
To receive a Bachelor of Science degree in Culinary Management, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

### Courses

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Course</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>RS091 Portfolio Foundations-Pass/Fail</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>CUL1105 Concepts &amp; Theories of Culinary Techniques</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CUL1108 Fundamentals of Classical Techniques</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>MS135 Nutrition Science ♦</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>HU110 College English ♦</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>CUL1116 American Regional Cuisine</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>CUL2225 Latin Cuisine</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CUL1145 Management by Menu ♦</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Mathematics Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>CUL1126 Introduction to Pastry Techniques &amp; Artistry</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>CUL1143 World Cuisine</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CUL1200 Sustainable Purchasing &amp; Controlling Costs</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU111 Effective Speaking ♦</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>CUL1146 Garde Manger</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>CUL2216 Classical European Cuisines</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CUL2227 Food &amp; Beverage Operations Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CUL2214 Asian Cuisine</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>CUL2301 À La Carte</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>CUL1124 Management, Supervision &amp; Career Development</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU130 Visual Language &amp; Culture ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 6</td>
<td>CUL2304</td>
<td>Art Culinaire</td>
</tr>
<tr>
<td>----------</td>
<td>---------</td>
<td>---------------</td>
</tr>
<tr>
<td></td>
<td>CUL2303</td>
<td>Capstone</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
</tr>
<tr>
<td>Quarter 7</td>
<td>CM3305</td>
<td>Facilities Management &amp; Design</td>
</tr>
<tr>
<td></td>
<td>CM3306</td>
<td>Foodservice Technology &amp; Information</td>
</tr>
<tr>
<td></td>
<td>CM3316</td>
<td>Legal Issues &amp; Ethics for Culinarians</td>
</tr>
<tr>
<td></td>
<td>CM3315</td>
<td>Hospitality Marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
</tr>
<tr>
<td>Quarter 8</td>
<td>CM3322</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td></td>
<td>CM3317</td>
<td>Introduction to Accounting</td>
</tr>
<tr>
<td></td>
<td>CM3324</td>
<td>Catering &amp; Event Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2nd Elective ♦</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Humanities Art Requirement ♦</td>
</tr>
<tr>
<td>Quarter 9</td>
<td>CM3319</td>
<td>Leadership &amp; Organizational Development</td>
</tr>
<tr>
<td></td>
<td>CM4420</td>
<td>Exploring Wines &amp; the Culinary Arts</td>
</tr>
<tr>
<td></td>
<td>CM3320</td>
<td>Foodservice Financial Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
<tr>
<td>Quarter 10</td>
<td>CM4410</td>
<td>Innovation &amp; Entrepreneurship</td>
</tr>
<tr>
<td></td>
<td>CM4404</td>
<td>Quality Service Management &amp; Training</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Humanities Requirement ♦</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Humanities Writing Requirement ♦</td>
</tr>
<tr>
<td>Quarter 11</td>
<td>CM4405</td>
<td>Senior Culinary Practicum</td>
</tr>
<tr>
<td></td>
<td>CM4415</td>
<td>Global Management &amp; Operations in the Hospitality Industry</td>
</tr>
<tr>
<td></td>
<td>CM4400</td>
<td>Management Externship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
</tr>
<tr>
<td>Quarter 12</td>
<td>CM4500</td>
<td>Senior Project – Capstone</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3rd Elective ♦</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS** 180

♦ **GENERAL EDUCATION:** Courses designated with a diamond are General Education courses.

* **ELECTIVES:** Prerequisites must be met.
FASHION DESIGN
BACHELOR OF FINE ARTS

Program Description

Inspiration for today’s dazzling array of fashions comes from everywhere... modern artists, space travel, ancient costumes.

This degree program emphasizes innovation and creativity in fashion. After gaining practical experience, graduates may be able to open their own businesses in clothing design and production, retailing, couture, boutiques, and theater costume studios.

Students are introduced to the basic skills of construction, sewing, flat pattern drafting, and draping. Courses prepare students to take an idea from the planning stage through the construction process to the finished garment. Students move on to the development of collections with opportunities to present their creativity in fashion shows and competitions.

During the program, students critique their ideas and creations as art, as a fashion statement, and as a marketable garment. An objective of the Bachelor of Fine Arts in Fashion Design degree program is to help students obtain a fundamental grounding in fashion design, an introduction to the theory and practice of draping, pattern drafting, construction and sewing, fashion illustration, and creative design. These skills are enhanced through computerized patternmaking and design hardware and software systems. Advanced courses provide students with the opportunity to focus on surface design and select a professional direction in men’s, women’s, children’s, or accessory design. The program introduces professional skills as well as technical knowledge.

Program Objectives

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

• Demonstrate advanced skills in construction, draping, fitting, and patternmaking as well as in specialty textile design, costume design, and product and concept development.
• Use industry software to create, grade, and mark patterns; use business software to develop specification sheets; and develop advanced knowledge of technical sketching and computer design.
• Explain connections between world events and design, color, and forecasting trends in the apparel industry, and apply current events to business trends and to specialty markets such as costume design and active and formal wear.
• Demonstrate a knowledge of apparel production processes from concept development through finished product.
• Apply knowledge of the couture market and the specific client and market drivers.
• Seek entry-level positions in the industry, such as junior designer or pattern grader, or in one of the assistant technical positions in the design or production departments.

Graduation Requirements

To receive a Bachelor of Fine Arts degree in Fashion Design, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

Courses

<table>
<thead>
<tr>
<th>Courses</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td></td>
</tr>
<tr>
<td>RS091 Portfolio Foundations-Pass/Fail</td>
<td>0</td>
</tr>
<tr>
<td>FD1119 Survey of the Fashion Industry</td>
<td>3</td>
</tr>
<tr>
<td>FS101 Fundamentals/Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FS102 Fundamentals of Design</td>
<td>3</td>
</tr>
<tr>
<td>FD1121 Fundamentals of Construction</td>
<td>3</td>
</tr>
<tr>
<td>HU110 College English ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 2</td>
<td></td>
</tr>
<tr>
<td>FS103 Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>FD1131 Fundamentals of Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>FD1129 Textile Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>FD2215 Intermediate Construction</td>
<td>3</td>
</tr>
<tr>
<td>HU111 Effective Speaking ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 3</td>
<td></td>
</tr>
<tr>
<td>FD1139 Early History of Fashion</td>
<td>3</td>
</tr>
<tr>
<td>FD1125 Fashion Illustration</td>
<td>3</td>
</tr>
<tr>
<td>FS122 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>FD2211 Intermediate Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>HU130 Visual Language &amp; Culture ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 4</td>
<td></td>
</tr>
<tr>
<td>FD2201 Advanced Construction</td>
<td>3</td>
</tr>
<tr>
<td>FD2227 Technical Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FD2321 Draping</td>
<td>3</td>
</tr>
<tr>
<td>FD2229 Modern History of Fashion</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 5</td>
<td>1st Elective *</td>
</tr>
<tr>
<td>-----------</td>
<td>----------------</td>
</tr>
<tr>
<td>FD2243</td>
<td>Concept Development</td>
</tr>
<tr>
<td>FD1135</td>
<td>Advanced Fashion Illustration</td>
</tr>
<tr>
<td>FD2241</td>
<td>Computer Patternmaking</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 6</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FD2219</td>
<td>Applied Textiles</td>
<td>3</td>
</tr>
<tr>
<td>FD2239</td>
<td>Specialty Patternmaking</td>
<td>3</td>
</tr>
<tr>
<td>FD2247</td>
<td>Computer Production Systems</td>
<td>3</td>
</tr>
<tr>
<td>FD2249</td>
<td>Advanced Concept Development</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 7</th>
<th>2nd Elective *</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>FD2222</td>
<td>Product Development</td>
<td>3</td>
</tr>
<tr>
<td>FD2245</td>
<td>Fit Analysis</td>
<td>3</td>
</tr>
<tr>
<td>FD3315</td>
<td>Surface Design</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 8</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FS297</td>
<td>Portfolio I</td>
<td>3</td>
</tr>
<tr>
<td>FD3301</td>
<td>Technical Design</td>
<td>3</td>
</tr>
<tr>
<td>FD3303</td>
<td>Advanced Sewing Design</td>
<td>3</td>
</tr>
<tr>
<td>FD3305</td>
<td>Research &amp; Sourcing Fundamentals</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Humanities Art Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 9</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FD4405</td>
<td>Applied Product Development</td>
<td>3</td>
</tr>
<tr>
<td>FD4403</td>
<td>Design Studio Women’s Wear</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Humanities Writing Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 10</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FD4401</td>
<td>Senior Collection Concept</td>
<td>3</td>
</tr>
<tr>
<td>FD3307</td>
<td>Design Studio Menswear</td>
<td>3</td>
</tr>
<tr>
<td>FD3309</td>
<td>Digital Textile Design</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Humanities Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 11</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FD4407</td>
<td>Senior Collection Technical</td>
<td>3</td>
</tr>
<tr>
<td>FS399</td>
<td>Internship I</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Mathematics &amp; Sciences Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 12</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FD4409</td>
<td>Senior Collection Production</td>
<td>3</td>
</tr>
<tr>
<td>FS497</td>
<td>Portfolio II</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>3rd Elective *</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS**: 180

♦ **GENERAL EDUCATION**: Courses designated with a diamond are General Education courses.

* **ELECTIVES**: Prerequisites must be met.
FASHION MARKETING & MANAGEMENT
BACHELOR OF SCIENCE

Program Description
The Fashion Marketing & Management program is rich in theory and practice. The beginning of the program focuses on the foundations of the fashion design industry by concentrating on fashion history and trends. The principles of manufacturing, marketing, advertising, merchandising, and management are introduced. The program concentrates on the application of these principles to the business of fashion. Event planning, product development, target marketing, marketing research and supply-chain distribution are emphasized. The program prepares students to seek entry-level positions such as management trainee, assistant manager, visual merchandiser, manufacturer's representative, and assistant merchandise buyer.

Program Objectives
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.
• Use industry terminology to analyze and meet client needs including trend forecasting, textile evaluation and usage for specific markets.
• Plan and analyze key marketing and management processes including event planning, product development, target market identification, market research strategies, and supply chain distribution.
• Demonstrate 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.
• Seek entry-level positions in the industry positions such as management trainee, assistant manager, visual merchandiser, manufacturer’s representative, and assistant merchandise buyer.

Graduation Requirements
To receive a Bachelor of Science degree in Fashion Marketing & Management, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

Courses

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>RS091</td>
<td>Portfolio Foundations-Pass/Fail</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>FS103</td>
<td>Color Theory</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FD1119</td>
<td>Survey of the Fashion Industry</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FD1139</td>
<td>Early History of Fashion</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FM1123</td>
<td>Fundamentals of Advertising</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU110</td>
<td>College English ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 2</td>
<td>FS122</td>
<td>Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FD1129</td>
<td>Textile Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FD2229</td>
<td>Modern History of Fashion</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FM1101</td>
<td>Introduction to Fashion Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU111</td>
<td>Effective Speaking ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 3</td>
<td>FM2201</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FM2205</td>
<td>Sales Promotion</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FM1135</td>
<td>Fundamentals of Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FM1140</td>
<td>Retailing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU130</td>
<td>Visual Language &amp; Culture ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 4</td>
<td>FM2217</td>
<td>Retail Buying</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FM2220</td>
<td>3-D Visual Merchandising I</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FM2209</td>
<td>Specialty Merchandise</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FM2214</td>
<td>Introduction to Manufacturing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mathematics Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 5</td>
<td>1st Elective *</td>
<td>Inventory &amp; Stock Control</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FM2232</td>
<td>Business Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FM2244</td>
<td>Merchandise Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 6</td>
<td>Course Code</td>
<td>Course Title</td>
<td>Credits</td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
<td>--------------</td>
<td>---------</td>
</tr>
<tr>
<td>FM2235</td>
<td></td>
<td>3-D Visual Merchandising II</td>
<td>3</td>
</tr>
<tr>
<td>FM2287</td>
<td></td>
<td>Fashion Show Production</td>
<td>3</td>
</tr>
<tr>
<td>FM3315</td>
<td></td>
<td>Brand Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FS297</td>
<td></td>
<td>Portfolio I</td>
<td>3</td>
</tr>
<tr>
<td>FM2250</td>
<td></td>
<td>3-D Visual Merchandising II</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 7</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM2287</td>
<td></td>
<td>Fashion Show Production</td>
<td>3</td>
</tr>
<tr>
<td>FM3305</td>
<td></td>
<td>Store Operations</td>
<td>3</td>
</tr>
<tr>
<td>FM3310</td>
<td></td>
<td>In-House Promotions</td>
<td>3</td>
</tr>
<tr>
<td>FM3323</td>
<td></td>
<td>Product Development</td>
<td>3</td>
</tr>
<tr>
<td>FM3325</td>
<td></td>
<td>Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 8</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM3330</td>
<td></td>
<td>Global Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FM3337</td>
<td></td>
<td>Current Designers</td>
<td>2</td>
</tr>
<tr>
<td>FM3320</td>
<td></td>
<td>Retail Store Management</td>
<td>3</td>
</tr>
<tr>
<td>FM3310</td>
<td></td>
<td>In-House Promotions</td>
<td>3</td>
</tr>
<tr>
<td>FM3327</td>
<td></td>
<td>Advertising Sales &amp; Ratings</td>
<td>3</td>
</tr>
<tr>
<td>FM3325</td>
<td></td>
<td>Product Development</td>
<td>3</td>
</tr>
<tr>
<td>FM3323</td>
<td></td>
<td>Product Development</td>
<td>3</td>
</tr>
<tr>
<td>FM3335</td>
<td></td>
<td>3-D Visual Merchandising II</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 9</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM3305</td>
<td></td>
<td>Store Operations</td>
<td>3</td>
</tr>
<tr>
<td>FM3310</td>
<td></td>
<td>In-House Promotions</td>
<td>3</td>
</tr>
<tr>
<td>FM3323</td>
<td></td>
<td>Product Development</td>
<td>3</td>
</tr>
<tr>
<td>FM3327</td>
<td></td>
<td>Advertising Sales &amp; Ratings</td>
<td>3</td>
</tr>
<tr>
<td>FM3330</td>
<td></td>
<td>Global Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FM3337</td>
<td></td>
<td>Current Designers</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Humanities Art Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 10</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM4411</td>
<td></td>
<td>Senior Project I</td>
<td>3</td>
</tr>
<tr>
<td>FM4420</td>
<td></td>
<td>Public Relations &amp; Promotions</td>
<td>3</td>
</tr>
<tr>
<td>FM4410</td>
<td></td>
<td>Executive Leadership</td>
<td>3</td>
</tr>
<tr>
<td>FM4421</td>
<td></td>
<td>Senior Project II</td>
<td>3</td>
</tr>
<tr>
<td>FM4425</td>
<td></td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Humanities Writing Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 11</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM4411</td>
<td></td>
<td>Senior Project I</td>
<td>3</td>
</tr>
<tr>
<td>FM4420</td>
<td></td>
<td>Public Relations &amp; Promotions</td>
<td>3</td>
</tr>
<tr>
<td>FM4430</td>
<td></td>
<td>Business Ownership</td>
<td>3</td>
</tr>
<tr>
<td>FM4423</td>
<td></td>
<td>Senior Project II</td>
<td>3</td>
</tr>
<tr>
<td>FM4425</td>
<td></td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Mathematics &amp; Sciences Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 12</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM4425</td>
<td></td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>FS497</td>
<td></td>
<td>Portfolio II</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>3rd Elective *</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS** 180

♦ **GENERAL EDUCATION:** Courses designated with a diamond are General Education courses.

* **ELECTIVES:** 1st elective may be chosen from lower division (1000- or 2000-level courses) or from upper division courses (3000- or 4000-level courses). 2nd and 3rd electives must be selected from upper division courses (3000- or 4000-level courses). Electives may not be chosen from General Education courses. Prerequisites must be met.
GAME ART & DESIGN
BACHELOR OF SCIENCE

Program Description
The bachelor’s degree program in Game Art & Design offers a broad range of work-ready design and technology competencies focused on career paths in the specialty of game art and design. Students begin with a substantial foundation in drawing, color, design, and computer applications. From this foundation, they have the opportunity to develop advanced skills in various aspects of computer graphics and animation. Students use tools of the computer animation profession, ranging from modeling to animation to game engines. In addition to software applications, students use scanners, printers, and classroom presentation equipment. These tools enhance the students’ flexibility and creativity, and enable them to produce an individualized portfolio that demonstrates their practical and technical abilities to potential employers.

To be accepted into the Game Art & Design program, a minimum cumulative GPA of 2.5 and a portfolio are required. See Policies and Procedures section for more details and portfolio guidelines.

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

• Apply traditional and digital art skills showing a solid foundation of the principles of game art & design according to professional industry standards.
• 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.
• Employ the principles of gaming, balance and usability to plan and create game rules, mechanics, environments, aesthetics and experiences.
• Apply the skills necessary to create game art assets for use in industry standard engines through all stages of the production pipeline.
• 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.
• 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.
• Seek entry-level employment as game asset designers, 2-D and 3-D artists, lighting specialists, background artists, illustrators, level designers, digital model makers, and texture mappers.

Graduation Requirements
To receive a Bachelor of Science degree in Game Art & Design, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

Courses

<table>
<thead>
<tr>
<th>Courses</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td></td>
</tr>
<tr>
<td>RS091                    Portfolio Foundations-Pass/Fail</td>
<td>0</td>
</tr>
<tr>
<td>FS101                    Fundamentals/Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FS102                    Fundamentals of Design</td>
<td>3</td>
</tr>
<tr>
<td>FS103                    Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>FS122                    Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>HU110                    College English ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 2</td>
<td></td>
</tr>
<tr>
<td>FS111                    Drawing, Proportion, &amp; Perspective</td>
<td>3</td>
</tr>
<tr>
<td>GA1121                   Survey of the Game Industry</td>
<td>2</td>
</tr>
<tr>
<td>MA1112                   Drawing &amp; Anatomy</td>
<td>3</td>
</tr>
<tr>
<td>FS131                    Typography I – Traditional</td>
<td>3</td>
</tr>
<tr>
<td>HU111                    Effective Speaking ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 3</td>
<td></td>
</tr>
<tr>
<td>MA1122                   Character &amp; Object Design</td>
<td>3</td>
</tr>
<tr>
<td>GA2201                   Game Design &amp; Game Play</td>
<td>3</td>
</tr>
<tr>
<td>MA1133                   2-D Animation Principles</td>
<td>3</td>
</tr>
<tr>
<td>MA1134                   Principles of 3-D Modeling</td>
<td>3</td>
</tr>
<tr>
<td>HU130                    Visual Language &amp; Culture ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 4</td>
<td></td>
</tr>
<tr>
<td>MA1131                   Conceptual Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>MA1132                   Life Drawing &amp; Gesture</td>
<td>3</td>
</tr>
<tr>
<td>MA2204                   3-D Animation</td>
<td>3</td>
</tr>
<tr>
<td>GA2212                   Game Modeling &amp; Animation</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 5</td>
<td>Course Code</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>GA3312</td>
<td>Level Design</td>
</tr>
<tr>
<td>MA2202</td>
<td>Storyboarding for Animation</td>
</tr>
<tr>
<td>GA3324</td>
<td>Character Modeling</td>
</tr>
<tr>
<td>GA2211</td>
<td>Hard Surface &amp; Organic Modeling</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
<tr>
<td>Quarter 6</td>
<td>GA3322</td>
</tr>
<tr>
<td>MA2201</td>
<td>Background Design &amp; Layout</td>
</tr>
<tr>
<td>GA3314</td>
<td>3-D Character Rigging</td>
</tr>
<tr>
<td>GA3311</td>
<td>Material &amp; Lighting</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
</tr>
<tr>
<td>Quarter 7</td>
<td>GA3313</td>
</tr>
<tr>
<td>GA3323</td>
<td>3-D Scripting</td>
</tr>
<tr>
<td>MA3312</td>
<td>Advanced Lighting &amp; Texture</td>
</tr>
<tr>
<td></td>
<td>Humanities Writing Requirement ♦</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
</tr>
<tr>
<td>Quarter 8</td>
<td>MA2212</td>
</tr>
<tr>
<td>GA4435</td>
<td>Advanced Game Modeling &amp; Texturing</td>
</tr>
<tr>
<td></td>
<td>1st Elective *</td>
</tr>
<tr>
<td>GA2502</td>
<td>Game Assets Development</td>
</tr>
<tr>
<td></td>
<td>Humanities Art Requirement ♦</td>
</tr>
<tr>
<td>Quarter 9</td>
<td>GA3333</td>
</tr>
<tr>
<td>GA4402</td>
<td>Senior Project Planning</td>
</tr>
<tr>
<td>GA3331</td>
<td>Game Prototyping</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
<tr>
<td>Quarter 10</td>
<td>MA3324</td>
</tr>
<tr>
<td>GA4412</td>
<td>Senior Project I</td>
</tr>
<tr>
<td>GA4401</td>
<td>Advanced Game Prototyping</td>
</tr>
<tr>
<td></td>
<td>Humanities Requirement ♦</td>
</tr>
<tr>
<td>Quarter 11</td>
<td>GA3512</td>
</tr>
<tr>
<td>GA4422</td>
<td>Senior Project II</td>
</tr>
<tr>
<td></td>
<td>Mathematics &amp; Sciences Requirement ♦</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
</tr>
<tr>
<td>Quarter 12</td>
<td>FS497</td>
</tr>
<tr>
<td>GA4403</td>
<td>Intermediate Scripting Languages</td>
</tr>
<tr>
<td></td>
<td>2nd Elective *</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL QUARTER CREDITS</strong></td>
</tr>
</tbody>
</table>

♦ **GENERAL EDUCATION:** Courses designated with a diamond are General Education courses.

* **ELECTIVES:** Prerequisites must be met.
GRAPHIC DESIGN
ASSOCIATE OF SCIENCE

Program Description
Some of today’s most dynamic industries are based on graphic design. The fields of publishing, television, and corporate design offer great opportunities for trained visual communicators.

Design studios require the talents of many professionals. Art directors work with writers to develop original concepts, supervising a creative process that relies on the expertise of layout artists, productions artists, illustrators, photographers, and printers. In the field of publishing, art directors and designers work with editors and journalists to design and produce magazines, books, and newspapers.

Graphic designers create a vast range of visual communications including corporate identity programs, consumer package designs, annual reports, exhibit materials, direct mail, brochures, and multimedia presentations. The television industry now employs hundreds of trained visual artists who use conventional and computer technology to create television commercials, sophisticated titling, and graphics.

The Art Institutes are the first step toward a career in commercial graphics. Initially, students are introduced to the basic skills in design, and are trained in creative problem solving and the ability to offer client solutions. Students study the skills and techniques of computer graphics, electronic imaging, and production while focusing on color and composition, visual expression, print production, and basic art direction skills. Tools include scanners, digital cameras, and computer-based hardware and software.

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

• Use industry-related 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.
• Incorporate aesthetics and formal concepts of layout and design including spatial relationships, communication, legibility and effectiveness, interrelationships among imagery and text, balance, typography, and color theory.
• Articulate the vision behind their creative work and explain and promote their solutions.
• Demonstrate professional presentation skills, articulation of knowledge of graphic design and visual problem solving.
• Seek entry-level positions as production artist, graphic designer, assistant art director, production coordinator, and computer artist at design studios, publishing houses, corporate communications departments, and television studios.

Graduation Requirements
To receive an Associate of Science degree in Graphic Design, students must: receive a passing grade or credit for all required coursework; earn a minimum of 90 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

Courses

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Courses</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>RS091 Portfolio Foundations-Pass/Fail</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>FS101 Fundamentals/Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FS102 Fundamentals of Design</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FS103 Color Theory</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD1124 Form &amp; Space</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU110 College English ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 2</td>
<td>FS111 Drawing, Proportion, &amp; Perspective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FS122 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD1123 Electronic Layout</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FS131 Typography I – Traditional</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU111 Effective Speaking ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 3</td>
<td>GD1125 Introduction to Photography</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD1132 Grid Systems</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD2243 Typography II – Hierarchy</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD1134 Digital Illustration</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU130 Visual Language and Culture ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 4</td>
<td>GD2264 Digital Message Making</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD2241 Concept Design</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD1133 Digital Grid Systems</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD2244 Advanced Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Mathematics Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 5</td>
<td>Course Code</td>
<td>Course Title</td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>GD2265</td>
<td>Project Concept</td>
</tr>
<tr>
<td></td>
<td>GD2253</td>
<td>Typography III – Expressive &amp; Experimental</td>
</tr>
<tr>
<td></td>
<td>GD2254</td>
<td>Pre-Print Production</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 6</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FS297</td>
<td>Portfolio I</td>
<td></td>
</tr>
<tr>
<td></td>
<td>GD2263</td>
<td>Typography IV – Publication</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Elective *</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS** 90

♦ GENERAL EDUCATION: Courses designated with a diamond are General Education courses.

* ELECTIVES: Prerequisites must be met.
GRAPHIC DESIGN
BACHELOR OF SCIENCE

Program Description
Corporate identity programs, collateral materials, product packaging, video graphics, signs, and exhibits — all of these are created by graphic designers to communicate effectively with consumers. Graphic designers are visual communicators who combine color, composition, typography, and illustration in creative, innovative ways to inform, motivate, sell, educate, or entertain.

Graphic design students begin with foundation courses in color, design, drawing, and computer skills. The beginning of the program focuses on color and composition, visual expression, print production, and basic art direction skills. The Bachelor of Science program builds on these skills with additional training in conceptual thinking, creativity, problem solving, market research, digital production, project management, art direction, business practices, and supervisory skills. Students use both MAC and PC computer platforms, with industry related software, for print and digital, design and production.

Guest designers, artists, and industry leaders host classroom workshops and provide lectures and critiques to provide a view of industry trends and philosophies.

Program Objectives
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 prepress, output, and quality reproduction as well as Web design.
• Analyze and incorporate aesthetics and formal concepts of layout and design including spatial relationships, communication legibility and effectiveness, interrelationships among imagery and text, balance, typography, and color theory.
• Develop design concepts and relate these to historical and contemporary trends and social context by producing successful visual solutions to assigned problems.
• Model the interdependence of content and visual expression and evaluate and critique their ideas.
• Articulate the vision behind their creative work and explain and promote their solutions.
• Demonstrate professional presentation, knowledge of graphic design and visual problem solving, and mastery of industry standards, professional practices and ethics.
• Seek entry-level positions such as production artist, graphic designer, assistant designer, assistant art director, production coordinator, and computer artist at advertising agencies, design studios, publishing houses, corporate communications departments, and television studios.

Graduation Requirements
To receive a Bachelor of Science degree in Graphic Design, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

Courses

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>RS091</td>
<td>Portfolio Foundations-Pass/Fail</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>FS101</td>
<td>Fundamentals/Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FS102</td>
<td>Fundamentals of Design</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FS103</td>
<td>Color Theory</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD1124</td>
<td>Form &amp; Space</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU110</td>
<td>College English ♦</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>FS111</td>
<td>Drawing, Proportion, &amp; Perspective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FS122</td>
<td>Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD1123</td>
<td>Electronic Layout</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FS131</td>
<td>Typography I – Traditional</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU111</td>
<td>Effective Speaking ♦</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>GD1125</td>
<td>Introduction to Photography</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD1132</td>
<td>Grid Systems</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD2243</td>
<td>Typography II – Hierarchy</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD1134</td>
<td>Digital Illustration</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HU130</td>
<td>Visual Language &amp; Culture ♦</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>GD2242</td>
<td>Illustrative Concept Design</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD2262</td>
<td>Message Making</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD1133</td>
<td>Digital Grid Systems</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GD2244</td>
<td>Advanced Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Mathematics Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Quarter 5</td>
<td>Course Code</td>
<td>Course Title</td>
<td>Credits</td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
<td>-------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>GD2264</td>
<td>Digital Message Making</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD2252</td>
<td>Corporate Communications</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD2253</td>
<td>Typography III – Expressive &amp; Experimental</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD2254</td>
<td>Pre Print Production</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 6</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GD2241</td>
<td>Concept Design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD2251</td>
<td>Branding</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD2265</td>
<td>Project Concept</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>FS297</td>
<td>Portfolio I</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 7</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA2241</td>
<td>Motion Graphics</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD2263</td>
<td>Typography IV – Publication</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1st Elective *</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD3391</td>
<td>Graphic Design History</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 8</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GD3383</td>
<td>Photography II</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD3381</td>
<td>Introduction to Packaging</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD4401</td>
<td>Design Team I</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD3394</td>
<td>Advanced Design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Humanities Art Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 9</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GD3394</td>
<td>Package Design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD4411</td>
<td>Design Team II</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2nd Elective *</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 10</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GD4402</td>
<td>Design Research – Marketing Design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD4403</td>
<td>Environmental Design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Humanities Writing Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Humanities Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 11</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GD3371</td>
<td>Project Study</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3rd Elective *</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GD4412</td>
<td>Senior Project Design Studio</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 12</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FS497</td>
<td>Portfolio II</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>GD4413</td>
<td>Senior Project Lab</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mathematics &amp; Sciences Requirement ♦</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS** 180

♦ GENERAL EDUCATION: Courses designated with a diamond are General Education courses.

* ELECTIVES: Prerequisites must be met.
HOSPITALITY FOOD & BEVERAGE MANAGEMENT
BACHELOR OF SCIENCE

Program Description
The program offers a comprehensive curriculum that covers all the important aspects of beverage management, marketing and sales, and culinary arts. Courses cover beverage laws and regulations, beverage management, professional selling of alcoholic beverages, marketing and wine appreciation. Coursework covers catering management, ethnic, and regional cuisine, wine and spirits; fine dining; and cost controls in food and beverage operations. The degree also includes a requirement to complete a beverage-management/marketing internship, which students can complete at a retail store, restaurant, hotel, distributor, vineyard, winery, or other sector of the beverage industry. Graduates of our program can pursue career opportunities to include entry level food and beverage positions in restaurants, hotels, resorts, casinos, cruise ships, bars, pubs, supermarkets, wineries and other business providing food and beverage services. Job titles could include, Food and Beverage Analyst, Steward Supervisor, Purchasing Buyer, Restaurant Beverage Manager, Banquet Beverage Manager, Beverage Account Manager

Program Objectives
Upon successful completion of the program, graduates should be able to:
• Obtain an entry-level skill position in the food service industry
• Demonstrate customer service skills and professional and ethical conduct meeting industry standards
• Demonstrate customer service principles to marketing, merchandising, sales and beverage management
• Analyze the food and beverage cost-control cycle and accounting practices, and implement controls to manage, maintain and ensure profitability.
• Utilize the principles of purchasing and inventory control
• Create a business plan for a food service outlet or hospitality company
• Apply standard Human Resource principles in regards to recruiting, retaining, and developing staff.

Graduation Requirements
To receive a Bachelor of Science degree in Hospitality Food & Beverage Management, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

<table>
<thead>
<tr>
<th>Courses</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td></td>
</tr>
<tr>
<td>RS091</td>
<td>Portfolio Foundations-Pass/Fail</td>
</tr>
<tr>
<td>CUL1105</td>
<td>Concepts &amp; Theories of Culinary Techniques</td>
</tr>
<tr>
<td>CUL1108</td>
<td>Fundamentals of Classical Techniques</td>
</tr>
<tr>
<td>MS135</td>
<td>Nutrition Science ♦</td>
</tr>
<tr>
<td>HU110</td>
<td>College English ♦</td>
</tr>
<tr>
<td>Quarter 2</td>
<td></td>
</tr>
<tr>
<td>CUL1116</td>
<td>American Regional Cuisine</td>
</tr>
<tr>
<td>CUL2225</td>
<td>Latin Cuisine</td>
</tr>
<tr>
<td>CUL1145</td>
<td>Management by Menu</td>
</tr>
<tr>
<td></td>
<td>Mathematics Requirement ♦</td>
</tr>
<tr>
<td>Quarter 3</td>
<td></td>
</tr>
<tr>
<td>CUL1126</td>
<td>Introduction to Pastry Techniques &amp; Artistry</td>
</tr>
<tr>
<td>CUL2214</td>
<td>Asian Cuisine</td>
</tr>
<tr>
<td>CUL2227</td>
<td>Food &amp; Beverage Operations Management</td>
</tr>
<tr>
<td>HU111</td>
<td>Effective Speaking ♦</td>
</tr>
<tr>
<td>Quarter 4</td>
<td></td>
</tr>
<tr>
<td>CUL1146</td>
<td>Garde Manger</td>
</tr>
<tr>
<td>FB1102</td>
<td>Introduction to Hospitality</td>
</tr>
<tr>
<td>FB2200</td>
<td>Beverage Purchasing, Inventory, Control &amp; Menu Authoring</td>
</tr>
<tr>
<td>HU130</td>
<td>Visual Language &amp; Culture ♦</td>
</tr>
<tr>
<td>Quarter 5</td>
<td></td>
</tr>
<tr>
<td>FB2212</td>
<td>Merchandising in Foodservice</td>
</tr>
<tr>
<td></td>
<td>Elective 1*</td>
</tr>
<tr>
<td>CUL1124</td>
<td>Management, Supervision &amp; Career Development</td>
</tr>
<tr>
<td>CUL1200</td>
<td>Sustainable Purchasing &amp; Controlling Costs</td>
</tr>
<tr>
<td>Quarter 6</td>
<td></td>
</tr>
<tr>
<td>CUL2301</td>
<td>À La Carte</td>
</tr>
<tr>
<td>CM3315</td>
<td>Hospitality Marketing</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
</tr>
<tr>
<td>Quarter 7</td>
<td></td>
</tr>
<tr>
<td>CM3322</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>Quarter</td>
<td>Course</td>
</tr>
<tr>
<td>-----------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>8</td>
<td>CM3316 Legal Issues &amp; Ethics for Culinarians</td>
</tr>
<tr>
<td>8</td>
<td>CM3319 Leadership &amp; Organizational Development</td>
</tr>
<tr>
<td>8</td>
<td>CM4420 Exploring Wines &amp; the Culinary Arts</td>
</tr>
<tr>
<td>8</td>
<td>FB3300 Fundamentals of Professional Service</td>
</tr>
<tr>
<td>8</td>
<td>General Education Requirement</td>
</tr>
<tr>
<td>9</td>
<td>CM4404 Quality Service Management &amp; Training</td>
</tr>
<tr>
<td>9</td>
<td>CM3324 Catering &amp; Event Management</td>
</tr>
<tr>
<td>9</td>
<td>FB4407 Club Operations Management</td>
</tr>
<tr>
<td>9</td>
<td>FB4409 New World &amp; Emerging Wines</td>
</tr>
<tr>
<td>9</td>
<td>Humanities Writing Requirement</td>
</tr>
<tr>
<td>10</td>
<td>FB3318 Sales &amp; Public Relations</td>
</tr>
<tr>
<td>10</td>
<td>CM3320 Foodservice Financial Management</td>
</tr>
<tr>
<td>10</td>
<td>CM4410 Innovation &amp; Entrepreneurship</td>
</tr>
<tr>
<td>10</td>
<td>Humanities Requirement</td>
</tr>
<tr>
<td>11</td>
<td>FB3315 Hospitality Law</td>
</tr>
<tr>
<td>11</td>
<td>CM4405 Senior Culinary Practicum</td>
</tr>
<tr>
<td>11</td>
<td>CM4400 Management Externship</td>
</tr>
<tr>
<td>11</td>
<td>Social &amp; Behavioral Sciences Requirement</td>
</tr>
<tr>
<td>12</td>
<td>CM4412 Senior Project – Capstone</td>
</tr>
<tr>
<td>12</td>
<td>General Education Requirement</td>
</tr>
<tr>
<td>12</td>
<td>General Education Requirement</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement</td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS 180**

♦ GENERAL EDUCATION: Courses designated with a diamond are General Education courses.

* ELECTIVES: Prerequisites must be met.
INTERIOR DESIGN  
BACHELOR OF SCIENCE  

Program Description  
Today’s professional interior designers enhance the function and quality of interior environments. Their mission, significant in today’s society, is to design spaces that improve the quality of life, protect the health, safety, and welfare of the public, and support increased productivity. The Interior Design Bachelor of Science program offers a well-rounded curriculum strengthened with numerous computer-based courses, preparing graduates to competently meet the current demands of the profession.

Other important topics explored include the areas of universal design, human factors, environmental and sustainable design, business aspects of the profession, and other issues related to the interior design field.

The Interior Design program begins with a foundation in art and design to increase artistic sensitivity. The program emphasizes the areas of drafting, space planning, history of interior design, materials, lighting, and residential and contract/commercial design. Courses cover two-dimensional and three-dimensional computer-aided design, computer rendering, three-dimensional modeling, and architectural detailing/working drawing methods of presenting design ideas and communicating with related professional services. The analysis of client needs and desires to create design solutions that are aesthetically pleasing, functional, and in accordance with building codes and standards, is the essence of the Interior Design program.

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

• Apply knowledge of interior design, skills, theories of design, design processes and human behavior to develop creative and meaningful design solutions.
• Identify and solve complex design problems and formulate design solutions that are functional, aesthetic, sustainable and in accordance with applicable codes and industry standards.
• Demonstrate competence in written, oral and fundamental graphic communication as applied to the field of interior design using a variety of presentation methods and media through individual and collaborative means.
• Design individually and collaboratively within the context of buildings systems using appropriate materials and products, and understand how buildings and interior systems, structural conditions, materials, interior detailing as well as environmental factors interact.
• Individually or collaboratively use foundational knowledge of professional, legal, and ethical practices and principles to create design solutions that meet client expectations and that protect the health, welfare and safety of the public.
• Seek entry-level positions in all areas of interior design, including commercial and residential design, facilities design, computer-aided design/drafting, showroom management, exhibit design, specialty design in kitchen and bath, lighting, and product design.

Graduation Requirements  
To receive a Bachelor of Science degree in Interior Design, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

<table>
<thead>
<tr>
<th>Courses</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td></td>
</tr>
<tr>
<td>RS091 Portfolio Foundations-Pass/Fail</td>
<td>0</td>
</tr>
<tr>
<td>FS101 Fundamentals/Observational Drawing</td>
<td>3</td>
</tr>
<tr>
<td>FS102 Fundamentals of Design</td>
<td>3</td>
</tr>
<tr>
<td>FS103 Color Theory</td>
<td>3</td>
</tr>
<tr>
<td>ID1117 Basic Drafting</td>
<td>3</td>
</tr>
<tr>
<td>HU110 College English ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 2</td>
<td></td>
</tr>
<tr>
<td>FS111 Drawing, Proportion, &amp; Perspective</td>
<td>3</td>
</tr>
<tr>
<td>ID1124 Introduction to Interior Design</td>
<td>3</td>
</tr>
<tr>
<td>ID1127 Architectural Drafting</td>
<td>3</td>
</tr>
<tr>
<td>ID1129 Introduction to AutoCAD</td>
<td>3</td>
</tr>
<tr>
<td>HU111 Effective Speaking ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 3</td>
<td></td>
</tr>
<tr>
<td>ID2215 Perspective &amp; Rendering</td>
<td>3</td>
</tr>
<tr>
<td>ID1134 Programming &amp; Space Planning I</td>
<td>3</td>
</tr>
<tr>
<td>ID1135 Design Basics 3-D</td>
<td>3</td>
</tr>
<tr>
<td>ID1139 Intermediate AutoCAD</td>
<td>3</td>
</tr>
<tr>
<td>HU130 Visual Language &amp; Culture ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 4</td>
<td></td>
</tr>
<tr>
<td>ID2227 Interior Design Sketch Techniques</td>
<td>3</td>
</tr>
<tr>
<td>ID2214 Programming &amp; Space Planning II</td>
<td>3</td>
</tr>
<tr>
<td>FS122 Image Manipulation</td>
<td>3</td>
</tr>
<tr>
<td>ID2219 Architectural Detailing – AutoCAD</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td>Quarter 5</td>
<td>ID3317</td>
</tr>
<tr>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td></td>
<td>ID2223</td>
</tr>
<tr>
<td></td>
<td>ID2225</td>
</tr>
<tr>
<td></td>
<td>ID1137</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Quarter 6 | ID3320 | Interior Design Computer 3-D Modeling | 3 |
|          | ID3313 | Residential Design – Contemporary | 3 |
|          | ID2235 | Lighting Design | 3 |
|          | ID2217 | Architecture, Interiors & Furniture – 1830 to Present | 3 |
|          |        | Social & Behavioral Sciences Requirement ♦ | 4 |

| Quarter 7 | ID3330 | Interior Design Digital Camera & Lighting Techniques | 3 |
|          | ID2233 | Corporate Design | 3 |
|          | ID3326 | Building Construction & Systems | 3 |
|          | ID3328 | Building Codes & Regulations | 3 |
|          |        | Social & Behavioral Sciences Requirement ♦ | 4 |

| Quarter 8 | ID3323 | Advanced Corporate Design | 3 |
|          | ID3316 | Construction Documents & Details I | 3 |
|          | ID2229 | Human Factors | 3 |
|          |        | Humanities Art Requirement ♦ | 4 |

| Quarter 9 | ID3333 | Institutional Design | 3 |
|          | ID3335 | Commercial/Hospitality Design | 3 |
|          |        | Humanities Writing Requirement ♦ | 4 |
|          |        | General Education Requirement ♦ | 4 |

| Quarter 10 | ID4413 | Senior Design – Studio | 3 |
|           | ID4415 | Thesis – Programming | 2 |
|           | ID4419 | Business Management for Interior Designers | 3 |
|           |        | Humanities Requirement ♦ | 4 |

| Quarter 11 | ID4423 | Portfolio Preparation | 3 |
|            | ID4425 | Thesis – Design | 3 |
|            |        | Mathematics & Sciences Requirement ♦ | 4 |
|            |        | Social & Behavioral Sciences Requirement ♦ | 4 |

| Quarter 12 | FS497 | Portfolio II | 2 |
|            | ID3340 | Construction Documents & Details II | 3 |
|            | ID4435 | Thesis – Presentation | 3 |
|            |        | General Education Requirement ♦ | 4 |

**TOTAL CREDIT HOURS** | **180**

♦ **GENERAL EDUCATION:** Courses designated with a diamond are General Education courses.

* **ELECTIVES:** Prerequisites must be met.
**MEDIA ARTS & ANIMATION**  
**BACHELOR OF SCIENCE**

**Program Description**  
The Media Arts & Animation program prepares students for entry-level positions in television, both network and cable, major corporations, commercial postproduction facilities, and film production companies. Exciting opportunities such as animation artist, special effects artist, broadcast graphics designer, and video postproduction artist are at the forefront of an industry that repackages information in creative new ways. The computer animator is a highly skilled and specialized visual communicator who combines artistic talent with technological expertise to create impressions in a moving image format.

In this program students begin with a substantial foundation in drawing, color, design, and computer applications. Students have the opportunity to develop advanced skills in various aspects of computer graphics and animation. Students use the tools of the computer animation profession, ranging from computer operating systems to three-dimensional modeling. These tools enhance a student’s flexibility and creativity to produce an individualized digital portfolio that demonstrates their practical and technical abilities to potential employers.

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

- Apply concepts from traditional art courses including drawing, color, form, design, composition and digital art skills according to industry standards.
- Use standard industry animation and digital design software.
- Employ the principles of animation, acting and movement and cinematic storytelling as it relates to 2-D and 3-D animation.
- Demonstrate an understanding of professionalism, presentation skills and core curriculum competencies through effective self-marketing.
- Seek entry-level positions such as animation or digital artist, special effects artist, storyboard artist, background artist, broadcast graphics designer, or lighting designer at a commercial postproduction facility or game design company.

**Graduation Requirements**  
To receive a Bachelor of Science degree in Media Arts & Animation, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

<table>
<thead>
<tr>
<th>Courses</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quarter 1</strong></td>
<td></td>
</tr>
<tr>
<td>RS091</td>
<td>Portfolio Foundations-Pass/Fail</td>
</tr>
<tr>
<td>FS101</td>
<td>Fundamentals/Observational Drawing</td>
</tr>
<tr>
<td>FS102</td>
<td>Fundamentals of Design</td>
</tr>
<tr>
<td>FS103</td>
<td>Color Theory</td>
</tr>
<tr>
<td>MA1121</td>
<td>Language of Animation &amp; Film</td>
</tr>
<tr>
<td>HU110</td>
<td>College English ♦</td>
</tr>
<tr>
<td><strong>Quarter 2</strong></td>
<td></td>
</tr>
<tr>
<td>FS111</td>
<td>Drawing, Proportion, &amp; Perspective</td>
</tr>
<tr>
<td>MA1112</td>
<td>Drawing &amp; Anatomy</td>
</tr>
<tr>
<td>FS122</td>
<td>Image Manipulation</td>
</tr>
<tr>
<td>FS131</td>
<td>Typography I – Traditional</td>
</tr>
<tr>
<td>HU111</td>
<td>Effective Speaking ♦</td>
</tr>
<tr>
<td><strong>Quarter 3</strong></td>
<td></td>
</tr>
<tr>
<td>MA1123</td>
<td>Acting &amp; Movement</td>
</tr>
<tr>
<td>MA1133</td>
<td>2-D Animation Principles</td>
</tr>
<tr>
<td>MA1131</td>
<td>Conceptual Storytelling</td>
</tr>
<tr>
<td>MA1132</td>
<td>Life Drawing &amp; Gesture</td>
</tr>
<tr>
<td>HU130</td>
<td>Visual Language &amp; Culture ♦</td>
</tr>
<tr>
<td><strong>Quarter 4</strong></td>
<td></td>
</tr>
<tr>
<td>MA2241</td>
<td>Motion Graphics</td>
</tr>
<tr>
<td>MA1134</td>
<td>Principles of 3-D Modeling</td>
</tr>
<tr>
<td>MA1122</td>
<td>Character &amp; Object Design</td>
</tr>
<tr>
<td>MA2202</td>
<td>Storyboarding for Animation</td>
</tr>
<tr>
<td></td>
<td>Mathematics Requirement ♦</td>
</tr>
<tr>
<td><strong>Quarter 5</strong></td>
<td></td>
</tr>
<tr>
<td>GA2211</td>
<td>Hard Surface &amp; Organic Modeling</td>
</tr>
<tr>
<td>MA2203</td>
<td>2-D Animation</td>
</tr>
<tr>
<td>MA2201</td>
<td>Background Design &amp; Layout</td>
</tr>
<tr>
<td>MA2205</td>
<td>Beginning 3-D Animation</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
<tr>
<td>Quarter 6</td>
<td>Course</td>
</tr>
<tr>
<td>---------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>MA2213</td>
<td>Digital Ink &amp; Paint</td>
</tr>
<tr>
<td>MA3306</td>
<td>Web Animation</td>
</tr>
<tr>
<td>MA2212</td>
<td>3-D Camera Techniques</td>
</tr>
<tr>
<td>GA3311</td>
<td>Material &amp; Lighting</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 7</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GA3324</td>
<td>Character Modeling</td>
<td>3</td>
</tr>
<tr>
<td>MA3304</td>
<td>Advanced Drawing for Animation</td>
<td>3</td>
</tr>
<tr>
<td>MA3314</td>
<td>Animation Studio</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>1st Elective *</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 8</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GA3314</td>
<td>2nd Elective *</td>
<td>3</td>
</tr>
<tr>
<td>MA3324</td>
<td>Character Rigging</td>
<td>3</td>
</tr>
<tr>
<td>MA3316</td>
<td>Compositing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Humanities Art Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 9</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA3321</td>
<td>3rd Elective *</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Portfolio Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Humanities Writing Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 10</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA3323</td>
<td>Pre-Production Team</td>
<td>3</td>
</tr>
<tr>
<td>MA4414</td>
<td>Studio Production</td>
<td>3</td>
</tr>
<tr>
<td>MA3322</td>
<td>3-D Visual Effects</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Humanities Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 11</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA4403</td>
<td>Production Team</td>
<td>3</td>
</tr>
<tr>
<td>MA4411</td>
<td>Animation Portfolio Production</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Mathematics &amp; Sciences Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 12</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FS497</td>
<td>Portfolio II</td>
<td>2</td>
</tr>
<tr>
<td>MA4402</td>
<td>Editing Techniques</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4th Elective *</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS**: 180

♦ **GENERAL EDUCATION**: Courses designated with a diamond are General Education courses.

* **ELECTIVES**: Prerequisites must be met.
VISUAL & GAME PROGRAMMING  
BACHELOR OF SCIENCE  

Program Description  
To develop and design an animated three-dimensional game, it takes the work of both an artist and a technical programmer. The artist creates characters, backgrounds, and other graphics to make the game visually appealing and exciting while the technical programmer creates programs/scripts to enable the various movements and interactions of characters and objects. For both sides to work effectively as a team, it is critical to have a third party whom the industry professionals call “technical artist.” The technical artist must have the artistic talent and abilities, and more importantly, be well versed in the technical aspects of a game. The technical artist is capable of comprehending the intent of the artistic creator and the technical needs and challenges in achieving the intended results of the game designers. With that unique understanding, the technical artist can customize the programming tools in a computer software application to best meet the needs of an individual game.

Graduates of Visual & Game Programming are the technical artists of the game industry. Intensely hands-on, this program combines traditional animation skills with the technical skills necessary to create programs/scripts for three-dimensional graphics animation.

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

- Demonstrate proficiency in the areas of design, color, and drawing through their portfolio reviews and at graduation.
- Apply technical skills to set up efficient models, rigging, texturing, shading, and lighting and demonstrate a solid, consistent naming convention system in keeping with a production pipeline.
- Use programming skills in object-oriented, 3-D scripting, shell scripting and game scripting languages.
- Demonstrate clear verbal communication and critical thinking skills and work as a team member in the field.

Graduation Requirements  
To receive a Bachelor of Science degree in Visual & Game Programming, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

Courses  
Quarter 1  
<table>
<thead>
<tr>
<th>Course</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RS091</td>
<td>Portfolio Foundations-Pass/Fail</td>
</tr>
<tr>
<td>FS101</td>
<td>Fundamentals/Observational Drawing</td>
</tr>
<tr>
<td>FS102</td>
<td>Fundamentals of Design</td>
</tr>
<tr>
<td>FS103</td>
<td>Color Theory</td>
</tr>
<tr>
<td>FS122</td>
<td>Image Manipulation</td>
</tr>
<tr>
<td>HU110</td>
<td>College English ♦</td>
</tr>
</tbody>
</table>

Quarter 2  
<table>
<thead>
<tr>
<th>Course</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>VG1106</td>
<td>Operating Systems &amp; Shell Scripting</td>
</tr>
<tr>
<td>MA1112</td>
<td>Drawing &amp; Anatomy</td>
</tr>
<tr>
<td>VG1102</td>
<td>History of Animation &amp; Games</td>
</tr>
<tr>
<td>MA1134</td>
<td>Principles of 3-D Modeling</td>
</tr>
<tr>
<td>HU111</td>
<td>Effective Speaking ♦</td>
</tr>
</tbody>
</table>

Quarter 3  
<table>
<thead>
<tr>
<th>Course</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>VG1112</td>
<td>Principles of Programming</td>
</tr>
<tr>
<td>MA2204</td>
<td>3-D Animation</td>
</tr>
<tr>
<td>GA2212</td>
<td>Game Modeling &amp; Animation</td>
</tr>
<tr>
<td>GA2211</td>
<td>Hard Surface &amp; Organic Modeling</td>
</tr>
<tr>
<td>HU130</td>
<td>Visual Language &amp; Culture ♦</td>
</tr>
</tbody>
</table>

Quarter 4  
<table>
<thead>
<tr>
<th>Course</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>VG1126</td>
<td>Object-Oriented Programming</td>
</tr>
<tr>
<td>MA1131</td>
<td>Conceptual Storytelling</td>
</tr>
<tr>
<td>GA3311</td>
<td>Material &amp; Lighting</td>
</tr>
<tr>
<td>MA2212</td>
<td>3-D Camera Techniques</td>
</tr>
<tr>
<td></td>
<td>Mathematics Requirement ♦</td>
</tr>
</tbody>
</table>

Quarter 5  
<table>
<thead>
<tr>
<th>Course</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>VG2221</td>
<td>Design Patterns &amp; Data Structures</td>
</tr>
<tr>
<td>VG1128</td>
<td>Continuous Mathematics for Application</td>
</tr>
<tr>
<td>VG3323</td>
<td>3-D Scripting</td>
</tr>
<tr>
<td>GA3314</td>
<td>3-D Character Rigging</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
</tbody>
</table>
Quarter 6
VG2230  Physics of Motion, Light & Sound  3
VG1140  Geometry for Computer Graphics  3
VG2214  Technical Animation  3
MA3322  3-D Visual Effects  3
Social & Behavioral Sciences Requirement ♦  4

Quarter 7
VG3302  Software Development for Game & Animation  3
VG2215  Programming for Shading I  3
VG3321  Artificial Intelligence in Game Design  3
GA3324  Character Modeling  3
Social & Behavioral Sciences Requirement ♦  4

Quarter 8
VG4425  Programming for Computer Graphics  3
VG3315  Programming for Shading II  3
VG3312  Level Design  3
1st Elective *  3
Humanities Art Requirement ♦  4

Quarter 9
VG3331  Game Prototyping  3
VG3308  Manipulation of Motion Capture Data  3
VG4430  Game Engine Scripting  3
General Education Requirement ♦  4
2nd Elective *  3

Quarter 10
VG4401  Advanced Game Prototyping  3
Humanities Writing Requirement ♦  4
Humanities Requirement ♦  4

Quarter 11
VG3327  Games for the Net  3
VG4426  Senior Project Preparation  3
3rd Elective *  3
Social & Behavioral Sciences Requirement ♦  4

Quarter 12
FS497  Portfolio II  2
VG4450  Senior Project  3
General Education Requirement ♦  4
Mathematics & Sciences Requirement ♦  4

TOTAL QUARTER CREDITS  180

♦ GENERAL EDUCATION: Courses designated with a diamond are General Education courses.

* ELECTIVES: Prerequisites must be met.
WEB DESIGN & INTERACTIVE MEDIA
BACHELOR OF SCIENCE

Program Description
The Bachelor of Science program in Web Design & Interactive Media assists students in gaining an advanced understanding in interactive media and Web design. The bachelor’s program provides a theoretical and hands-on approach to education that offers a theoretical foundation and general education to aid students in the development and maturation of their artistic abilities and to solidify their technical skills. By working in classrooms and computer labs, a foundation in drawing and design, image manipulation, interface design, scripting, sound, video, and animation is developed. More complex coursework employs authoring tools to integrate text, sound, graphics, animation, and video to complete interactive projects. The program introduces the structure of online games, information design, interactive authoring, Web animation, and e-commerce applications.

The individual interested in this field is one who feels comfortable with and challenged by technology, and who has specialized skills as a designer or technician. Faculty, many of whom are industry professionals, are committed to helping students combine their creative abilities with technical skills for entry into interactive design related professions including e-commerce, entertainment, publishing, education, and marketing.

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

• Demonstrate knowledge of the major concepts, theoretical perspectives, empirical findings, and historical trends in interactive media.
• Apply basic research methods in interactive media, including research design, data analysis, and interpretation.
• Apply the language and concepts of the field of interactive design through effective communication and design.
• Acquire and disseminate digital information and use computers and other technology for a variety of purposes.
• Demonstrate a strong foundation in color theory, design, digital image manipulation, multimedia system design, scriptwriting, sound, video, animation, Web programming and interface design for the purposes of branding and business optimization.
• Apply the principles of form and function to produce design and business solutions appropriate to a particular client or target audience.
• Seek entry-level positions leading to careers such as interface designer, digital media producer, multimedia producer, multimedia scriptwriter, computer-based training designer, Web designer, and Web script language developer in such fields as law, medicine, science, engineering, architecture, education, corporate communications, consumer information delivery, and advertising.

Graduation Requirements
To receive a Bachelor of Science degree in Web Design & Interactive Media, students must: receive a passing grade or credit for all required coursework; earn a minimum of 180 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

Courses

<table>
<thead>
<tr>
<th>Quarter 1</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RS091</td>
<td>Portfolio Foundations-Pass/Fail 0</td>
</tr>
<tr>
<td>FS101</td>
<td>Fundamentals/Observational Drawing 3</td>
</tr>
<tr>
<td>FS102</td>
<td>Fundamentals of Design 3</td>
</tr>
<tr>
<td>FS103</td>
<td>Color Theory 3</td>
</tr>
<tr>
<td>GD1125</td>
<td>Introduction to Photography 3</td>
</tr>
<tr>
<td>HU110</td>
<td>College English ♦ 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 2</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GD1134</td>
<td>Digital Illustration 3</td>
</tr>
<tr>
<td>FS131</td>
<td>Typography I – Traditional 3</td>
</tr>
<tr>
<td>WDM1113</td>
<td>Introduction to Programming Logic 3</td>
</tr>
<tr>
<td>FS122</td>
<td>Image Manipulation 3</td>
</tr>
<tr>
<td>HU111</td>
<td>Effective Speaking ♦ 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 3</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDM1130</td>
<td>Fundamentals of Animation 3</td>
</tr>
<tr>
<td>WDM1111</td>
<td>Design Layout 3</td>
</tr>
<tr>
<td>WDM1123</td>
<td>Fundamentals of Web-based Programming 3</td>
</tr>
<tr>
<td>WDM1134</td>
<td>Introduction to Video 3</td>
</tr>
<tr>
<td>HU130</td>
<td>Visual Language &amp; Culture ♦ 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 4</th>
<th>Quarter Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDM2201</td>
<td>Interface Design 3</td>
</tr>
<tr>
<td>WDM1132</td>
<td>Fundamentals of Authoring 3</td>
</tr>
<tr>
<td>WDM2203</td>
<td>Introduction to Web Design 3</td>
</tr>
<tr>
<td>WDM1141</td>
<td>Digital Typography 3</td>
</tr>
<tr>
<td></td>
<td>Mathematics Requirement ♦ 4</td>
</tr>
<tr>
<td>Quarter 5</td>
<td>Course</td>
</tr>
<tr>
<td>-------------------</td>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>WDM2231</td>
<td>User Experience</td>
</tr>
<tr>
<td>WDM2202</td>
<td>Intermediate Authoring</td>
</tr>
<tr>
<td>GD2244</td>
<td>Advanced Image Manipulation</td>
</tr>
<tr>
<td>WDM2205</td>
<td>Editing Techniques</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 6</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDM2211</td>
<td>Digital Identity Design</td>
<td>3</td>
</tr>
<tr>
<td>FS297</td>
<td>Portfolio I</td>
<td>3</td>
</tr>
<tr>
<td>WDM2233</td>
<td>Intermediate Web-based Programming</td>
<td>3</td>
</tr>
<tr>
<td>WDM2204</td>
<td>Digital Audio Editing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 7</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1st Elective *</td>
<td>3</td>
</tr>
<tr>
<td>WDM3001</td>
<td>Interface Design II</td>
<td>3</td>
</tr>
<tr>
<td>WDM2213</td>
<td>Intermediate Web Design</td>
<td>3</td>
</tr>
<tr>
<td>MA2241</td>
<td>Motion Graphics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 8</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2nd Elective *</td>
<td>3</td>
</tr>
<tr>
<td>WDM3301</td>
<td>Interaction Design for Entertainment</td>
<td>3</td>
</tr>
<tr>
<td>WDM3323</td>
<td>Advanced Web-based Programming</td>
<td>3</td>
</tr>
<tr>
<td>MA4405</td>
<td>Intermediate Motion Graphics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 9</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDM3312</td>
<td>Computer-based Training</td>
<td>3</td>
</tr>
<tr>
<td>WDM3304</td>
<td>Database Concepts</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Humanities Writing Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 10</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDM3322</td>
<td>Multi-user Authoring</td>
<td>3</td>
</tr>
<tr>
<td>WDM3321</td>
<td>eCommerce Site Design</td>
<td>3</td>
</tr>
<tr>
<td>WDM3315</td>
<td>Emerging Technology</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Humanities Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 11</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDM4402</td>
<td>Senior Project Studio</td>
<td>3</td>
</tr>
<tr>
<td>WDM4403</td>
<td>Senior Project Development</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Mathematics &amp; Sciences Requirement ♦</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Social &amp; Behavioral Sciences Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter 12</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FS497</td>
<td>Portfolio II</td>
<td>2</td>
</tr>
<tr>
<td>WDM4413</td>
<td>Professional Practice for Multimedia</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>3rd Elective *</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>General Education Requirement ♦</td>
<td>4</td>
</tr>
</tbody>
</table>

**TOTAL QUARTER CREDITS** 180

♦ GENERAL EDUCATION: Courses designated with a diamond are General Education courses.

* ELECTIVES: Prerequisites must be met.
COURSE DESCRIPTIONS

ADVERTISING

AD1105
Survey of Advertising
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
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 include the relation of advertising to consumption; the history of the advertising industry; the meaning of material goods in a capitalist society; the advertising industry's influence on institutions such as media and politics; and approaches to decoding the messages of advertising are discussed. The basic orientation of the course is to study advertising as a form of communication unique to modern society.  
Prerequisite: None

AD1110
Fundamentals of Advertising
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores advertising and its role in various markets (local, regional, national, and global). The course includes an overview of the following: ad agencies, campaigns, socioeconomics, research, positioning, branding, consumer behavior, target audiences, sales, marketing, management, and the ethical and legal considerations of the industry.  
Prerequisite: None

AD2201
Advertising Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course defines the role of the graphic designer in an advertising context. Students are introduced to informational and administrative approaches to the development of advertising. Campaign strategies, based on media and marketing realities, are defined and applied.  
Prerequisite: AD1105 Survey of Advertising

AD2205
Illustration & Rapid Visualization
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers techniques of basic illustration, emphasizing conceptual visual problem solving and quick sketching methods to portray ideas. Emphasis is on the use of rapid visualization techniques in the advertising and graphic design industries.  
Prerequisite: FS101 Fundamentals/Observational Drawing

AD2220
Fundamentals of Marketing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces the vocabulary of the marketing industry. Various techniques for researching target markets, working with focus groups, testing product and advertising designs are covered. Students are exposed to the marketing analysis. Case studies and original research are examined.  
Prerequisites: AD1105 Survey of Advertising; HU110 College English

AD2230
Introduction to Advertising Campaign
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course, students research, create, and present mixed media campaigns.  
Prerequisite: AD2201 Advertising Design

AD2240
Intermediate Advertising Campaign
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on the techniques used in a comprehensive campaign for a financial client.  
Prerequisite: AD2230 Introduction to Advertising Campaign

AD2242
Copywriting for Print
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to copywriting. Students are introduced to the basic principles of copywriting, the process of generating ideas, writing with various strategies and various styles. Students work individually and in teams to solve real world assignments.  
Prerequisite: AD1105 Survey of Advertising
AD2245
Fundamentals of Business
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students to business functions, operations, and structures and explores the role of advertising design in business. Finance, business ethics, labor-management relations, organizational behavior, and marketing are among the topics covered. In addition, guidelines and expectations for professional behavior are addressed. *Prerequisite: HU110 College English*

AD2250
Web Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an exploration of the process of Web design from proposal to production. Students design and produce Web sites with Web editing software. *Prerequisite: FS122 Image Manipulation*

AD3310
Advanced Advertising Campaign
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on the creation of a campaign for a nonprofit organization with publishing as a goal. *Prerequisite: AD2240 Intermediate Advertising Campaign*

AD3312
Advertising Media Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course emphasizes advanced skills to prepare and present various forms of information (media) to professional audiences. Students develop, prepare and present videos, moving graphics, graphics, and copy. Students create several short projects and a final project applying techniques and aesthetics discussed in the lectures, demos and readings. Professionalism and presentation techniques are covered. *Prerequisite: AD2250 Web Design*

AD3315
Principles of Marketing Research
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is an advanced course in understanding and analyzing marketing research. Case studies, focus groups, product and branding development are analyzed and revised. Further development of researching, interpreting the research, and understanding the dynamics of a given target market are covered. *Prerequisite: AD2220 Fundamentals of Marketing*

AD3320
Advertising Sales & Ratings
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students to the analysis of ad sales and ratings. This course covers individual ad ratings and returns through sales analysis and rating placement of agencies in the industry. *Prerequisite: AD1105 Survey of Advertising*

AD3322
Interactive Advertising
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The astonishing growth of interactive commerce is one factor that has lead to the demand for advertising and marketing online. In this course students compare traditional and interactive outlets in order to develop a clear understanding of the differences and similarities between businesses in this new environment. Students apply traditional principles where appropriate and apply new fundamentals in various interactive environments. Marketing, advertising and sales on the Web, addressing the elements and requirements of information distribution are covered. This rapidly developing area both expands the use of traditional market research and creates new kinds of data. Students are introduced to the concepts, availability, and use of this data. *Prerequisite: AD3312 Advertising Media Production*

AD3324
Sales & Persuasive Techniques
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students are introduced to the fundamentals of sales and persuasive techniques. The sales cycle, the return on profit for sales expenses, the customer to sales person relationship and the art of persuasive selling are covered. *Prerequisite: AD2220 Fundamentals of Marketing*
AD3325
Art Direction
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course surveys the creative team's ability to merge words and images. Prerequisite: AD2230 Introduction to Advertising Campaign

AD3331
Advertising Copy Writing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores the promotional strategies used by the client specializing in one of the hospitality and service industries. Prerequisite: AD1105 Survey of Advertising

AD3335
Media Planning & Buying
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the role of media planning and buying in the advertising agency. The skills of planning and buying in relationship to reaching target markets, covering a comprehensive ad campaign and working with various media resources is covered. Prerequisite: AD3315 Principles of Marketing Research

AD3340
Copywriting for Broadcast & Interactive
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
From ad copy and slogans to the writing of headlines and body copy, this course covers the process of copywriting for broadcast and interactive media. Students explore the role of the writer as a member of the creative department, or ad agency. Key terms and concepts are covered including: character development, dialog, humor, storytelling, concept development, preparing a treatment, script mechanics, and writing and editing the final script. Writing for news, radio, mobile, television, and the Internet is covered. Prerequisite: AD2242 Copywriting for Print

AD3345
Digital Portfolio
2 Quarter Credits (11 Hrs Lecture/22 Hrs Lab)
This course focuses on the students' development and refinement of their digital portfolio. Prerequisite: FS297 Portfolio I

AD4400
Advertising Campaign Senior Project I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students select an area to research and develop their portfolio projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation and qualitative results. Additionally, students prepare, present and defend a project suitable for a professional presentation. Prerequisite: AD2240 Intermediate Advertising Campaign

AD4405
Account Planning
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students focus on a single account in planning an ad campaign and its media buying and placement. Students work in a team and may work with pro-bono clients in this advanced course. Prerequisite: AD4400 Advertising Campaign Senior Project I

AD4433
Global Business Perspective
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students in this course develop an understanding of the ethics, similarities and differences between cultures in regards to a broad ad campaign. Global business perspective advertising and the global economy are covered. Prerequisites: AD2245 Fundamentals of Business; WDM1134 Introduction to Video

AD4495
Advertising Campaign Senior Project II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students continue to work in their chosen area to research and develop their portfolio projects, incorporating all skills they have acquired throughout the program. Prerequisite: AD4400 Advertising Campaign Senior Project I
AUDIOPRODUCTION

AU1101
Fundamentals of Audio
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course addresses the principles of recording sound and covers the study of sound characteristics, basic acoustics, ergonomics, and basic techniques for field recording. The role of sound in media production is explained and emphasized. Prerequisite: None

AU1103
Production Sound Recording
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is a course in 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 for picture are introduced. Prerequisite: AU1101 Fundamentals of Audio

AU1111
Survey of the Audio Industry
2 Quarter Credits (22 Hrs Lecture)
Students explore the audio industry and its constituent sectors, including music performing, recording, promoting, and record distribution. Lectures and projects focus on identifying various career opportunities and typical career paths in the audio industry and knowledge and skill sets needed to succeed as an entry-level professional. Prerequisite: None

AU1121
Listening & Analysis
3 Quarter Credits (33 Hrs Lecture)
This course introduces ear training and critical listening from the perspective of the audio engineer and contemporary production techniques. Students analyze and identify typical contemporary, popular song forms and the production techniques used to create them. Prerequisite: None

AU1134
Video Production Basics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students to the technical terminology, equipment, and techniques of video production. Prerequisite: None

AU1211
Audio Technology I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the principles of audio signals and the equipment used to record, process, and distribute audio content. Students investigate 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 is presented. Prerequisite: AU1101 Fundamentals of Audio

AU1213
Digital Audio I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students to 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. Through lectures and in-class projects, students develop knowledge and skills needed to operate non-linear audio workstations. Prerequisite: AU1101 Fundamentals of Audio

AU1221
Audio Technology II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students continue to study the principles of audio signals and the equipment used to record, process, and distribute audio content. 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. Some of the topics are: signal processors, dynamic range, distortion, analogue recording, and SMPTE time code. Prerequisite: AU1211 Audio Technology I
AU1223
Digital Audio II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students explore 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. Prerequisite: AU1213 Digital Audio I

AU1311
Studio Recording I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
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 stereo microphone techniques for a variety of musical instruments, and basic mix-down strategies. Prerequisites: AU1211 Audio Technology I; AU1213 Digital Audio I

AU1331
Field Recording I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students to the equipment, techniques, protocols, and procedures used in on-site recording for film and TV. Topics include power requirements and electrical noise, acoustic isolation, sampling sounds and environments, microphone placement, and communication and audio processing in the field. Prerequisite: AU1211 Audio Technology I

AU1333
Audio Electronics I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students 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. Prerequisite: AU1211 Audio Technology I

AU1343
Audio Electronics II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In the second electronics course, students explore the concepts, building, and application of transformers and filters and learn to read, interpret, and utilize data from schematic circuit diagrams. Emphasis is placed upon applying these electronic devices to the operation and troubleshooting of audio equipment. Prerequisite: AU1333 Audio Electronics I

AU1411
Science of Sound I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the physical behavior of sound indoors and outdoors. Topics include human hearing and the principles of psycho-acoustics, sound propagation, transmission, reflection, diffraction, diffusion, noise reduction, basic studio and room acoustics, and sound isolation. Concepts are presented through lectures and case studies. Prerequisite: AU1101 Fundamentals of Audio

AU2101
MIDI Systems I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course allows students to 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. Both live and studio applications are covered, and full use is made of the digital signal processing resources available within the equipment. Prerequisite: AU1213 Digital Audio I

AU2111
MIDI Systems II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In MIDI Systems II, students develop a detailed knowledge of the MIDI language and learn to apply more flexible and in-depth uses of sequencers involving graphical and list based editing, static and dynamic parameter and tempo automation, and the basic recording of MIDI messages. Students gain greater proficiency in MIDI production processes through small group and individual production projects. Prerequisite: AU2101 MIDI Systems I
AU2121
Music Theory I
3 Quarter Credits (33 Hrs Lecture)
This course introduces students to the rudiments of music theory. Students identify notes & common scales as well as the notation of notes, scales, & simple rhythms. The concept & structure of the lead sheet are introduced. Ear training develops skills in identifying and transcribing simple chords, melodies, & rhythms. Prerequisite: AU1121 Listening and Analysis

AU2131
Live Sound Reinforcement I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students set up and operate a variety of audio equipment for typical live-sound reinforcements. Topics include reading block diagrams of audio systems, wiring speakers, connecting powers, testing and adjusting microphones, troubleshooting sound systems, and fine-tuning reinforcement effects. Prerequisite: AU1221 Audio Technology II

AU2141
Live Sound Reinforcement II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course presents more sophisticated and complex situations for live sound reinforcement. In studio settings or real world events, students operate large format analogue and digital mixing consoles and solve signal manipulation problems with transformers. Students study professional protocols in live sound reinforcement settings. Prerequisite: AU2131 Live Sound Reinforcement I

AU2151
Music Editing I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers approaches to editing music in relation to television and film. Topics include matching, mood, and aesthetic. Areas of concentration may include commercials, narratives, and music videos. Prerequisites: AU2121 Music Theory I; AU2203 Post-Production Techniques

AU2203
Post-Production Techniques
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on the artistic and technical problems of post-production sound for picture. Students will learn the terminology and techniques of dialog, sound effects and music editing and mixing as it relates to sound narrative and cinema. Prerequisite: AU1103 Production Sound Recording

AU2205
Video Editing Basics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces the student to the editing of visuals and sound. The course covers using video recorders and players, the techniques of dubbing, assembling, and inserting visuals from source to record. Prerequisite: AU1134 Video Production Basics

AU2233
Digital Audio III
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the use of appropriate software in a number of different professional studio operation scenarios. Topics include SMPTE time code and synchronization and machine control in post-production, and introduction to surround mixing and surround formats. Prerequisite: AU1223 Digital Audio II

AU2243
Digital Audio IV
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students explore digital audio theory and interact with analog consoles, digital recorders, external DSP, software signal routing, interfacing equipment, and synchronizing digital audio streams. Topics include analog-to-digital/digital-to-analogue conversion, dithering, error correction and concealment, digital storage media, encoding methods, involving data compression, digital audio interface standards, DAW interchange standards and synchronization methods. Prerequisite: AU2233 Digital Audio III
AU2311
Studio Recording II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides further examination 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 Pro Tools 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. Prerequisites: AU1311 Studio Recording I; AU1221 Audio Technology II

AU2331
Field Recording II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students build on basics learned in AU1331 Field Recording I through hands-on training and projects. Students participate in a location production shoot. Topics include location mixing, field and post synchronization, sampling sounds and environments, and wireless microphones. Prerequisite: AU1331 Field Recording I

AU2333
Audio Electronics III
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students focus on the theoretical principles, physical properties, build, and characteristics of various microphones. They take apart and assemble the components of a microphone and perform basic troubleshooting and repairing of microphones. Prerequisite: AU1343 Audio Electronics II

AU2411
Science of Sound II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is an advanced-level course on the physical behavior of sound indoors and outdoors. Advanced concepts are presented through lectures, hands-on practice, and case studies. Prerequisite: AU1411 Science of Sound I

AU2431
Sound for Interactive Media
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Techniques of recording, mixing, and mastering for various interactive media such as CD-ROM, DVD and the Internet are introduced. 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. Prerequisite: AU2203 Post-Production Techniques

AU3101
Business of Audio
3 Quarter Credits (33 Hrs Lecture)
This course introduces the fundamentals of business. Topics 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. Prerequisite: FS297 Portfolio I

AU3121
Music Theory II
3 Quarter Credits (33 Hrs Lecture)
This course continues with the development of the rudiments of music theory and expands into an introduction to harmony, voice leading, modes, and compound and odd 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. Prerequisite: AU2121 Music Theory I

AU3151
Music Editing II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is an advanced music editing course dealing with standard film and television industry procedures. Intended for the student who demonstrates technical fluidity with editing equipment and who intends to pursue a career in this field. Emphasis is on the responsibilities of a music editor for the “scored” film from temp tracks and spotting through dubbing. Prerequisite: AU2151 Music Editing I
AU3303  
Advanced Post-Production  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course covers a number of techniques necessary to produce and integrate the audio assets into a final production, including automated dialogue replacement (ADR), the creation of realistic and synchronized sound effects (Foley), audio editing, and sound sweetening. Additionally, students in this course will perform final audio mixing, which can then be incorporated with picture and placed into an industry standard format.  
Prerequisite: AU2203 Post-Production Techniques

AU3313  
Composition & Scoring  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
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.  
Prerequisite: AU3121 Music Theory II

AU3431  
Sound for New Media  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
The main emphasis in this course is on developing sound for new forms through sound installation, interactive media, digitalization, improvisation, and acoustic experimentation.  
Prerequisite: AU2431 Sound for Interactive Media

AU3511  
Advanced Sound Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students investigate advanced levels of sound design through hands-on practice and case study. Focus is on using sound as a tool to enhance narrative, characterization, and mood.  
Prerequisite: AU3303 Advanced Post-Production

AU3521  
Experimental Sound Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Coursework focuses on experimental performance practices, interactive performance, digital media, software design and programming, instrument design, installation works, acoustics, and music perception.  
Prerequisite: AU3303 Advanced Post-Production

AU4010  
Senior Project I  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course initiates a two-quarter long comprehensive project that will be integral to students' final portfolios. Students employ their cumulative skills to pre-produce a significant, sophisticated, multi-track, digital audio work. Committee and/or faculty approve the project content and type of the audio work. Projects are carried out individually or in groups based on the needs of the class as determined by the instructor.  
Prerequisite: Permission of Academic Director/Advisor

AU4020  
Senior Project II  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course continues the two-quarter long comprehensive project begun in AU4010 Senior Project I. Students employ cumulative skills to produce a significant, sophisticated, multi-track, digital audio work. Projects are carried out individually or in groups based on the needs of the class as determined by the instructor.  
Prerequisite: Permission of Academic Director/Advisor

CULINARY MANAGEMENT

CM3302  
History & Evolution of Food  
3 Quarter Credits (33 Hrs Lecture)  
An examination of the major historical and geographical developments that have affected the creation of various cultural patterns including, but not limited to, gastronomic choices, cooking habits, folkways, and the use of local ingredients to meet nutritional and cultural considerations. Topics will include the power and impact of cultural symbols and the ways in which generations teach their young to honor a cultural heritage. Students will complete a
term paper on a topic of their choice related to the content of this course.  Prerequisite: CUL2227 Food & Beverage Operations Management

CM3305
Facilities Management & Design
3 Quarter Credits (33 Hrs Lecture)
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. Prerequisite: None

CM3306
Foodservice Technology & Information
3 Quarter Credits (33 Hrs Lecture)
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 are considered as they relate to the foodservice industry. Emphasis is placed on the managerial and business aspects of IS&T, rather then the technical perspectives. Core topics 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. Prerequisite: None

CM3315
Hospitality Marketing
3 Quarter Credits (33 Hrs Lecture)
This course is an introduction to service marketing as applied to the Hospitality industry. This course covers application of basic marketing concepts and research methods. Design and delivery of marketing components for a hospitality business are covered. Topics included but are 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. Prerequisite: None

CM3316
Legal Issues & Ethics for Culinarians
3 Quarter Credits (33 Hrs Lecture)
The course is designed to give the student an overview of legal issues arising in the foodservice environment. Students examine laws pertinent to the hospitality/food service industry and 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. Prerequisite: CUL1124 Management, Supervision & Career Development

CM3317
Introduction to Accounting
3 Quarter Credits (33 Hrs Lecture)
This course introduces the basic concepts of financial accounting, including the principles upon which the determination of a company’s net income and financial position are based. The course presents the accounting cycle, recording process, financial statements, budgetary planning, and performance evaluation. Basic financial statements are introduced, the items included in these reports and the economic events and accounting related to them. The course provides information to facilitate how to use and interpret accounting information. Prerequisite: Any Lower-Division Mathematics course

CM3319
Leadership & Organizational Development
3 Quarter Credits (33 Hrs Lecture)
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. Prerequisite: CUL1124 Management, Supervision & Career Development
CM3320
Foodservice Financial Management
3 Quarter Credits (33 Hrs Lecture)
In this course 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. Prerequisite: CM3317 Introduction to Accounting

CM3322
Human Resource Management
3 Quarter Credits (33 Hrs Lecture)
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 include employment laws, workforce management, compensation and benefits administration, labor unions, employee safety, diversity and ethics. Prerequisite: CUL1124 Management, Supervision & Career Development

CM3324
Catering & Event Management
3 Quarter Credits (33 Hrs Lecture)
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. Prerequisite: None

CM4400
Management Externship
3 Quarter Credits (99 Hrs Externship)
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. Prerequisite: Permission of Academic Director/Advisor

CM4404
Quality Service Management & Training
3 Quarter Credits (33 Hrs Lecture)
This course examines the role of service in the food service industry and explores how to give quality customer service. Service systems and training programs in quality operations are examined through the use of case studies and hypothetical scenarios. The course covers employee training and development from both a strategic and operational perspective. This course culminates by examining service standards in some of the best-rated restaurants in the United States. Prerequisite: CUL2227 Food & Beverage Operations Management

CM4405
Senior Culinary Practicum
4 Quarter Credits (22 Hrs Lecture/66 Hrs Lab)
This course is intended to be a practical capstone for the culinary management curriculum, drawing on the majority of disciplines presented earlier in the program. In this course students plan, organize, and execute functions that will be booked and/or sold to the public. Students in effect experience the necessary functions of opening their own restaurant. Prerequisite: Permission of Academic Director/Advisor

CM4410
Innovation & Entrepreneurship
3 Quarter Credits (33 Hrs Lecture)
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. Creativity: Imagination, ingenuity; The ability to create; The act of relating previously unrelated things; The application of a person’s mental ability and curiosity to discover something new. Innovation: The introduction of something new; The development of new processes, methods, devices, products, and services for use by oneself and/or others. Entrepreneurship: The pursuit of opportunity without regard to resources currently controlled; The process of creating value by combining resources in unique ways to exploit opportunity. Involves taking responsibility for implementing innovative concepts. Prerequisite: Permission of Academic Director/Advisor
CM4415  
Global Management & Operations in the Hospitality Industry  
3 Quarter Credits (33 Hrs Lecture)  
This course provides students with an introduction to the dimensions and nature of the international hospitality industry. It is designed to review the principles of management and to apply management theory to the global marketplace. Students examine the social, cultural, political and economic environments within which international hospitality operators compete for survival and growth. Topics emphasized include cultural dimensions of management, international management strategy, international marketing and international human resource management. **Prerequisite: Permission of Academic Director/Advisor**

CM4420  
Exploring Wines & the Culinary Arts  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
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 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 complementing strategies. The course emphasizes menu planning, preparation of foods, cooking methods, and tasting wines with food. **Prerequisite: CUL2227 Food & Beverage Operations Management**

CM4500  
Senior Project — Capstone  
3 Quarter Credits (33 Hrs Lecture)  
Through competencies developed with previous related studies course work, students develop a business plan for a minimum one hundred-seat restaurant. The project includes a 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. **Prerequisite: Permission of Academic Director/Advisor**

**CULINARY ARTS**

CUL1105  
Concepts & Theories of Culinary Techniques  
3 Quarter Credits (33 Hrs Lecture)  
The fundamental concepts, skills and techniques involved in basic cookery are covered in this course. The focus is on ingredients, cooking theories, organization skills in the kitchen and work coordination. The basics of stocks, soups, sauces, vegetable cookery, starch cookery, meat, and poultry are covered. Emphasis is on basic cooking techniques such as sautéing, roasting, poaching, braising and frying. **Corequisite*: Sanitation Certificate or Completion of TAPs  
(*Must be taken and successfully completed either prior to, or must be completed concurrently with this course.**)

CUL1107  
Sanitation & Safety  
3 Quarter Credits (33 Hrs Lecture)  
This course is an introduction to sanitation and safety in food production. The focus is on food-borne illnesses and their origins, and on basic safety procedures followed in the food service industry. This course was approved by the Federal Food and Drug Administration (FDA) and is recognized by 95% of State and local jurisdictions that require training or certification. **Prerequisite: None**

CUL1108  
Fundamentals of Classical Techniques  
6 Quarter Credits (22 Hrs Lecture/88 Hrs Lab)  
This hands-on course covers the concepts, skills and techniques involved in basic cookery. Students prepare stocks, broth, glazes, soups, thickening agents, grand sauces and emulsion sauces. The basics of vegetable cookery, starch cookery, meat, and poultry are covered. The course focuses on organization skills in the kitchen, work coordination, and knife skills. 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. **Corequisite*: CUL1105 Concepts & Theories of Culinary Techniques  
(*Must be taken and successfully completed either prior to, or must be completed concurrently with this course.*)
CUL1115
Regional Cuisine
3 credits (11 Hrs Lecture/44 Hrs Lab)
This course provides students with a study of the cuisine of the region in the distinct local of the school or city nearest to the school. Students learn about the products and ingredients that are indigenous to the region and gain hands-on experience preparing foods. A historical approach with cultural implications in the preparation of foods and the selection of menus will be stressed. The skills of plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times. Prerequisite: CUL1105 Concepts & Theories of Culinary Techniques, CUL1108 Fundamentals of Classical Techniques

CUL1116
American Regional Cuisine
6 Quarter Credits (22 Hrs Lecture/88 Hrs Lab)
This course explores the use of indigenous ingredients and cooking techniques in the preparation of traditional and contemporary American cuisine. The concepts of mise en place, timelines, organization skills, plate presentation, and teamwork in a production setting are emphasized. Prerequisite: CUL1108 Fundamentals of Classical Techniques

CUL1117
Purchasing & Product Identification
3 Quarter Credits (33 Hrs Lecture)
This course explores the basic principles of purchasing food, equipment, and supplies. The focus is on product identification, supplier selection, and the ordering, receiving, storing and issuing process. Prerequisite: None

CUL1124
Management, Supervision & Career Development
3 Quarter Credits (33 Hrs Lecture)
This course focuses on managing people with an emphasis on foodservice industries. Topics include techniques for increasing productivity, controlling labor costs, time management, and managing change. The course stresses effective communication and the responsibilities of a supervisor in a food service operation. Students explore techniques and strategies for marketing themselves in their chosen fields. Students assess their more marketable skills, developing a network of contacts, generating interviews, writing cover letters and resumes, preparing for their employment interview, developing a professional appearance, closing and follow-up. Prerequisite: None

CUL1125
Introduction to Baking Science & Theory
3 Quarter Credits (11 Hrs Lecture/44 Hrs Lab)
Students are introduced to the fundamental concepts, skills and techniques of baking. Topics include ingredient functions, production methods of yeast-risen breads, tasting and testing, mixing methods, pie dough, quick dough, cookie dough, product finishing techniques, product identification, and weights and measures as applied to baking. Students must pass a practical exam. Prerequisite: CUL1107 Sanitation & Safety

CUL1126
Introduction to Pastry Techniques & Artistry
6 Quarter Credits (22 Hrs Lecture/88 Hrs Lab)
This is an introduction to pastry techniques for use in a commercial kitchen. Students prepare a variety of dough, batters, fillings, and glazes with an emphasis on formulas. Topics include the preparation of basic cakes and icings, roll-in dough, preparations of pastry cream and finishing techniques. Selection and proper use and handling of various chocolates used in baking and decorating are introduced. Emphasis is placed on dessert plating and presentation. Students must pass a practical exam. Prerequisite: Sanitation Certificate or Completion of TAPs

CUL1143
World Cuisine
3 Quarter Credits (11 Hrs Lecture/44 Hrs Lab)
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. The focus is on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. Prerequisite: CUL1108 Fundamentals of Classical Techniques
CUL1144
Planning & Controlling Costs
3 Quarter Credits (33 Hrs Lecture)
This course provides the methodologies and tools to control costs and help value the planning and control process in the food and beverage industry. Topics include planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, food, beverage and labor cost controls and allocation of overhead. **Prerequisite: None**

CUL1145
Management by Menu
3 Quarter Credits (33 Hrs Lecture)
This course prepares future food service managers by giving a clear picture of the important role menu planning plays in operations. Topics include menu writing, pricing, evaluation, and facilities design and layout. Because a good menu is a planning tool, a source of operational information and a merchandising method for reaching patrons, menu development is emphasized. **Prerequisite: None**

CUL1146
Garde Manger
6 Quarter Credits (22 Hrs Lecture/88 Hrs Lab)
This course introduces the skills, 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 explored. Students must pass a written and practical exam. **Prerequisite: CUL1108 Fundamentals of Classical Techniques**

CUL1200
Sustainable Purchasing & Controlling Costs
3 Quarter Credits (33 Hrs Lecture)
This course introduces the student to the methodologies and tools used to control costs, purchase supplies, and help the student value the purchasing, planning, and control process in the food and beverage industry. Primary focus is on supplier selection, planning, and controlling costs, with an emphasis placed on the study of sustainable products and approaches. Topics include planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, food, beverage, and labor cost controls. **Prerequisite: None**

CUL1201
Artisan Breads & Baking Production
6 Quarter Credits (22 Hrs Lecture/88 Hrs Lab)
Students are introduced to the fundamental concepts, skills, and techniques of hearth breads and the production of a working bakery. Special significance is placed on ingredient functions, product identification and weights and measures as applied to artisan breads. Topics include yeast-raised dough mixing methods, pre-fermentation, sponges, and sourdoughs. Students produce and deliver various bread products to the schools various food outlets. **Prerequisites: CUL1126 Introduction to Pastry Techniques & Artistry**

CUL1202
European Cakes & Tortes
3 Quarter Credits (11 Hrs Lecture/44 Hrs Lab)
Students are introduced to the fundamental concepts, skills, and techniques of European cakes and tortes. Special significance is placed on ingredient functions, product identification and weights and measures as applied to pastry. Topics include cake mixing methods, filling, and techniques on finishing classical tortes with various ingredients such as marzipan, ganache, and glazes. **Prerequisites: CUL1126 Introduction to Pastry Techniques & Artistry**

CUL1204
Advanced Patisserie & Display Cakes
6 Quarter Credits (22 Hrs Lecture/88 Hrs Lab)
This course covers the techniques of plated desserts and the theory behind building edible art for a la carte service, competition, and banquet functions. Students are introduced to decorating techniques to produce a variety of specialty-decorated cakes as well as the design, assembly, and decorating of wedding cakes. The proper use of a pastry bag with various shape tips to produce shells, stars, rosettes, and butter cream roses is emphasized. **Prerequisites: CUL1126 Introduction to Pastry Techniques & Artistry**

CUL1260
Chocolate, Confections & Centerpieces
6 Quarter Credits (22 Hrs Lecture/88 Hrs Lab)
Students are introduced to the fundamental concepts, skills, and techniques for chocolates and confections. Special significance is placed on ingredient functions, product identification and weights and measures as applied to
confections. Topics include chocolate tempering, candy production, and the rules that apply when creating centerpieces. **Prerequisites: CUL1126 Introduction to Pastry Techniques & Artistry**

**CUL2214**  
**Asian Cuisine**  
**3 Quarter Credits (11 Hrs Lecture/44 Hrs Lab)**  
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. The focus is on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. **Prerequisite: CUL1108 Fundamentals of Classical Techniques**

**CUL2216**  
**Classical European Cuisines**  
**3 Quarter Credits (11 Hrs Lecture/44 Hrs Lab)**  
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. The focus is on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. **Prerequisite: CUL1108 Fundamentals of Classical Techniques**

**CUL2225**  
**Latin Cuisine**  
**3 Quarter Credits (11 Hrs Lecture/44 Hrs Lab)**  
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. The focus is on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. **Prerequisite: CUL1108 Fundamentals of Classical Techniques**

**CUL2227**  
**Food & Beverage Operations Management**  
**3 Quarter Credits (33 Hrs Lecture)**  
This course introduces the front-of-the-house operations with a managerial perspective of providing exceptional service to increasingly sophisticated and demanding guests. This course includes a survey of the world’s leading wines classified by type, as well as other distilled beverages. Topics include the management and training of personnel, professional alcohol servers, product knowledge, the income statement, job descriptions, sales forecasting and cost control. The students produce a complete dining room and bar operation manual. This operation manual will be used during the Capstone or the development of a business plan. **Prerequisite: None**

**CUL2239**  
**Physiology of Taste & Smell**  
**3 Quarter Credits (33 Hrs Lecture)**  
This course develops the participant’s ability to perceive the basic gustatory sensations. The course focuses on the intricate relationship between taste and smell. The “blind” mystery item sensory evaluation module is an essential component of the course. **Prerequisite: CUL2301 Art Culinaire**

**CUL2301**  
**À La Carte**  
**6 Quarter Credits (33 Hrs Lecture/132 Hrs Lab)**  
This course introduces students to a restaurant kitchen with an emphasis on “a la minute” method of food preparation and dining room service standards. Topics include industry terminology, correct application of culinary skills, plate presentation, organization, and timing in producing items off both a fixed-price menu and a la carte menu. The principles of dining room service are practiced and emphasized. The philosophy of food is explored and examined in light of today's understanding of food, nutrition and presentation. **Prerequisite: All Culinary Kitchen Courses (except Art Culinaire) or By Permission of Academic Director/Advisor**

**CUL2302**  
**Externship**  
**3 Quarter Credits (99 hrs Externship)**  
This course provides students with real-world experience in an approved restaurant/hospitality establishment. This course is a supervised entry-level work experience requiring a minimum of 99 work hours. Individual conferences and class attendance is required. Students are responsible for securing an externship. **Prerequisite: CUL1124 Management, Supervision & Career Development**
CUL2303
Capstone
3 Quarter Credits (33 Hrs Lecture)
Students develop a business plan for a minimum one hundred-seat restaurant. The project includes a 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. Prerequisite: Permission of Academic Director/Advisor

CUL2304
Art Culinaire
6 Quarter Credits (22 Hrs Lecture/88 Hrs Lab)
This course celebrates the culinary styles, restaurants, restaurateur and chefs who are in the current industry spotlight. Their style, substance and quality are discussed and examined. During the hands-on production aspect of the class, students are exposed to specialty produce and products. Prerequisite: All Culinary Kitchen Courses or By Permission of Academic Director/Advisor

CUL2400
Religion, Diet & New Food Trends
3 Quarter Credits (33 Hrs Lecture)
Students investigate the diets of world cultures and the affect religion brings to that diet. The Jewish and Christian laws of the Old and New Testament, the Koran, the Buddhist & Hindu philosophies regarding vegetarianism and other sects affecting diet are examined and compared. Fads and food trends that affect eating styles and philosophies are discussed. Diets fads from the Atkins Diet to the all protein diet, to the four blood types are also explored. The future of diet fads and food allergies in this country and the world are linked to the past in order to glimpse into the future. Prerequisite: None

CUL2401
Food in Literature & Film
3 Quarter Credits (33 Hrs Lecture)
From the Bible to “Under the Tuscan Sun” and from Fellini’s “Satyricon” to “Eat Drink Man Woman” and “Big Night”, our culture has manifested itself in literary works and motion pictures that depict life’s struggles and hope. Students critique aspects of several novels and movies that use food as the medium to express several emotions, wants and desires, tragedies and accomplishments. The style of authors and directors are compared and analysis of the two mediums are compared and contrasted. Prerequisite: HU110 College English

CUL2402
Food Styling & Photography
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students are introduced to how to make food look beautiful under hot lights. Veterans in food photography introduce students to food manipulation and how the camera views such pieces of art. Students explore balance, harmony and special techniques used with these types of props and photography. Prerequisite: Permission of Academic Director/Advisor

CUL2403
Specialty Cake Decorating
3 Quarter Credits (11 Hrs Lecture/55 Hrs Lab)
Students are introduced to the fundamental skills, concepts, and techniques of cake decorating, while following HACCP procedures. Students prepare various icings, create flowers, and work with marzipan, fondant and buttercream. This course emphasizes piping skills and wedding cake design and assembly. Prerequisites: CUL1126 Introduction to Pastry Techniques & Artistry

CUL2404
Food Journalism
3 Quarter Credits (33 Hrs Lecture)
Students prepare and present professional documents, formal presentations, and graphics to express ideas and information to others. Prerequisite: HU110 College English
CUL2500
Personal Chef
3 Quarter Credits (11 Hrs Lecture/55 Hrs Lab)
This course introduces the fundamentals of being a personal chef including the writing of menus, shopping lists, equipment lists, and preparation in limited space. There is an emphasis on oral presentation, the marketing of oneself, and the preservation of good will. The interview process is covered and practiced via mock interviews. Portfolios are developed and used for the final interview. Menus are researched, planned, and cooked based on hypothetical scenarios. Prerequisites: CUL1200 Sustainable Purchasing & Controlling Costs; CUL2301 À La Carte

CUL2505
Storeroom Procedures
3 Quarter Credits (11 Hrs Lecture/55 Hrs Lab)
This is a hands-on lab course that explores the daily workings of a food purchasing operation. Emphasis is on food systems and handling practices, as well as inventory management techniques and cost control. Safety, sanitation, proper ordering systems, receiving, inventory, and vendor relations are stressed. Students work on inventory counts, ordering, receiving product deliveries, managing par levels, and maintaining proper rotation and organization of food inventory. Prerequisites: CUL1108 Fundamentals of Classical Techniques; CUL1200 Sustainable Purchasing & Controlling Costs

HOSPITALITY FOOD & BEVERAGE MANAGEMENT

FB1102
Introduction to Hospitality
3 Quarter Credits (33 Hrs Lecture)
This course represents an introduction to the organization and structure of hotel, restaurants, and clubs. Students will also be introduced to the importance of industry contacts, resume writing, time management, and will perform a hospitality occupational interview. The student will receive an overview pertaining to forces that shape the hospitality industry, tourism, destinations, and how they interact with the hospitality industry, related businesses that serve the traveler, how services affect the industry, managing and working in the international market, and what the future holds for the industry.
Prerequisite: None

FB2200
Beverage Purchasing, Inventory, Control & Menu Authoring
3 Quarter Credits (33 Hrs Lecture)
In this course, students acquire an understanding of the planning and control processes in the beverage industry. Principles covered include purchasing procedures for beverage operations, the culture between purveyor and client, tailoring buying decisions based on concept, pricing negotiations and payment terms. The basics of inventory management, including manual and automated loss prevention measures, will be given particular focus.
Prerequisite: None

FB2212
Merchandising in Foodservice
3 Quarter Credits (33 Hrs Lecture)
This course will focus on the study of visual merchandising in varied foodservice settings. Students will apply merchandising theory, principles, and practices to solve industry case studies and emerging trends. Merchandising formats will consist of traditional, nontraditional and virtual.
Prerequisite: None

FB3300
Fundamentals of Professional Service
3 Quarter Credits (33 Hrs Lecture)
This introductory course will provide the student with the basic skills required to serve guests within various types of hospitality environments. These skills will include technology, service styles, organization skills, handling and storage procedures for food and beverages and other supplies. Communication methods between the front and back of the house will also be addressed. Emphasis will be placed on classic service techniques and how they have evolved in the modern context.
Prerequisite: None

FB3315
Hospitality Law
3 Quarter Credits (33 Hrs Lecture)
This course covers the legal rules that apply to the hospitality industry. It is designed to give the student an excellent overview of operations, particularly of law, combined with a historical perspective and present-day application. The
course will also address pertinent key industry issues with a critical eye towards those laws that may hinder the industry's growth, as well as those laws that strengthen our rights as hospitality professionals.

**Prerequisite:** None

**FB3318**  
**Sales & Public Relations**  
3 Quarter Credits (33 Hrs Lecture)  
This course will focus on the sales function in varied hospitality settings. The relationship of sales to marketing will be explored, and the process of the actual personal sales call will be emphasized. The role of a successful public relations plan will also be examined, as well as the benefits of favorable public impression on a hospitality operation.  
**Prerequisite:** None

**FB4407**  
**Club Operations Management**  
3 Quarter Credits (33 Hrs Lecture)  
This course is designed to give students the basic understanding of the organization and management of various types of private clubs including city, country, and other recreational and social clubs. It will provide students with the unique sensitivities required in managing and operating the increasingly lucrative club management market.  
**Prerequisite:** None

**FB4409**  
**New World & Emerging Wines**  
3 Quarter Credits (33 Hrs Lecture)  
This class provides comprehensive information pertaining to the New World’s wine regions and the varietals, vineyard conditions, and cellar practices essential to their production. Economic, political and sociological conditions, as well as historical context are explored. Particular attention will be given to developing the student’s sensory evaluation skills and their application to wine selection and food pairing.  
**Prerequisite:** None

**FASHION DESIGN**

**FD1101**  
**Draping**  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
Students are introduced to the proper method of 3D patternmaking, allowing for the free accurate expression of the design concept. Proportion, line, grain, and fit are analyzed in this laboratory class.  
**Prerequisite:** FD1131 Fundamentals of Patternmaking

**FD1119**  
**Survey of the Fashion Industry**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This is an overview of the fashion industry, examining how garments are designed, created, produced and marketed.  
**Prerequisite:** None

**FD1121**  
**Fundamentals of Construction**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This is an introduction to apparel industry sewing standards and techniques. Students apply fundamental skills to the construction of a basic garment using industrial equipment.  
**Prerequisite:** None

**FD1123**  
**History of Fashion I**  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
The study of the development of clothing from ancient times to the 17th century. A project based on historical fashion research will be completed for a final project.  
**Prerequisite:** None

**FD1125**  
**Fashion Illustration**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students render the fashion figure, garments, details, and fabric types. Prerequisites: FS101 Fundamentals/Observational Drawing; FS102 Fundamentals of Design
FD1127  
Introduction to the Fashion Industry  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
This course is an introduction to the apparel industry. Students will learn how the industry operates with regard to the creation, production, and marketing of apparel. Prerequisite: None

FD1129  
Textile Fundamentals  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students explore natural and manufactured fibers. Topics include structure, production, uses, and characteristics. Prerequisite: None

FD1131  
Fundamentals of Patternmaking  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This is an introduction to the principles of patternmaking. Working from a flat pattern students draft basic blocks. Prerequisite: FD1121 Fundamentals of Construction

FD1133  
History of Fashion II  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
The study of the development of clothing from the 17th century to the present. Research project of costume will be done for a production. Prerequisite: None

FD1135  
Advanced Fashion Illustration  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course introduces advanced drawing techniques for rendering the fashion figure. Students use a variety of media to render garment and fabric types. Prerequisite: FD1125 Fashion Illustration

FD1137  
Apparel Marketing  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course analyzes current market offerings in the apparel industry and develops systems for market research. Students investigate, compare, and contrast garment resources and samples. Students develop product knowledge, select resources, and apply research information to product lines. Retail and wholesale markets are examined. Prerequisite: FD1119 Survey of the Fashion Industry

FD1139  
Early History of Fashion  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students explore the garments accessories from ancient Egypt to the French Revolution. Prerequisite: None

FD2201  
Advanced Construction  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students are introduced to advanced construction techniques applied to a structured garment. Prerequisite: FD2215 Intermediate Construction

FD2211  
Intermediate Patternmaking  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students are introduced to flat pattern techniques common in garment trade practices. Emphasis is on the manipulation of patterns for complex designs. Prerequisite: FD1131 Fundamentals of Patternmaking

FD2215  
Intermediate Construction  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
To further refine their construction skills students apply intermediate and industrial construction techniques to garment designs. Prerequisite: FD1121 Fundamentals of Construction
FD2217
Manufacturing Concepts
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)
The purpose of this course is to introduce and communicate manufacturing processes. Students will develop a working knowledge of terms and methods. Prerequisite: FD1127 Introduction to the Fashion Industry

FD2219
Applied Textiles
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines textile development. Using industry standard design software, students develop textiles for manufacturers. Complete boards, catalogs and swatches are created in this laboratory class. Prerequisite: FD1129 Textile Fundamentals

FD2221
Pattern Details
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)
In this course, flat pattern techniques are taught in accordance with the approved garment trade practices. Students will be drafting complex garment components and muslin samples. Prerequisite: FD2211 Intermediate Patternmaking

FD2222
Product Development
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students investigate the manufacturing systems in the apparel industry. Topics include product development, branding, licensing, quality management, pricing, production planning and management. Prerequisite: FD2219 Applied Textiles

FD2225
Textiles
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)
This course will enable students to identify the major categories of textiles including knits and wovens. There is special emphasis on textile terminology, fiber identification, and appropriate textile selection for a variety of end uses including apparel and home furnishings. Students will be introduced to the regulations and laws that apply to the textile and apparel industries. They will research and source textile manufacturers and mills relevant to product development. Prerequisite: None

FD2227
Technical Drawing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students create presentation boards and technical illustrations manually and with computer-aided design technology. Prerequisites: FD1125 Fashion Illustration; FS102 Fundamentals of Design

FD2229
Modern History of Fashion
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students explore the evolution of garments and accessories from the French Revolution to the present. Prerequisite: FD1139 Early History of Fashion

FD2231
Applied Construction
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)
In this course, students will demonstrate a working knowledge of basic and advanced construction techniques as they apply the methods to complex garments. Prerequisite: FD2215 Intermediate Construction

FD2232
World Costume History
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is the study and survey of ethnic world costume history encompassing the continents of Asia, Central and South America, Africa, and Australia. European and American folk costume are also examined. Prerequisites: None
FD2233  
Basic Bodice  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
The development of basic block patterns for industry standards as well as individuals. Prerequisites: FD2211 Intermediate Patternmaking; FD2215 Intermediate Construction

FD2235  
Computer Design  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
In this course the use of computer design software as used in garment and textile production is emphasized. Students develop their own textiles and draping solutions as related to the design industry. Prerequisites: FS104 Computer Applications; FD2227 Technical Drawing

FD2237  
Computerized Patternmaking  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
In this course, students further develop patternmaking skills using industry-specific Computer-Aided Design programs. Computer patternmaking tools, and input and output devices are used in a laboratory setting. Prerequisite: FD2221 Pattern Detail

FD2239  
Specialized Patternmaking  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students are introduced to patternmaking and construction techniques for stretch fabrics. Prerequisite: FD2321 Draping

FD2240  
Production Processes  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
Students further explore manufacturing systems with the application of industry-specific CAD software. The interrelationship between budget and production are examined with the production of markers for various garment lines. Prerequisites: FD2231 Applied Construction; FD2221 Pattern Details

FD2241  
Computer Patternmaking  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students create patterns using industry standard software. Prerequisites: FD2211 Intermediate Patternmaking

FD2243  
Concept Development  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students create marketable concepts and designs based on research and practices in the fashion industry. Prerequisite: FD2227 Technical Drawing

FD2245  
Fit Analysis  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students are introduced to the principles and techniques for fitting garments on a body and translating changes to a flat pattern. Prerequisite: FD2321 Draping

FD2247  
Computer Production Systems  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students examine industrial applications of patternmaking, including revising style lines, grading, and creating production-ready patterns and marker making. Prerequisite: FD2241 Computer Patternmaking

FD2249  
Advanced Concept Development  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course introduces advanced design processes and presentation skills using computer-aided design technology. Prerequisite: FD2243 Concept Development
FD2277
Computerized Grading & Markers
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)
In this course, students use industry-specific computer design software in creating grade rule tables to grade various patterns. They then use these patterns in a computerized marker program following specific parameters. 
Prerequisites: FD2237 Computerized Patternmaking; FD2240 Production Processes

FD2287
Fashion Show Production
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)
In this course, the students will work as a team to produce a fashion show. They will cover all aspects of the production and management of the show. Prerequisite: FD1127 Introduction to the Fashion Industry

FD2290
Specialties Fabrics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course, students work with different fabrics such as leather, faux fur, and lace. Students explore the different construction techniques needed in working with difficult materials. Students create a garment based on these techniques. Prerequisites: FD2201 Advanced Construction; FD2211 Intermediate Patternmaking

FD2321
Draping
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is an introduction to the principles and techniques of draping. Topics include proportion, line, grain and fit. Prerequisite: FD1131 Fundamentals of Patternmaking

FD3301
Technical Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students create computer generated production packages consisting of costing analysis, size specification, construction standards, materials, and production methods, front and back flats. Prerequisites: FD2227 Technical Drawing; FD2247 Computer Production Systems

FD3303
Advanced Sewing Techniques
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers couture sewing and patternmaking techniques involving fitting, fabric selection, proper cutting techniques, and inner construction methods. Prerequisite: FD2245 Fit Analysis

FD3305
Research & Sourcing Fundamentals
2 Quarter Credits (11 Hrs Lecture/22 Hrs Lab)
Through a variety of in-depth research and analysis, students investigate manufacturing sources and costs that affect production of a garment. Students research the financial viability of their choices. Prerequisite: FD2249 Advanced Concept Development

FD3307
Design Studio Menswear
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students design and construct apparel for the men’s fashion market. Prerequisite: FD3303 Advanced Sewing Techniques

FD3309
Digital Textile Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students examine textile print design and fabric development and explore applied and structural techniques using pixel and vector-based software. Prerequisite: FD3315 Surface Design

FD3313
Concept & Line Development
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)
In this course, students explore specialty design areas through research, analysis, and forecasting. Advanced design skills are applied through hand rendering skills. Includes the production of portfolio-quality concept boards. Prerequisites: FD2223 Trends & Concepts in Apparel Marketing; FD2227 Technical Drawing
FD3315
Surface Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students apply colors, prints, and motifs on a variety of fabrications. Prerequisite: FD2219 Applied Textiles

FD3325
Surface Design — Screen Printing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students are introduced to screen printing (including photo silk screen) on textiles. Students create designs and apply designs to fabric. Students use computers to prepare color separations for their screens. Prerequisites: FD3309 Digital Textile Design; FD3315 Surface Design

FD3327
Applied Computer Design
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)
This course concentrates on industry professional visual presentations. Students will use advanced computer design skills and a range of industry standard software. Comping, concept storyboards, image development for wholesale and retail, in print, email attachments, CD-Roms, and Web are developed. Prerequisite: FD2235 Computer Design

FD3331
Advanced Draping
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)
Advanced study of direct fabric manipulation on the form. More complex 3-D patternmaking will be studied. Students will be working with a variety of fabric. Prerequisites: FD2215 Intermediate Construction; FD2221 Pattern Details

FD3335
Surface Design — Knits
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)
In this course, students study the computer design of textiles for knitwear. Techniques of knitwear and production are stressed. Prerequisites: FD3315 Surface Design; FD2235 Computer Design

FD3337
Current Designers
2 Quarter Credits (11 hrs Lecture/22 hrs Lab)
The study of the design characteristics, contemporary markets and lifestyles of leading designers. Prerequisite: None

FD3340
Fashion Sketchbook
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students develop their fashion illustration skills. Focus is placed on creating original concepts for a variety of designs including menswear, children’s wear, and knits. This course encourages students to experiment with different materials to develop their design approach. Prerequisite: FD1135 Advanced Fashion Illustration

FD3345
Fashion Illustration Studio
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students develop their individual illustrative skills in the field of fashion. Different ways of drawing and seeing the figure are explored. Students study movement and expression and how to communicate the essential elements of clothing from textiles to drape. Students produce designs from concept to finalized presentation drawings. Prerequisite: FD1135 Advanced Fashion Illustration

FD3375
Children’s-wear Clothing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students design and construct a line of clothing for children. Draping, pattern drafting and sizing requirements along with grading differences of children’s clothing are emphasized. Prerequisites: FD2239 Specialized Patternmaking; FD2241 Computer Patternmaking

FD4401
Senior Collection Concept
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students begin market research, development of concepts, technical drawings, and the sourcing of materials for their final collections. Prerequisite: FD3305 Research & Sourcing Fundamentals
FD4403  
Design Studio Women's Wear  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students design and construct apparel for the women's fashion market. Prerequisite: FD3303 Advanced Sewing Techniques

FD4405  
Applied Product Development  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students work in groups to simulate product development processes from concept to consumer. Prerequisites: FD2222 Product Development; FD3301 Technical Design

FD4407  
Senior Collection Technical  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students complete technical drawings, specifications, patternmaking and fit for their design collections. Prerequisite: FD4401 Senior Collection Concept

FD4408  
Fashion Entrepreneurship  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students develop a business plan for opening a fashion business. The plan includes market research, financial planning, staffing, pricing, and promotional strategies. Prerequisite: Permission of Academic Director/Advisor

FD4409  
Senior Collection Production  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course, students work on the final development phase of their collections including specification packages. Emphasis is on finish construction and presentation of an original clothing line. Prerequisite: FD4407 Senior Collection Technical

FD4413  
Design Specialties — Couture  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
The focus of this course is to develop an awareness of the couture market. Students will learn to work with specialized clients and specialty designs. The focus will be on the areas of active and formal wear. Prerequisite: FD3331 Advanced Draping

FD4415  
Surface Design — Wovens  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
Use of computer design software to develop textiles for manufacturers. Complete boards, catalogs, and searching are developed. Prerequisites: FD2235 Computer Design; FD3315 Surface Design

FD4421  
Costume Specialties  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
This course concentrates on costume design and production costuming. The student will be challenged to develop creative forms while maintaining the ability to move, dance, and perform. This course will include masks and headdresses as well as full body costumes. An examination of various theatrical costume construction materials will be covered such as fiberglass, foam, leatherwork, thermoplastics, basic millinery techniques, wire frame, felt hats, and finishing techniques. Prerequisite: By Permission of Academic Director/Advisor

FD4423  
Senior Project  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students prepare, present, and defend a project suitable for professional presentation. Prerequisite: Permission of Academic Director/Advisor
FD4427  
Production Systems  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
This course presents an in-depth study of apparel production processes from design concept to finished product. Students will develop costing and industry specification and standards for a given product. Prerequisite: By Permission of Academic Director/Advisor

FD4431  
Costume Design & Production  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
This course focuses on total project management. Students will work in a team environment to produce an assigned performance production. The directorial and collaborative problems of arriving at a production concept, up to and including fully realized design documentation and costumes, is emphasized through this project. Prerequisite: FD1135 Advanced Fashion Illustration

FD4435  
Product Development  
Required for Fashion Design  
3 Quarter Credits (22 hrs Lecture/22 hrs Lab)  
Students implement design concepts to product completion. Specific target markets, industry standards, and manufacturing sources are analyzed. Prerequisite: FD2237 Computerized Patternmaking

FD4440  
Special Topics for Fashion  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Topics are based on important artistic or technological trends and developments in fashion. Topics are addressed as they arise. Prerequisite: Permission of Academic Director/Advisor

FD4445  
Fashion Illustration Studio II  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students work on completing projects assigned by an instructor or outside client. Students produce a clothing line to the specifications and style as required by the instructor or client. Prerequisite: Permission of Academic Director/Advisor

FD4450  
Alternative Clothing Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students focus on designing environmental friendly clothing. Students research sustainable fabrics and create an "eco-friendly" clothing line. Prerequisites: FD2219 Applied Textiles; FD2241 Computer Patternmaking

FASHION MARKETING & MANAGEMENT

FM1101  
Introduction to Fashion Marketing  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This survey course covers the fundamentals of fashion from research and development to market distribution. Prerequisite: None

FM1123  
Fundamentals of Advertising  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is a basic introduction to advertising, its history, potential, and limitations. Students examine various definitions of advertising and different methods of communication, as well as the advertising spiral, advertising objectives, advertising copy, and federal regulations. In addition, students investigate how advertising has changed over the years and has been affected by the culture that has produced it. By exploring major events, trends, and influences on advertising students study various types of ads and advertising campaigns. Students investigate emerging trends and how to capitalize on them. Prerequisite: None
FM1135
Fundamentals of Marketing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces the fundamental concepts and principles of marketing. This overview provides a framework in which to explore how each component contributes to the strength and utility of a marketing plan. Students investigate the ways in which world events and cultural assumptions influence marketing. Prerequisite: None

FM1137
Apparel Marketing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course analyzes current market offerings in the apparel industry and develops systems for market research. Students will investigate, compare and contrast garment resources and apply research information to product lines. Retail and wholesale markets will be studied. Prerequisite: FD1119 Survey of the Fashion Industry

FM1140
Retailing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an overview of the retail environment. It introduces basic terminology and concepts related to retail trends, traditional and non-store retailing, operations, and planning. Prerequisite: None

FM2201
Consumer Behavior
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the cultural, social, and individual variables involved in consumer behavior. It also reviews how these variables are incorporated into buyer decision processes and marketing practices. Prerequisite: None

FM2205
Sales Promotion
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is a workshop in which students design and prepare a sales and promotion package. Students produce a written objective profile. Students explore the process of crafting a marketing and sales promotion that is carefully targeted and positioned to reach the goal of generating sales. The instructor acts as a facilitator and guide to ensure the generation of a well developed, positioned, sales promotion. Prerequisite: FM1123 Fundamentals of Advertising

FM2209
Specialty Merchandise
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This survey course examines the world’s most famous specialty stores along with profiling award-winning specialty designers. Prerequisite: None

FM2214
Introduction to Manufacturing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an overview of the fashion industries, including the terminology of fashion and an explanation of the three levels of the industry (design, production, and sales). Careers and the organization, structure, and problems of the garment industry are examined. Prerequisite: FS122 Image Manipulation

FM2217
Retail Buying
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
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-buy. Prerequisite: FM1140 Retailing

FM2220
3-D Visual Merchandising I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides 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 3-D space planning software, students develop a solid foundation of space planning fundamentals. Prerequisite: FS122 Image Manipulation
FM2224
Business Management
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students to the world of the manager, the knowledge needed, the process of managing, and the “adjusting to change” ability necessary in modern business. Prerequisite: FM1135 Fundamentals of Marketing

FM2229
Merchandise Management
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students are introduced to the responsibilities and intricacies of retail buying. Students investigate merchandise selection, how to negotiate a purchase, and select a resource. Prerequisite: Any lower division Mathematics course

FM2232
Inventory & Stock Control
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is an advanced course in the study of stock control and managing open-to-buys. This is a practicum in buying and using computer spreadsheets for data analysis. Prerequisite: FM2217 Retail Buying

FM2235
3-D Visual Merchandising II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces the principles of store design with an emphasis on psychological motivation. Using 3-D visual merchant software, students practice store simulations, lighting scenarios, strategic product placement, and the use of scenery and special effects to support merchandise. Prerequisite: FM2220 3-D Visual Merchandising I

FM2250
Entrepreneurship
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Studies explore innovation and rapid change as they relate to the entrepreneur. Discussions include issues regarding financial, behavioral, organizational, and marketing challenges facing emerging enterprises. Students create a business plan for the startup of a new fashion-related company, product, or service. Special emphasis is placed on the disciplines of planning that are vital to individual success. Prerequisite: FM2224 Business Management

FM2260
Business Communications
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students examine how to effectively communicate through various written formats, including emails, memos, letters, proposals, and copy writing for marketing. Students identify the requirements of different types of writing and prepare material to communicate clearly and effectively. Prerequisite: HU110 College English

FM2287
Fashion Show Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course, students work as a team to produce a fashion show. Students are responsible for all aspects of the production and management of the show. Prerequisite: FM2205 Sales Promotion

FM3300
Retail Math
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an opportunity to develop further financial concepts and problem solving skills. This course explores the various tools used by retailers to evaluate performance. Students simulate buying decisions and examine how to use technology as an essential buying tool. Prerequisite: Any lower division Mathematics Course

FM3305
Store Operations
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students use computer applications as they apply to the ownership and operation of a retail store. Emphasis is placed on actual usage of spreadsheets and databases for employee scheduling, inventory plans, vendor lists, and other real-world retail applications. Prerequisites: Computer Applications Competence; FM1140 Retailing

FM3310
In-House Promotions
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students study retail special events by planning and implementing an actual event. Prerequisite: FM2205 Sales Promotion
FM3315
Brand Marketing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Branding became a buzzword in 1990s advertising and marketing, but this process has evolved into a powerful way to organize and use an understanding of consumer needs and motivations in a changing marketplace. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media. Marketing strategists need to create an identity for their products and services and to use that identity to support sales. This course is an introduction to the essential concepts and skills of brand marketing. **Prerequisite: FM1123 Fundamentals of Advertising**

FM3320
Retail Store Management
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines many aspects of starting and running a retail store. **Prerequisite: FM3305 Store Operations**

FM3323
Product Development
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores the world of product development. Students examine how to take a product from concept to marketplace, researching materials and analyzing trends for the development of private label merchandise. Prototypes are developed, and manufacturing and budgetary issues are analyzed. Accounts and interfacing with advertising agencies are covered. **Prerequisite: FM2214 Introduction to Manufacturing**

FM3327
Advertising Sales & Ratings
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on a review of advertising fundamentals, their potential and limitations, advertising methods, objectives, copy, federal regulations, salesmanship, and the proper positioning of a client. Servicing accounts and interfacing with advertising agencies are covered. **Prerequisite: FM1135 Fundamentals of Marketing**

FM3330
Global Marketing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is a practicum in cultural understanding and appreciation for international practices. Students consider the importance of cultural self-awareness as well as verbal and non-verbal communications in cross-cultural business settings. **Prerequisite: FM1135 Fundamentals of Marketing**

FM3333
Fashion Styling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The study of the various types of fashion styling, clothing and appearance message, body types, colors and proportions; interpretation of old ideas in creating new concepts in fashion styling; employing fashion terminology; demonstrate working knowledge of fashion styling techniques by creating an editorial fashion story starting from sourcing trends and inspiration to execution rendering fashion proportion and look. Learn the color, proportion and style coordination and placement of wardrobe and props on print advertising shoots. **Prerequisite: none**

FM3337
Current Designers
2 Quarter Credits (11 Hrs Lecture/22 Hrs Lab)
This is a study of the design characteristics, contemporary markets and lifestyles of leading designers. **Prerequisite: None**

FM4400
Catalog Development
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is designed to introduce students to different types of direct marketing tools and techniques that can be applied to products and services within the retail environment. Emphasis is on applying computer publication skills with different direct marketing tools. There is a major emphasis in catalogs. Students apply the steps of creating a catalog using different computer application programs. **Prerequisites: FM2201 Consumer Behavior; FS122 Image Manipulation**
FM4410
Executive Leadership
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is a survey of the policies and practices of employer/employee relations. This course covers behavioral problems in management, the art of dealing with people, communications, and the principles of delegation, training, control, and employee morale. Prerequisite: Permission of Academic Director/Advisor

FM4411
Senior Project I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students prepare, present and defend a project suitable for professional presentation. Prerequisite: FS297 Portfolio I

FM4415
Collateral Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The role of graphic design in collateral materials is introduced and explored with a focus on brochures, billboards, posters, transit cards, point of sale materials, mail pieces, sales promotion materials, etc. The process of developing unified advertising collateral materials involving multiple presentations is emphasized. Prerequisite: FM3315 Brand Marketing

FM4420
Public Relations & Promotions
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the historical development of public relations, showing the principles, methods, and means of influencing public opinion. Prerequisite: FM3310 In-House Promotions

FM4423
Senior Project II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course follows FM4411 Senior Project I in which students prepare, present and defend a project suitable for professional presentation. In this course students expand their fashion concept and line presenting sample garments to demonstrate their ideas. Prerequisite: Permission of Academic Director/Advisor

FM4425
Human Resource Management
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers a complete, comprehensive review of essential personnel management concepts and techniques. Prerequisite: FM2224 Business Management

FM4430
Business Ownership
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students plan the opening and management of a small store, financing, budgets, market research, inventory and staffing. This course is a workshop in which students design and prepare all business plans necessary to open a retail store. The instructor acts as facilitator and advisor to the students, but all decisions and choices are made solely by the students. Upon completion of the course, students have a comprehensive business plan that can be used as a model for actually opening a business sometime in the future and can be used as a portfolio piece to show prospective employers. Prerequisite: FM2250 Entrepreneurship

FM4433
Feasibility Marketing
3 Quarter Credits (33 Hrs Lecture)
Students explore how to validate business ideas using, both, neutral thinking practices and research techniques to determine marketplace return-on-investment standards and to create feasibility study plans. Prerequisites: AD2220 Fundamentals of Marketing; FM1135 Fundamentals of Marketing

FM4440
Special Topics for Fashion Marketing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Topics in this course are based upon important artistic or technological trends and developments in fashion marketing. Topics are addressed as they arise. Prerequisite: Permission of Academic Director/Advisor
GAME ART & DESIGN

GA1121
Survey of the Game Industry
2 Quarter Credits (11 Hrs Lecture/22 Hrs Lab)
This course presents a survey of the game industry. Specifically, it focuses on entry-level jobs and responsibilities, career paths, characteristics and necessary skills for success, regional differences in employment, types of projects and products, and an introduction of the path from concept to product in the industry. Prerequisite: None

GA2000
Special Topics in Game Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Topics are based upon important artistic or technological trends and developments in the Game Design industry. Topics are addressed as they arise. Prerequisite: Permission of Academic Director/Advisor

GA2099
Game Preproduction
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course exposes students to the pre-production processes used in the Game and related industries. The primary component of the course is a thorough review of all pre-production activities and project management. Students participate in production teams and focus on planning of all aspects of a game production. Prerequisite: Permission of Academic Director/Advisor

GA2201
Game Design & Game Play
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
A well-designed game is an integration of artistic and technological component 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. Prerequisite: None

GA2211
Hard Surface & Organic Modeling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers advanced modeling techniques used for building organic and hard surface objects and environments. Prerequisite: MA1134 Principles of 3-D Modeling

GA2212
Game Modeling & Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Real time 3-D 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 learn low-polygon creation techniques using industry standard 3-D modeling software and computers. Prerequisite: MA1134 Principles of 3-D Modeling

GA2501
Pre-Visualization for Games
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the importance of rapid pre-visualization for the game industry. Different media and approaches are covered including traditionally rendered concepts, digital animatics and paper prototypes. Prerequisite: MA1134 Principles of 3-D Modeling

GA2502
Game Assets Development
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the art of producing high quality3-D environment art assets for next generation video games. The course explores in-game asset development from concept to model to texture with an emphasis on the production pipeline for current game modeling and texturing processes. Basic understanding of a 3-D modeling program and Photoshop are required. Prerequisite: MA1134 Principles of 3-D Modeling

GA2504
Comparative Anatomy
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is a concentrated course focusing on comparative anatomy, form and gesture of both humans and animals. Students study anatomical structure learning to apply comparative anatomy systems using geometric shapes to understand action, analysis of form, construction, and expressive drawing. Students learn how to simplify
muscle shapes and how to spot boney landmarks by doing extensive study and comparison of the structures to understand bones and muscles in movement for both quadrupeds and bipeds. **Prerequisite: GA2211 Hard Surface & Organic Modeling**

**GA3099**  
Game Production  
*3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)*  
In this course students work in a studio environment and focus on the production pipeline of creating a game.  
**Prerequisite:** Permission of Academic Director/Advisor

**GA3311**  
Material & Lighting  
*3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)*  
In this course students are introduced to materials, textures, and lighting strategies to add detail and realism to objects without adding complexity to the model. Students simulate real-world surfaces containing reflection radiosity and other effects.  
**Prerequisite:** MA1134 Principles of 3-D Modeling

**GA3312**  
Level Design  
*3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)*  
In this course students learn to analyze the game-play needs of the overall game project and create specific-level designs accordingly. After a brief introduction of the game development process, the course turns to processes of determining game-level needs and creating content for the predetermined levels.  
**Prerequisite:** GA2201 Game Design & Game Play

**GA3313**  
Designing 3-D Environments  
*3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)*  
Most levels of popular games are designed as building interiors and contain characteristics common to interior design layouts. This is also true of the film world. This course provides the opportunity for students to create architectural interiors representing houses, buildings, and entire worlds contained under a roof, in which to place their characters.  
**Prerequisites:** GA2211 Hard Surface & Organic Modeling; MA2201 Background Design & Layout

**GA3314**  
3-D Character Rigging  
*3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)*  
The purpose of this course is to demystify character setup. After reviewing the basics, advanced topics such as modeling and animation will be covered. The character setup is tested by animation assignments. Upon completion, each student will have created, set up, and tested a character. **Prerequisite:** MA2204 3-D Animation or MA2205 Beginning 3-D Animation

**GA3322**  
Advanced Level Design  
*3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)*  
Building on abilities gained in the Level Design course, students create more intricate designs for levels, characters, objects, and weapons. Emphasis is on interesting game play and puzzles. **Prerequisite:** GA3312 Level Design

**GA3323**  
3-D Scripting  
*3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)*  
Scripting allows the animator to automate tedious tasks and create effects that would be otherwise time-consuming in the traditional 3-D key frame methodology. This course introduces students to scripting in a 3-D package, e.g., Maya using MEL (Maya Embedded Language). Students explore the powerful and diverse capabilities of 3-D scripting. **Prerequisite:** GA3312 Level Design

**GA3324**  
Character Modeling  
*3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)*  
This course covers advanced modeling techniques used for building a 3-D character. Students explore techniques of character modeling to include various approaches to figure construction. **Prerequisite:** MA1134 3-D Modeling
GA3331
Game Prototyping
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course the student learns to analyze the game-play needs of the overall game project and creates specific-level designs accordingly. After a brief introduction of the game development process, the course turns to processes of determining game-level needs and creating content for the predetermined levels. Prerequisite: Permission of Academic Director/Advisor

GA3332
Interface Design for Games
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to the pre-planning aspects of the design process. Students formulate design projects specifically for delivery media such as video game consoles, mobile devices, and PC CDROM/DVD. Parameters relating to color, resolution, access speed, key choice/layout, and composition will mediate the design process. Students explore principles of interactive design appropriate for the game type and/or target audience. Prerequisite: GA3312 Level Design

GA3333
Introduction to Scripting Languages
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
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. Prerequisite: Permission of Academic Director/Advisor

GA3505
Motion Capture
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the acquisition, refinement and application of performance capture in 3-D space. Students learn different uses, approaches to motion capture as well as its limitations. Prerequisite: MA2204 3-D Animation or Permission of Academic Director/Advisor

GA3512
Mapping for Games
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the creation of texture art for 3-D video game environments, assets, and characters. Students learn how to understand and apply UVW mapping coordinates and to create textures and skins using digital cameras, scanners, and digital painting techniques. Students explore using reference material and the application of color and design theories for visual consistency. Projects deal with the correct use of size, scale and detail, working with grid systems, and applying aging techniques to textures. Students examine the importance of texture art as a visual storytelling device and as a vehicle for applying environmental clues in game environments. Prerequisite: GA3311 Material & Lighting

GA3514
Modeling & Architecture
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers modeling for architectural applications. The history, design, construction, and materials of the various styles are covered while students develop their own projects based on research. The unique needs of the architectural industry as they apply to modeling, light, texture, pre-visualization and other issues are covered. Prerequisite: GA2211 Hard Surface & Organic Modeling

GA4099
Game Post Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students work in a studio environment and focus on the post production aspects of creating a game. Prerequisite: Permission of Academic Director/Advisor

GA4401
Advanced Game Prototyping
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this continuation of the Game Prototyping course, students create and produce a stand-alone game prototype demonstrating game design principles acquired in preceding courses. The culmination of coursework results in students fine tuning their design, production, and collecting skills as well as scripting and storyboarding. Prerequisite: GA3331 Game Prototyping
GA4402
Senior Project Planning
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on pre-planning and beginning development of the student's senior project. Students prepare a project plan and time line for their senior project. Prerequisite: Permission of Academic Director/Advisor

GA4403
Intermediate Scripting Languages
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students continue to develop and refine basic programming skills. Students acquire skills needed to design, develop, and produce practical applications in a specific scripting or programming language used with different 3-D software packages. Prerequisite: Permission of Academic Director/Advisor

GA4412
Senior Project I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students select an area to research and develop their portfolio projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results. Additionally, students prepare, present, and defend a project suitable for professional presentation. Prerequisite: GA4402 Senior Project Planning

GA4422
Senior Project II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students continue work on their game prototype, incorporating all elements that they have acquired through the program. Prerequisite: GA4412 Senior Project I

GA4424
Advanced Character Rigging
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students continue to explore character setup. Work on advanced topics such as facial expressions and quadruped is covered. The character setup is be tested by animation assignments. Upon completion, each student will have created, setup, and tested a character with a custom graphical user interface. Prerequisite: GA3314 3-D Character Rigging

GA4435
Advanced Game Modeling & Texturing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students continue to develop their skill set with regards to next-generation game platforms. Students focus on creating art assets for a next-generation pipeline. Using a variety of tools that are available for the market, students study and apply advanced LOD modeling, normal mapping, shaders and advanced real-time texturing solutions. This course also includes an introduction to effects within a game engine. Prerequisite: GA2212 Game Modeling & Animation

GAD313
Advanced Animation Drawing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Concept development for Feature Animation. Prerequisite: none

GAD321
Mapping for Digital Media
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The "skin" or finished look to a 3D model is the result of a map, or image created in the computer and wrapped around the model. These images add detail and realism to objects without adding complexity to the model. Students will create bitmaps and procedural maps and learn how to apply them to simulate textures, applied designs, reflections, and other effects. Prerequisite: Permission of Academic Director/Advisor
**GRAPHIC DESIGN**

**GD1123**  
Electronic Layout  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course explores 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 is developed using page composition software. Prerequisite: Computer Applications Competence

**GD1124**  
Form & Space  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Form & Space involves the formal understanding and manipulation of the basic organizing principles of the 3-D worlds. Point, line, plane, mass, volume, density, and form are discussed. Students learn to create and discuss 3-D situations using basic hand tools and readily available materials. Form & Space also involves the relationship of perceptual issues to manipulate the 3-D situation. Prerequisite: None

**GD1125**  
Introduction to Photography  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Photography is a fundamental component of graphic design. This course introduces the elements of photography and explores its impact and various applications as a vehicle to convey a visual message. Students learn the operation of cameras such as 35-millimeter and digital, and the principles of composition, lighting, and depth of field. The student is introduced to the concepts of portraiture, narrative, and documentary issues. Prerequisite: None

**GD1132**  
Grid Systems  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course enables the student to better design with type and visuals, and to better utilize technology in problem solving. Emphasis is on the process of design development from roughs to comprehensives, layout, and the use of a grid system for multicomponent layouts. Prerequisite: GD1123 Electronic Layout

**GD1133**  
Digital Grid Systems  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course introduces the student to the electronic preparation of simple and complex designs. Typesetting, pagination, image reproduction, color specification, trapping procedures, and binding and finishing techniques is explored. Prerequisite: GD1123 Electronic Layout

**GD1134**  
Digital Illustration  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course helps students communicate and design with the computer as a professional tool. Using different software applications, the student demonstrates an understanding of electronic illustration. The course explores vector-based graphic applications that are considered to be industry standard. Prerequisite: Computer Applications Competence

**GD2222**  
Painting  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
The focus in this course is on mixed media, with additional attention given to the use of traditional paint. Both content and process are explored. Lectures, research assignments on contemporary and master paintings as well as painting for traditional animation are covered. Problem solving and image creation skills learned here enables computer animation students to more successfully develop 2-D and 3-D animation projects including background painting, 3-D environments, rendering, and lighting. Prerequisites: FS101 Fundamentals/Observational Drawing; FS103 Color Theory; GD2241 Concept Design

**GD2223**  
Hands-on Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In today's highly digital design environment, hands-on layout techniques and the physical, tactile aspects of design are often overlooked. This course covers important design principles such as the golden section, root rectangles and sacred geometry, and develops student awareness of the relationship between space and design through hands-on work with the tactile, textural and 3-D aspects of design. Prerequisite: GD2241 Concept Design
GD2241
Concept Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course emphasizes the conceptualization process of art and its function in solving given problems. The student uses creative problem solving and research techniques, specifically, problem identification, analysis, brainstorming, and idea refinement. *Prerequisite: GD1134 Digital Illustration*

GD2242
Illustrative Concept Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces the philosophy behind illustration. It also highlights the uses of illustration in the graphic design industry. Assignments focus on black and white and color techniques, using contrast, values, composition, and function. Conceptual visual problem solving plays a fundamental role in this course. *Prerequisite: FS101 Fundamentals/ Observational Drawing*

GD2243
Typography II — Hierarchy
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is a continuation of the study of the fundamentals of typography. Exercises and projects focus on the hierarchical qualities of typography. The development of marketable, original, and creative problem-solving solutions is examined with an emphasis on creative techniques. Industry-standard software is used in the development of digital typography and hierarchal skills. *Prerequisite: FS131 Typography I — Traditional*

GD2244
Advanced Image Manipulation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
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. *Prerequisite: FS122 Image Manipulation*

GD2251
Branding
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course concentrates on brand identity. Students conduct an in-depth systematic study of the creation of an identity both corporate and personal. Problem solving, information gathering, system development, and application standards are discussed. Students focus on color, logotypes, symbols, and branding. *Prerequisite: GD2262 Message Making*

GD2252
Corporate Communications
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This advanced design course deals primarily with the development of internal corporate imaging. Building on the theories of design, the course further examines logo design and internal application of the corporate image. *Prerequisite: GD2242 Illustrative Concept Design*

GD2253
Typography III — Expressive & Experimental
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Emphasis is placed on the expressive potential of typography. How the form of the written word(s) affects the meaning is studied experimentally. *Prerequisite: GD2243 Typography II — Hierarchy*

GD2254
Pre-Print Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course prepares students in the electronic preparations of simple and complex designs. Image reproduction, color specification, trapping procedures, and binding and finishing techniques are explored. Production of the single and multicolor mechanical and the discussion of various printing processes and paper selections are covered in this class. *Prerequisites: GD1123 Electronic Layout; FS122 Image Manipulation*

GD2255
Designing Brand Experiences
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This advanced design course builds further on the theories of Corporate Identity. The course begins with a review of the systematic development of brand identity and then further explores the creation and communication of brand experiences. Students focus on examining client needs, identifying a target audience, developing a communication
strategy and implementing the strategy utilizing various, relevant forms of communication design. Prerequisite: GD2252 Corporate Communications

GD2262 Message Making
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on how messages can be constructed through images using subject matter, context juxtaposition, editing, scale, color, and composition. Materials and technologies are explored. Prerequisite: FS102 Fundamentals of Design

GD2263 Typography IV — Publication
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Publication design is a mainstay in the study of graphic design. This course focuses on creating a publication, hierarchy, grid, page sequence, and spreads. The publication is typographically oriented with a combination of images, color, and texture as well as a typographical relationship to the subject of the publication. Prerequisite: GD2253 Typography III — Expressive & Experimental

GD2264 Digital Message Making
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students further explore through an in-depth study of the exercises learned in Message Making using the computer as the tool to create the messages. Prerequisite: FS102 Fundamentals of Design

GD2265 Project Concept
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students explore various solutions based on common industry problems allowing them the opportunity to integrate their personal vision. Students meet with faculty to outline their time management and concept. Prerequisite: GD2264 Digital Message Making

GD2334 Advanced Digital Illustration
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course helps students to further advance their skill in vector format to communicate and design with the computer as a professional tool. Using different software applications, students demonstrate an understanding of advanced techniques in composition and learn the nuances of electronic illustration. The course pushes the exploration previously studied in vector-based graphic applications that are considered to be industry standard. Prerequisite: GD1134 Digital Illustration

GD3112 Letterpress and the Artist’s Book
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is a further development into the artistic, production and presentation skills of the graphic designer through the research, planning, design, layout, production, printing, binding, displaying, marketing and selling of a limited edition collaborative artist book. Students are encouraged to explore digital and traditional methods of design while making practical decisions on paper choices, letterpress printing requirements and binding options for a limited edition book. Prerequisites: GD2263 Typography IV — Publication; GD3384 Advanced Design

GD3371 Project Study
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through observing and documenting their own work, students focus on projects of their own within an area of interest with the approval of the Academic Department Chair. In this course, students work with non-profit organizations. Prerequisite: GD2264 Digital Message Making

GD3381 Introduction to Packaging
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students receive a broad overview that covers essential package design basics, including materials and production methods, structures and surfaces, product positioning, and environmental concerns. Prerequisite: GD2264 Digital Message Making
GD3382
Advanced Typography
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is a study of expressive and didactic qualities of typography. Sensitivity to typography via traditional methods and digital technology is explored. Exercises and projects focus on how the written language can relay information intuitively. Prerequisite: GD2263 Typography IV — Publication

GD3383
Photography II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on how the visual and verbal narrative interrelates through time and space. Principles of storytelling, narrative, structures, rhythm, audience, and point of view are developed. Prerequisite: GD1125 Introduction to Photography

GD3384
Advanced Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course further defines the role of the graphic designer in advertising and photography. Students are introduced to informational and administrative approaches to the development of the advertising campaign strategies. Media and marketing realities are applied. Prerequisite: GD2262 Message Making

GD3385
Copywriting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to copywriting. Students learn the basic principles of copywriting, the process of generating ideas, and writing with various strategies and various styles. Copywriting for print, television, radio, and the Internet are covered. Students work individually and with teams to solve real-world assignments. Prerequisite: GD1133 Digital Grid Systems

GD3391
Graphic Design History
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the influences of social trends, historical events, technological developments and the fine arts in contemporary graphic design, illustration, typographic design, architectural design, photography, and fashion trends in general. Through lectures, supplied visual examples, independent research and design assessments, the student gains insight into a variety of major design influences. The student learns how to research and utilize a wide variety of design styles. Prerequisite: None

GD3393
Art & The Law
3 Quarter Credits (33 Hrs Lecture)
This course focuses on an analysis of current laws affecting the multimedia field, including copyright law, trademark law, the law of libel and slander, right of publicity and the right of privacy, misappropriation, unfair competition, moral rights, and trade disparagement. In addition, the course addresses sole proprietorship, partnerships, and corporations, their establishment, and the legal problems in operation under each form. To support the sales function, students learn about the legal obligations of all parties to a contract. Prerequisite: HU110 College English

GD3394
Package Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The focus is on package-branded products. Students will focus on revitalizing existing brands as well as developing new brands based on development of identity and packaging applications. Prerequisite: GD2254 Pre-Print Production

GD3395
Package Identity
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course defines the role of packaging in product identification, presentation and production, and explores the processes used in establishing a strong identity program for consumer products. The unique challenges of adapting typography, illustration design, and materials to 3-D form are explored; and students’ skills in layout, design, and typography will be extended and strengthened. Research includes marketing objectives, structural integrity, and aesthetics. Prerequisite: GD2264 Digital Message Making
GD3397
Photo Graphics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on using critique and conceptualization as tools for advancing the capability of communicating through photography. Each student creates an individual body of work based on a concept of their choice. This project evolves through adaptive response to critique, lectures and field trips. Topics covered are: art, texture, line, form, conceptualization, performance, image manipulation, photo history, contemporary photography, presentation and critique. Prerequisite: GD1125 Introduction to Photography

GD4400
Special Topics in Graphic Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Topics are based upon important artistic or technological trends and developments within the design industry. Topics are addressed as they arise. Prerequisite: Permission of Academic Director/Advisor

GD4401
Design Team I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is a special projects course in which students utilize their knowledge of design, typography, and production techniques to execute a team project. Students also apply communications, teamwork, and organizational skills. Students work cooperatively to achieve a common goal, similar to industry experience. Prerequisite: Permission of Academic Director/Advisor

GD4402
Design Research — Marketing Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is a review of popular culture as it relates to social, informational, economic, political, and educational current events. A special emphasis is placed on trends and pop topics as they relate to the design world. Current media, including literature, books, television, movies, telecommunications media, online communications, marketing trends and strategies are reviewed. Prerequisite: GD3391 Graphic Design History

GD4403
Environmental Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students study a range of examples of exhibition/environmental design measured against conventions of 2-D display/informational systems. Prerequisite: GD3384 Advanced Design

GD4406
Advanced Study
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course offers students the opportunity to pursue advanced study within the area of graphic design. Prerequisite: GD3384 Advanced Design

GD4409
Design Driven
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course offers students the opportunity to solve social and humanitarian problems through the methodology of design. Students have a hands-on approach to the extensive system and broad aspect that design can offer as a communication outlet, the design of paradigms and systems. Students collaborate in a group environment. Prerequisites: Must be in 3rd year of program, have a, 3.25 GPA, have advanced level of computer/design skills, and must provide a writing sample explaining why the student wants to enroll in class

GD4411
Design Team II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will build upon the concepts and issues explored in Design Team I. Prerequisite: GD4401 Design Team I

GD4412
Senior Project Design Studio
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students develop an independent project. Developing a long-term assignment and extending the skills learned in previous studio classes are emphasized. Prerequisite: GD3384 Advanced Design
GD4413  
Senior Project Lab  
2 Quarter Credits (11 Hrs Lecture/22 Hrs Lab)  
Observing and documenting their own design process, students focus on the projects of their Senior Project Design Studio. Prerequisite: GD3384 Advanced Design

GD4434  
Expressive Illustration  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course explores the verbal/visual relationships, and different methods of interpreting verbal information, from narrative to symbolic, in order to arrive at an appropriate visual solution. Emphasis is on the conceptual strategies available to the visual artist, the crucial link between text and image, and creative approaches for giving visual form to abstract concepts and ideas. Both concept and execution are stressed, as is the development of a personal visual vocabulary. Emphasis is on self-expression. Students are encouraged to experiment, explore, and refine. Prerequisite: GD2242 Illustrative Concept Design

GD4501  
Research Seminar  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students explore current design trends. Students investigate a topic of contemporary significance in our culture. In the research phase, they focus on human centered research, interpreting and representing research outcomes through design, and creating innovative contexts for design brainstorming. During the development phase, work centers on ideation, concept definition, design, and analysis. Prerequisite: GD3391 Graphic Design History

INTERIOR DESIGN

ID1117  
Basic Drafting  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students are introduced to basic drafting techniques, terminology, and symbology used in design. Course includes the use of equipment, lettering, and orthographic drawing. Prerequisite: None

ID1124  
Introduction to Interior Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course introduces the profession, its history, its related history and disciplines. The components of this course include problem identification, research methods and sources, and the parameter of design solutions appropriate to targeted markets. Idea generating exercises are introduced; and purpose and function are reflected in the resulting form. Prerequisite: ID1117 Basic Drafting

ID1127  
Architectural Drafting  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students build on skills learned in Basic Drafting. Students expand their knowledge of drafting methods, terminology, and symbology and will produce detailed architectural drawings. Prerequisite: ID1117 Basic Drafting

ID1129  
Introduction to AutoCAD  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course introduces the student to the use of AutoCAD software to set up drawings using lines, circles, arcs and other shapes, geometric constructions, layering, and text. Students use display and editing techniques to obtain information about their drawings and work with drawing files. Prerequisites: Computer Applications Competence; ID1117 Basic Drafting

ID1134  
Programming & Space Planning I  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course explores the issues related to preliminary space planning with special emphasis on human factors, and their impact on design. Students will develop skill and judgment in organizing space and traffic patterns and the ability to graphically represent their ideas through conceptual drawings and other supporting graphic material. Prerequisites: ID1117 Basic Drafting; ID1124 Introduction to Interior Design
ID1135
Design Basics 3-D
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces the basic elements and principles of 3-D design and explores the visual and structural qualities of objects. Students solve problems by organizing and constructing 3-D forms within special environments. Basic architectural modeling skills are covered. Prerequisites: FS102 Fundamentals of Design; ID1117 Basic Drafting

ID1137
Architecture, Interiors & Furniture — Ancient to 1830
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the evolution of furniture, interiors, and architectural design from the Ancient World to 1830. Major cultural, political, social, and economic factors that affect the design of material culture and the relationship of furniture and interiors to significant movements in art and architecture are covered. Prerequisite: None

ID1139
Intermediate AutoCAD
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Introduction to the process of producing and using a set of contract documents for interior spaces. Content includes formatting and cross-referencing drawings. This course focuses on the creation of 3-D representations of interior and architectural features. Prerequisite: ID1129 Introduction to AutoCAD

ID2214
Programming & Space Planning II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the exploration of the theoretical basis and methodology used in the arrangement and development of interior space. Students investigate project needs including function, special requirements, adjacencies, objectives, and trends. The schematic phase of design, alternate design solutions, and visual and verbal design vocabulary necessary to communicate design schemes are covered. This is a benchmark class that includes student progress assessment. Prerequisites: ID1127 Architectural Drafting; ID1129 Introduction to AutoCAD; ID1134 Programming & Space Planning I

ID2215
Perspective & Rendering
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Utilizing skills learned in previous drawing and drafting courses, students visually communicate their design concepts through rendered perspective drawings. Students convert concepts from 2-D drawings such as floor plans and elevations into accurate 3-D perspective renderings. One-point and two-point perspective drawn to scale are covered. Drawings are rendered using a variety of color media. Prerequisites: FS111 Drawing, Proportion, & Perspective; ID1117 Basic Drafting

ID2217
Architecture, Interiors & Furniture — 1830 to Present
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the evolution of contemporary furniture, interiors, and architectural design from industrialization (1830) to present. Discussion includes the history of the profession of interior design and contributions of individual designers. Prerequisite: None

ID2219
Architectural Detailing — AutoCAD
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students study the materials and fabrication techniques involved in the design and construction of basic interior details and how these details are communicated in the documents package. Content includes cabinetry, ceiling, walls, and millwork. Prerequisite: ID1139 Intermediate AutoCAD

ID2223
Residential Design — Traditional
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This class explores the design development phase of the design process. Students research an historical period while making the transition from thinking conceptually to fully developing a detailed residential space. Course content centers on interrelationships of the elements of the 3-D aspects of space such as scale, proportion, and volume. Students apply their historical research to detailing materials, furnishings, and finishes. Discussions include physical and psychological needs unique to the home. Prerequisite: ID2214 Programming & Space Planning II
ID2225
Presentation Techniques
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Drawing and presentation techniques used to communicate design solutions are covered in this course. Course includes assembling board presentations, the use of graphics and lettering, as well as graphic techniques in refining drawings. Students use projects developed in earlier or concurrent quarters. Prerequisites: FS122 Image Manipulation; ID1139 Intermediate Auto CAD

ID2227
Interior Design Sketch Techniques
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course develops students' skills in quick sketch techniques needed to quickly communicate graphic information. Students learn how to graphically communicate ideas to clients and record visual impressions of existing objects and environments to utilize in future design projects. A variety of media types are utilized. Prerequisite: ID2215 Perspective & Rendering

ID2229
Human Factors
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the usage of proper cultural, psychological, and physical factors that affect humans on a daily basis while interacting with products, facilities, and the environment. Proxemics and anthropometrics are studied. Prerequisite: ID2214 Programming & Space Planning II

ID2233
Corporate Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is a study of the 3-D aspects of interior space and an understanding of interior spaces as volume. Students work through the process of designing a corporate space in detail from conceptualization to presentation drawings. Research centers on the technical elements involved in commercial spaces, corporate furnishings, lighting, materials, finishes, and code applications for commercial use. Prerequisite: ID2223 Residential Design — Traditional

ID2235
Lighting Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course offers a comprehensive study of the possibilities of lighting as a form giver to interior space, and the technical knowledge necessary to create a successfully lit interior. Prerequisite: ID1134 Programming & Space Planning I

ID2237
Textiles
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers an introduction to materials, finishes, fabrics, color theory, and furnishings and their application in an interior space. Students explore the nature of man-made and natural fibers, their product uses and characteristics. Content includes discussion of yarns, fabrics, finishes, design methods, aesthetic applications, and ordering specifications. Prerequisite: None

ID2299
Introduction to Building Information Modeling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The use of building information modeling (BIM) as a design tool is explored. Students learn how to create and develop a project utilizing a building information modeling data base. This class gives students a foundation in BIM and provides skills to build upon. Prerequisite: ID3316 Construction Documents & Details I

ID3313
Residential Design — Contemporary
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Design studio involving the process of programming and designing an upscale contemporary residential space. Emphasis is on special interior details. Prerequisite: ID2223 Residential Design — Traditional

ID3316
Construction Documents & Details I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course expands upon the competencies developed in Architectural Detailing. Content includes a partial set of construction drawings. An advanced study of the materials and fabrication techniques involved in the design and construction of interior details and how these details are communicated in the documents package. Content includes
cabinetry, ceiling, walls, and millwork. Students produce a set of contract documents for commercial interior spaces. 

*Prerequisite: ID2219 Architectural Detailing*

**ID3317**  
**Materials & Specifications**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course develops student awareness to materials, finishes, fabrics, color theory, and furnishings and their application in an interior space. Students use computer software to estimate and record quantities, costs, and installation requirements related to construction specifications.  

*Prerequisite: None*

**ID3320**  
**Interior Design Computer 3-D Modeling**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Through critical analysis, students apply basic design principles to the solution of problems using elements of 3-D design. Students conceptualize 3-D coordinate systems, and construct 3-D models of interior spaces utilizing 3-D Studio Max.  

*Prerequisite: ID2225 Presentation Techniques*

**ID3322**  
**Sustainable Design**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students learn about environmental/ecological issues, and principles and criteria for sustainable design that is appropriate to today’s design. The programming, schematic and design phases for sustainable design are covered in the design process, and also current LEED commercial interior credits and project needs are analyzed. The course is conducted in a combination of lecture and design studio format.  

*Prerequisite: ID2214 Programming & Space Planning II*

**ID3323**  
**Advanced Corporate Design**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Advanced design studio emphasizing the comprehensive synthesis of problem identification, research, programming, preliminary design, and design development in the solution of complex, upscale, commercial interior design problems. Comprehensive working drawings/documents are required. The course simulates a studio as closely as possible. This is a benchmark class that includes a student portfolio evaluation.  

*Prerequisite: Permission of Academic Director/Advisor*

**ID3326**  
**Building Construction & Systems**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course studies the nature of mechanical equipment in reference to interior spaces. Electrical, heating, ventilation, air conditioning, and plumbing are studied by examining the concepts and theories of indoor air quality, acoustics, lighting applications, and calculations. Sustainable “Green Design” concepts are employed to determine the most environmentally sound solutions to mechanical and electrical systems.  

*Prerequisite: ID1127 Architectural Drafting*

**ID3328**  
**Building Codes & Regulations**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This is the study of the physical requirements and code restrictions involved in a variety of specialty areas such as healthcare, hospitality, recreational, store planning or institutional design. Individual projects cover the total design process with emphasis on predesign research and alternate presentation methods.  

*Prerequisite: ID2214 Programming & Space Planning II*

**ID3330**  
**Interior Design Digital Camera & Lighting Techniques**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course compliments the skills gained in 3-D modeling. Students expand their 3-D skills by the introduction and application of camera and lighting techniques in 3-D renderings of interiors, architecture, and furniture.  

*Prerequisite: ID3320 Interior Design Computer 3-D Modeling*

**ID3333**  
**Institutional Design**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is an upper-level studio course involving the total process of institutional design, from initial concepts, to final design development. Skills that are taught and developed include space planning, selecting appropriate materials and finishes, researching codes, writing specifications, and estimating quantities and cost. Special interior
detailing, as well as final presentation boards are also dealt with. Prerequisite: ID3323 Advanced Corporate Design

**ID3335**  
**Commercial/Hospitality Design**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course investigates the industry standards/requirements involved in the design of hospitality space (i.e., retail, hotels, public reception space). The solutions are expected to show viability and originality of design thought and innovative presentation techniques. Prerequisite: Permission of Academic Director/Advisor

**ID3340**  
**Construction Documents & Details II**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course expands upon the competencies developed in Architectural Detailing and Construction Documents and Details I. Content includes a comprehensive set of construction drawings. Students produce a set of construction drawings for their Thesis Project. Prerequisite: ID3316 Construction Documents & Details I

**ID4000**  
**Special Projects**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is a hands-on, in-house design studio where students design and produce interior design solutions on a project basis for non-profit clients in the local community. Professional practices are stressed, as students gain experience and assume responsibility for scheduling, budgeting, sourcing, client communication and production supervision. Prerequisite: Permission of Academic Director/Advisor

**ID4413**  
**Senior Design — Studio**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students or instructor select an area from interior design the students have not yet been exposed to. Students then research and program their senior design projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation and qualitative results. Prerequisite: Permission of Academic Director/Advisor

**ID4415**  
**Thesis — Programming**  
2 Quarter Credits (11 Hrs Lecture/22 Hrs Lab)  
This course is part one of three parts of developing a Thesis project. In this section students focus on the programming element of their chosen Thesis project. Using the selected concept development, students program a comprehensive project that incorporates and depicts the skills and technical knowledge acquired through their Interior Design education. Prerequisite: Permission of Academic Director/Advisor

**ID4419**  
**Business Management for Interior Designers**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Principles governing the business, legal, and contractual aspects of the interior design profession for both commercial and residential applications are covered. This course addresses the factors in client relationships, marketing of design services, and issues of the design profession today. Prerequisite: Permission of Academic Director/Advisor

**ID4423**  
**Portfolio Preparation**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students focus on the preparation and complete of portfolio pieces. They organize them for presentation, and focus on works that reflect and enhance their individual strengths. Prerequisite: Permission of Academic Director/Advisor

**ID4425**  
**Thesis — Design**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is part two of three parts of developing a Thesis project. In this section students focus on the design element of their chosen Thesis project. Using the selected concept development, students develop and prepare a comprehensive project incorporating and depicting the skills and technical knowledge acquired throughout the program. Prerequisite: ID4415 Thesis — Programming
ID4435
Thesis — Presentation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is part three of three parts of a Thesis project. Students prepare presentation of a completed design solution for an interior in a specialty area of their choice. Students present and defend their Thesis project. *Prerequisite: ID4425 Thesis — Design*

**MEDIA ARTS & ANIMATION**

MA1100
Business of Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The course provides a detailed view of the concepts, practices, strategies, legalities, and decisions involved in successfully establishing and operating an animation business. The basic structure of this course guides students in developing a strong working knowledge of animation industry. *Prerequisite: None*

MA1112
Drawing & Anatomy
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Continuing to develop the basic drawing course, students focus on rendering life forms in space. Emphasis is placed on the basic anatomical structures of human and animal forms. *Prerequisite: FS101 Fundamentals/Observational Drawing*

MA1121
Language of Animation & Film
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Fundamentals of animated cinematography addressed through a historical survey. This course considers trends and genres of animated film in a variety of media. *Prerequisite: None*

MA1122
Character & Object Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course features the initial development of dramatic/comedic characterizations of animate and inanimate objects for later use in 2-D and 3-D animations. *Prerequisite: MA1112 Drawing & Anatomy*

MA1123
Acting & Movement
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course the introduction of acting as a tool of research through studies of animated movement is covered. Characters’ personality, expression, motivation, body language, and posture are studied through classroom exercises in a variety of media. *Prerequisite: None*

MA1124
Sculpture for Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course basic principles of design, such as balance, rhythm, contrast, and harmony are taught. Students develop 3-D designs and sculptures from paper, found materials, and clay. 3-D forms, compositions, and aesthetics are discussed. The final focus of the class is character development. *Prerequisite: MA1112 Drawing & Anatomy*

MA1131
Conceptual Storytelling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to storytelling and the components of story. The goal is to develop storytelling skills, and an understanding of story form. *Prerequisite: FS101 Fundamentals/Observational Drawing*

MA1132
Life Drawing & Gesture
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this introductory course on drawing the human figure, students continue developing their drawing skills. The course focuses on an interpretation of the human body, based on major masses organized by gestural line. Line of action, gesture, motion, measurement, and foreshortening are covered in this course. *Prerequisite: MA1112 Drawing & Anatomy*
MA1133
2-D Animation Principles
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students study timing and weight through a series of projects designed to demonstrate the principles of animation. Issues such as keyframing, inbetweening, and cycling are addressed. Prerequisite: MA1112 Drawing & Anatomy

MA1134
Principles of 3-D Modeling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through critical analysis, students apply basic design principles to the solution of visual problems using elements of 3-D design. Students conceptualize 3-D coordinate systems, construct 3-D models, and perform mathematical computations as they apply to geometric construction. Prerequisite: FS122 Image Manipulation

MA2200
Painting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The focus in this course is on mixed media, with additional attention given to the use of traditional paint. Both content and process are explored. Lectures and research assignments on contemporary and master paintings, as well as painting for traditional animation are covered. Problem solving and image creation skills learned here enable computer animation students to more successfully develop 2-D and 3-D animation projects including background painting, 3-D environments, rendering, and lighting. Prerequisites: FS101 Fundamentals/Observational Drawing; FS103 Color Theory

MA2201
Background Design & Layout
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on the fundamentals of background layout with an emphasis on perspective, composition, design basics, staging, mood, texture, and lighting. Students learn the basics of using props as background and foreground design elements. Prerequisite: FS111 Drawing, Proportion & Perspective

MA2202
Storyboarding for Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on applying industry-standard storyboarding and scripting techniques to animation. Contents 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. Prerequisite: MA1133 2-D Animation Principles

MA2203
2-D Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students apply basic animation principles to produce a sequence. Emphasis is placed on timing and performance. Use of a capture device, pencil tests, inking, and other 2-D animation skills are explored. Prerequisite: MA1133 2-D Animation Principles

MA2204
3-D Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students are introduced to basic 3-D animation concepts by applying keyframing techniques along a timeline. Students apply changes in translation, scale, and rotation through space in time, and are introduced to camera control. Prerequisites: MA1134 Principles of 3-D Modeling

MA2205
Beginning 3-D Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
By integrating traditional animation concepts into 3-D animation, students are introduced to fundamental 3-D animation techniques such as use of a timeline, motion editing and keyframing as they apply to character performance. Prerequisites: MA1133 2-D Animation Principles; MA1134 Principles of 3-D Modeling
MA2210  
Directed Study  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
The course matches students with an industry professional who critiques and guides their academic work. Features include instructor presentations of professional work samples and processes. Students develop a deeper understanding of the industry through direct contact with an industry professional. Prerequisite: MA2204 3-D Animation

MA2212  
3-D Camera Techniques  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students learn techniques used in preproduction and production, including cameras, lenses, mounting equipment, framing and composition, and natural and studio lighting. Prerequisite: MA2204 3-D Animation or MA2205 Beginning 3-D Animation

MA2213  
Digital Ink & Paint  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is an introduction to the computer as an ink and paint tool for animation. Basics of scanning, clean up, ink and paint, and camera moves are explored. Prerequisite: FS122 Image Manipulation

MA2214  
Audio for Animation  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is a conceptual introduction to audio production techniques for animation. Students learn to digitize sound and apply it for audio enhancement of their animations. Students learn how to produce appropriate audio effects and transitions in computer animation. Prerequisite: Permission of Academic Director/Advisor

MA2221  
Animal Anatomy for Animators  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students enhance their ability to represent life through a more focused study of animal anatomy. This course strengthens observational skills as well as the ability to represent depth through perspective and economy of line. Prerequisite: MA1132 Life Drawing & Gesture

MA2222  
Advanced Life Drawing  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Continued development of life drawing techniques is at the core of this course. Character development for animation and film production drawings are given special emphasis. As preparation for animation, multiple and varied focal points are explored. Multiple figure studies are combined in perspective. Observation and rendering techniques are refined. Prerequisite: MA1132 Life Drawing & Gesture

MA2223  
The Graphic Novel: Web & Print  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course explores the storytelling, drawing, rendering and digital technique involved in graphic novels. Both print and Web formats for graphic novels are investigated. Prerequisite: MA1132 Life Drawing & Gesture

MA2224  
Advanced Sculpture for Animation  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course continues the exploration of 3-D character/modeling using sculpted maquettes. The emphasis is on human/animal anatomy. Prerequisite: MA1133 2-D Animation Principles

MA2225  
Stop Motion Animation  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Using a variety of media, students study armatures and building objects for stop motion. Stop motion animation techniques such as cut-out animation, replacement animation, and direct manipulation are explored. A final short animation is achieved. Prerequisite: MA1133 2-D Animation Principles
MA2241
Motion Graphics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to the use of titling in theatrical and broadcast graphics. Techniques for design and implementation are covered. Students produce title sequences and montages integrating image manipulation applications and other image processing support. Prerequisite: FS122 Image Manipulation

MA2900
Drawing Studio I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course seeks to have students address individual drawing issues. Students remediate in specific areas based upon the outcomes of their fourth quarter portfolio review (individualized to the student on an as-needed basis). Prerequisite: Permission of Academic Director/Advisor

MA3220
Visual Development & Concept Art
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Intensive research and development are utilized in the planning of a fully animated product. Illustrations and concept sketches are created reflecting the time, era, location, mood and atmosphere in which the story/project will take place. Prerequisites: MA1122 Character & Object Design; MA1132 Life Drawing & Gesture

MA3300
Media Management
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on total project management from concept to completion including scheduling, budget management, and team building. Prerequisite: MA1121 Language of Animation & Film

MA3301
Matte Painting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course continues the development of digital imaging skills, with an emphasis on advanced techniques in masking, maps, channels, and compositing. Prerequisite: FS122 Image Manipulation

MA3302
Advanced Storyboarding for Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is a class specifically devoted to visual development of scripts for animated products. Students work with existing treatments or create their own. A critical overview of the preproduction process for the animation industry takes place. Research, visualization, art direction, and final presentations are emphasized. Prerequisite: MA2202 Storyboarding for Animation

MA3303
Advanced 2-D Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course using the principles learned in previous 2-D animation courses, students are responsible for organizing the elements required to storyboard, produce, and record an animated short. Prerequisites: MA2203 2-D Animation; MA2213 Digital Ink & Paint

MA3304
Advanced Drawing for Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Building on knowledge from preceding drawing courses, students develop their drawing skills in the context of professional media arts and animation applications. This course places emphasis on advanced drawing techniques and strengthening skills through real world observation. Prerequisite: Permission of Academic Director/Advisor

MA3306
Web Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students in this course produce animation within limited delivery constraints. Limitations of image size, formatting, and color depth are explored. Prerequisite: MA1133 2-D Animation Principles

MA3310
Directed Study II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students’ portfolio projects are mentored by an industry professional. The course gives students the
opportunity to receive professional critique and direction on an ongoing basis. The course concentrates on exposing
students to professional quality standards and assisting them in developing their work samples. Prerequisite: MA3324
Character Animation

MA3312
Advanced Lighting & Texture
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students continue to develop lighting and texturing skills. Procedural texturing and lighting are covered.
Prerequisite: GA3311 Material & Lighting

MA3313
2-D Animation Studio
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students work with team members on actual animation jobs from the field, or create a completed
animation that demonstrates storytelling techniques. Prerequisite: MA3303 Advanced 2-D Animation

MA3314
Animation Studio
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students work on actual media arts projects, creating a completed work that demonstrates professional techniques.
Prerequisite: Permission of Academic Director/Advisor

MA3316
Compositing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
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. Prerequisite: Permission of Academic
Director/Advisor

MA3321
Portfolio Fundamentals
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on the completion of the print portion of a student’s portfolio and enables the student to begin
his/her career search. The student should come into this class with print work for their portfolio. The quality of the
work is evaluated and enhancements to their portfolio are made. The student completes a professional résumé and
begins their job research. Prerequisite: Permission of Academic Director/Advisor

MA3322
3-D Visual Effects
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course effects animation takes students through the basics of making special effects. Students use such tools
as particles, soft bodies, dynamics, and expressions to create several scenes. Prerequisite: GA3311 Material &
Lighting

MA3323
Pre-Production Team
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course exposes students to the preproduction processes used in animation and related industries. The primary
component of the course is a thorough review of all pre-production activities and project management. Students
participate in production teams and focus on planning of all aspects of an animation production. Prerequisite:
Permission of Academic Director/Advisor

MA3324
Character Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is an advanced level 3-D animation course that builds on techniques learned in previous modeling and animation
courses. Students learn how to apply real-life action sequences to characters. Prerequisite: GA3324 Character
Modeling
MA3325
Advanced 2-D Animation Compositing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Advanced compositing techniques are explored using traditional animation and digital ink & paint software. Mixing in live action, keying and shadows for 2-D objects are reviewed. Integration of different elements with attention to multiple uses of elements, cycles and camera movement are advanced with an emphasis on matching size and continuity. Prerequisite: MA2213 Digital Ink & Print

MA3326
Animation for Interactive Products
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Interactive computer programs combine animation with facilities for integrating text, sound, images, and full-motion video into a wide variety of interactive products. This course allows students to explore the role of 2-D and 3-D animation in the production of interactive applications. Students utilize skills in scripting, storytelling and animation in producing prototypes of interactive applications using multimedia software. Prerequisite: Permission of Academic Director/Advisor

MA3327
Honors 2-D Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course offers the student the opportunity to further hone the craft of cell animation. This is an independent study supervised by the instructor. Students choose, design, and develop a project for traditional animation with a goal toward professional proficiency. The course may be taken only with the permission of the instructor. Prerequisite: MA3313 2-D Animation Studio

MA3343
Clothed Figure Drawing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course, students will draw from models in various costumes. An emphasis will be placed on weight, texture, cloth, draping, folds, composition, and context. Prerequisite: MA1132 Life Drawing and Gesture

MA3345
Advanced Character Modeling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers advanced modeling techniques used for building three dimensional characters. Students will explore techniques of character modeling to include various approaches to figure construction. Prerequisite: GA3324 Character Modeling

MA3346
Advanced Modeling & Texture
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers advanced modeling & texturing techniques for media arts & animation majors. Prerequisite: GA3324 Character Modeling & MA3312 Advanced Lighting and Texture

MA3347
Video Production Studio
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an introduction to the concepts of narrative film making. Students will produce short subject motion pictures by writing, story boarding, directing, shooting and editing their own short films. Students learn techniques used in pre-production and production including cameras, lenses, mounting equipment, framing and composition, and natural and studio lighting. Discussion includes application of camera techniques in computer animation using the language and techniques of cinematography. Prerequisite: MA3316 Compositing

MA3549
Advanced 3D Visual Effects
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers advanced techniques in special effects. Students will work within the 3D environment to develop photorealistic special effects for integration with both live action and animated elements. Prerequisite: MA3322 3D Visual Effects
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Lecture/Lab Time</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA4400</td>
<td>Special Topics for Animation</td>
<td>3</td>
<td>22/22</td>
<td>Prerequisite: Permission of Academic Director/Advisor</td>
</tr>
<tr>
<td>MA4402</td>
<td>Editing Techniques</td>
<td>3</td>
<td>22/22</td>
<td>Prerequisite: Permission of Academic Director/Advisor</td>
</tr>
<tr>
<td>MA4403</td>
<td>Production Team</td>
<td>3</td>
<td>22/22</td>
<td>Prerequisite: Permission of Academic Director/Advisor</td>
</tr>
<tr>
<td>MA4405</td>
<td>Intermediate Motion Graphics</td>
<td>3</td>
<td>22/22</td>
<td>Prerequisite: MA2241 Motion Graphics</td>
</tr>
<tr>
<td>MA4406</td>
<td>Advanced Web Animation</td>
<td>3</td>
<td>22/22</td>
<td>Prerequisite: MA3306 Web Animation</td>
</tr>
<tr>
<td>MA4407</td>
<td>Drawing Remediation</td>
<td>3</td>
<td>22/22</td>
<td>Prerequisite: Permission of Academic Director/Advisor</td>
</tr>
<tr>
<td>MA4408</td>
<td>Independent Study</td>
<td>3</td>
<td>22/22</td>
<td>Prerequisite: Permission of Academic Director/Advisor</td>
</tr>
<tr>
<td>MA4411</td>
<td>Animation Portfolio Production</td>
<td>2</td>
<td>11/22</td>
<td>Prerequisite: Permission of Academic Director/Advisor</td>
</tr>
<tr>
<td>MA4412</td>
<td>3-D Illustration</td>
<td>3</td>
<td>22/22</td>
<td>Prerequisite: MA3312 Advanced Lighting &amp; Texture</td>
</tr>
<tr>
<td>MA4413</td>
<td>3-D Animation Studio</td>
<td>3</td>
<td>22/22</td>
<td>Prerequisite: Permission of Academic Director/Advisor</td>
</tr>
</tbody>
</table>
MA4414
Studio Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students use advanced media art and animation techniques to create, design, produce and/or edit individual or small
group projects  Prerequisite: Permission of Academic Director/Advisor

MA4415
Advanced Motion Graphics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course exposes students to more advanced compositing techniques. The course reinforces motion graphic
concepts, techniques, and vocabulary that students have learned in previous classes. More sophisticated tools and
techniques are introduced. The course focuses mainly on group-oriented projects. Each student has a vital role in
producing a group project involving animation, live action video, editing, and composting for a final portfolio piece.
Prerequisite: MA4405 Intermediate Motion Graphics

MA4416
Intermediate Compositing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course exposes students to the disciplines used in creating and compositing video shot on a blue or green
screen. More sophisticated methods are introduced for color correcting and to produce seamless composites. The
course reinforces compositing concepts, techniques, and vocabulary that students have learned in previous classes.
Each student should produce a final edited project utilizing these skills. Concepts presented include various methods
of keying, matte extraction, garbage matting, track mattes, traveling mattes, RGB color space, and color correction.
Prerequisite: MA3316 Compositing

MA4417
Advanced 3-D Scripting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Advanced scripting for 3-D software packages is reviewed. Cycles, loops, arrays, and custom tool design are
considered. Both user interface and animation sculpting are reviewed. Prerequisite: GA3323 3-D Scripting

MA4418
Advanced DVD & Interactive Media Authoring
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
DVD menus are of an increasingly complicated nature involving animation and advanced user interface principles.
This class studies advanced interaction and animation techniques as seen in features released to DVD. Emphasis is
on compression techniques. Multiple user interface perspectives are explored as well as looping animations.
Prerequisite: MA4402 Editing Techniques

MA4419
Honors Web Animation Studio
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course offers students the opportunity to complete a team project using Web animation. Students choose,
design, and develop a project for Web animation with a goal toward professional proficiency. The course may be
taken only with the permission of the instructor. Prerequisite: MA3313 2-D Animation Studio

MA4420
Caricature
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This class explores strategies and attitudes needed to create recognizable and persona-accurate caricatures for use
in various means of storytelling. An emphasis on anatomical manipulation in line with internal gesture studies and
sundry design elements are used to achieve a “truth through distortion” for each subject. Portraiture is brought to a
more intimate level of communication. Prerequisite: MA1122 Character & Object Design

MA4421
Animation Senior Project
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students select an area to research and develop their portfolio projects. The emphasis is on quantitative and
qualitative research, scheduling of the project, methods of presentation and qualitative results. Additionally, students
prepare, present, and defend a project suitable for professional presentation. Prerequisite: Permission of Academic
Director/Advisor
MA4423
Advanced Character Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students apply techniques learned in previous character modeling and animation courses to create a 10-second animation with a purpose. Topics covered are effective use of camera, multiple characters with interaction for a film or video game sequence, use of low polygon character models, realistic texture mapping of low polygon models, and cycling of animation for video games/film. **Prerequisite: MA3324 Character Animation**

MA4426
Advanced Compositing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores various techniques to create and implement CGI into live action. Emphasis is placed on creating seamless integration of components. **Prerequisite: MA4416 Intermediate Compositing**

MA4430
Acting for Animators
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on expanding students’ knowledge of how to create animation performances with character and emotion. Students produce 3-D character animation scenes that develop their ability to make acting choices, show the thoughts/emotions of characters, and reinforce applying the principles of animation (weight, balance, posing) to character scenes. **Prerequisite: MA4423 Advanced Character Animation**

MA4435
Advanced 3-D Modeling & Texturing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on advanced approaches to organic modeling utilizing texturing techniques for high resolution maps. The end product of the class is the production of detailed, portfolio-quality models and textures, using a variety of techniques. **Prerequisite: MA3312 Advanced Lighting & Texture**

MA4436
Digital Music Composition
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
With the gaming and animation industries growing in leaps and bounds, the need for royalty free music is also increasing exponentially. This course teaches students the ability to create royalty-free digital music using software-based music applications. This course covers MIDI studio set-up, general use of common music applications, general musical arrangement, rudimentary music theory, mixing theory and audio to video integration. **Prerequisite: Permission of Academic Director/Advisor**

**VISUAL & GAME PROGRAMMING**

VG1102
History of Animation & Games
2 Quarter Credits (11 Hrs Lecture/22 Hrs Lab)
This course presents a history of the game and animation industries. Specifically, it focuses on entry-level jobs and responsibilities, career paths, characteristics and necessary skills for success, regional differences in employment, types of projects and products, and an introduction of the path from concept to product in the industry. **Prerequisite: None**

VG1106
Operating Systems & Shell Scripting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students to the major operating systems used in computers and the fundamentals of writing shell scripts within the various operating systems. Students learn to write shell scripts for specific design purposes. **Prerequisite: Computer Applications Competence**

VG1112
Principles of Programming
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course exposes students to different kinds of scripts and programs and enables them to understand how such scripts and programs are executed. Students learn to write simple scripts and programs to implement design specifications. Troubleshooting and problem-solving skills as related to scripts and programs are also addressed. **Prerequisite: VG1106 Operating Systems & Shell Scripting**
VG1126
Object-Oriented Programming
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the concepts and principles in writing object-oriented programs, addressing such key aspects as classes and hierarchies, input/output constructs, data structures, exception handling features, and graphical user interface (GUI). Prerequisite: VG1112 Principles of Programming

VG1128
Continuous Mathematics for Applications
3 Quarter Credits (33 Hrs Lecture)
This course covers topics in real analysis that have wide application in game-related fields. With the concept of functions and their properties as the foundation, students study concepts from trigonometry, differential and integral calculus, and analytic geometry and how to apply them. Objectives are a clear understanding of the principles and facility with the calculations, rather than mathematical rigor. Prerequisite: VG1126 Object-Oriented Programming

VG1140
Geometry for Computer Graphics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Focused on geometrical concepts and operations as related to computer graphics, this course covers mathematical representations of position, motion, and shape, matrices and matrix operations, calculation of perspective and projective transformations, and methods to model curves and surfaces. Principles of differential and integral calculus will also be addressed. Prerequisite: VG1128 Continuous Mathematics for Applications

VG1151
Introduction to Flash for Games Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the tools and techniques required to animate all non-character elements in a scene. This includes mechanical systems, natural phenomena, and effects. Prerequisite: None

VG2128
Discrete Mathematics
3 Quarter Credits (33 Hrs Lecture)
This course covers topics in real analysis that have wide application in game-related fields. With the concept of functions and their properties as the foundation, students study concepts from trigonometry, differential and integral calculus, and analytic geometry and how to apply them. Objectives are a clear understanding of the principles and facility with the calculations, rather than mathematical rigor. Prerequisite: MS111 College Algebra

VG2210
Programming Project
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an opportunity for students to work together as a team to create a large-scale programming project. Students choose an appropriate programming language and apply their skills to solving a problem in game and animation. Students develop a process to debug and test the project to prepare it for production, as well as creating user documentation. Prerequisite: VG1126 Object Oriented Programming

VG2214
Technical Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the tools and techniques required to animate all non-character elements in a scene. This includes mechanical systems, natural phenomena, and effects. Prerequisite: VG3323 3-D Scripting

VG2215
Programming for Shading 1
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Proper shading enhances the visual effects of a model, a character, and/or an environment in animation and game. This course enables the student to learn how to apply programming features to create effects of shading in a 3-D animation or game work. Prerequisite: VG1128 Continuous Mathematics for Applications

VG2221
Design Patterns & Data Structures
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Organizing, storing, and efficiently accessing large amounts of data are integral to software applications. It is important to keep the software source code manageable as the projects increase in size and power. In this course students learn the fundamental toolset for software structure as they build simple programs and more complicated applications. Prerequisite: VG1126 Object-Oriented Programming
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Lecture/Lab Hours</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>VG2230</td>
<td>Physics of Motion, Light &amp; Sound</td>
<td>3</td>
<td>22/22</td>
<td>VG2221 Design Patterns &amp; Data Structures</td>
</tr>
<tr>
<td>VG3302</td>
<td>Software Development for Game &amp; Animation</td>
<td>3</td>
<td>22/22</td>
<td>VG2230 Physics of Motion, Light, &amp; Sound</td>
</tr>
<tr>
<td>VG3308</td>
<td>Manipulation of Motion Capture Data</td>
<td>3</td>
<td>22/22</td>
<td>VG2230 Physics of Motion, Light, &amp; Sound</td>
</tr>
<tr>
<td>VG3310</td>
<td>Technical Rigging</td>
<td>3</td>
<td>22/22</td>
<td>VG3323 3-D Scripting</td>
</tr>
<tr>
<td>VG3312</td>
<td>Level Design</td>
<td>3</td>
<td>22/22</td>
<td>GA2212 Game Modeling &amp; Animation</td>
</tr>
<tr>
<td>VG3315</td>
<td>Programming for Shading II</td>
<td>3</td>
<td>22/22</td>
<td>VG2215 Programming for Shading</td>
</tr>
<tr>
<td>VG3320</td>
<td>Advanced Data Structures &amp; Algorithms</td>
<td>3</td>
<td>22/22</td>
<td>VG2221 Design Patterns &amp; Data Structures</td>
</tr>
<tr>
<td>VG3321</td>
<td>Artificial Intelligence in Game Design</td>
<td>3</td>
<td>22/22</td>
<td>VG2221 Design Patterns &amp; Data Structures</td>
</tr>
</tbody>
</table>
VG3322
Advanced Level Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Building on abilities gained in the Level Design course, students will create more intricate designs for levels, characters, objects, and weapons. Emphasis is on interesting game play and puzzles. Prerequisite: VG3312 Level Design

VG3323
3-D Scripting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Scripting allows the animator to automate tedious tasks and create effects that would be otherwise time-consuming in the traditional 3-D key frame methodology. This course introduces students to scripting in a 3-D package e.g. Maya using MEL (Maya Embedded Language). Students explore the powerful and diverse capabilities of 3-D scripting. Prerequisite: Permission of Academic Director/Advisor

VG3325
Systems Planning & Management
3 Quarter Credits (33 Hrs Lecture)
This course covers the thinking behind planning and creating new game systems and filling out the specifics of the design so that implementation is the challenge, not on the fly planning. This course uses several examples of designs that students will need to revamp, manage, and ultimately implement. Prerequisite: None

VG3327
Games for the Net
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Rapid development of Internet technologies allow more and more complex games to be delivered over the net. This course addresses the design and delivery constraints of games for the net and provides an opportunity for students to design a multiplayer game that can be accessed and played on the net. Prerequisite: VG2230 Physics of Motion, Light & Sound

VG3330
Advanced Shell Scripting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces advanced shell scripting concepts in game and animation. Students write scripts to coordinate workflow and pipeline issues and deal with rendering and processing of animation. They program solutions for project management using a database. Scripts are cross-platform and able to integrate with existing software in the development environment. Prerequisite: VG1106 Operating Systems & Shell Scripting

VG3331
Game Prototyping
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students 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 design, production and collecting skills as well as scripting and storyboarding. Prerequisite: VG3312 Level Design

VG3332
Interface Design for Games
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to the pre-planning aspects of the design process. Students formulate design projects specifically for delivery media such as video game consoles, mobile devices, and PC CDROM/DVD. Parameters relating to color, resolution, access speed, key choice/layout and composition mediate the design process. Students explore principles of interactive design appropriate for the game type and/or target audience. Prerequisite: VG3312 Level Design

VG3337
Modeling & Optimization
3 Quarter Credits (33 Hrs Lecture)
This course covers topics in modeling and optimizing that have wide application in game-related fields. With the concept of functions and their properties as the foundation, students study concepts from Lagrange Multipliers, Eigenvalues, Euler Method, and Stochastic models. Prerequisite: MS111 College Algebra
VG4400
Special Topics in Visual & Game Programming I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Topics are based upon important artistic or technological trends and developments in visual and game programming. Topics are addressed as they arise. Prerequisite: Permission of Academic Director/Advisor

VG4401
Advanced Game Prototyping
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this continuation of the Game Prototyping course, students 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 design, production and collecting skills as well as scripting and storyboarding. Prerequisite: VG3331 Game Prototyping

VG4411
Special Topics in Visual & Game Programming II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Topics are based upon important technological trends and developments in the area of visual & game programming. Topics are addressed as they arise. Prerequisite: Permission of Academic Director/Advisor

VG4425
Programming for Computer Graphics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course enables students to write scripts that can enable, customize or develop specific features in computer graphics. Prerequisite: VG3302 Software Development for Game & Animation

VG4426
Senior Project Preparation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students conduct research for a project concept and prepare the necessary information and materials to develop a thorough plan for the senior project. Class activities include, but are not limited to, project concept development, research, storyboarding, scriptwriting, modeling, texture mapping, production plan, etc. Prerequisite: VG3302 Software Development for Game & Animation

VG4430
Game Engine Scripting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students develop and refine basic programming skills. The student acquires skills needed to design, develop and produce practical applications in a specific scripting or programming language. Prerequisite: VG2221 Design Patterns & Data Structures

WEB DESIGN & INTERACTIVE MEDIA

WDM1111
Design Layout
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to the basic principles of systems and structures of digital layout. Students learn the principles of layout for creating effective visual compositions. Prerequisite: FS102 Fundamentals of Design

WDM1113
Introduction to Programming Logic
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students develop and refine basic programming skills. Emphasis is placed on programming concepts including logic, problem solving, process flow and flowcharting, syntax and structures, and debugging and troubleshooting. Students acquire skills needed to design, develop, and produce practical interactive applications. Prerequisite: Computer Applications Competence
WDM1123
Fundamentals of Web-based Programming
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to writing and editing HTML documents for the production of Web pages. In addition, this course examines the history and future of Web media. Prerequisite: Computer Applications Competence

WDM1130
Fundamentals of Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to 2-D digital animation concepts and techniques. Students create animation using basic principles of design for time-based media. Prerequisite: FS122 Image Manipulation

WDM1132
Fundamentals of Authoring
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to interactive design using authoring tools. Students create animation and interactivity using basic scripting techniques. Prerequisite: WDM1123 Fundamentals of Web-based Programming

WDM1134
Introduction to Video
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to the techniques of video for multimedia designers. Students explore design and lighting techniques for video production. Prerequisite: GD1125 Introduction to Photography

WDM1141
Digital Typography
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an examination of typographic structures for digital communication. Students learn principles of typographic composition with an emphasis on effective use of type in screen-based media. Prerequisite: FS131 Typography I — Traditional

WDM1150
Logic in Programming
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students to basic concepts of computer programming using an object-oriented programming language. Topics include introduction to the development environment, and language elements. Emphasis is placed on problem solving in developing and designing Web sites. Prerequisite: Computer Applications Competence

WDM2201
Interface Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an exploration of the synthesis of visual design and principles of human interactivity. This course examines the conceptual and practical design of interfaces. Prerequisite: Permission of Academic Director/Advisor

WDM2202
Intermediate Authoring
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is an intermediate-level course in scripting and animation for games where students script interaction, sequencing and motion for interactive projects. Prerequisite: WDM1132 Fundamentals of Authoring

WDM2203
Introduction to Web Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an exploration of the process of Web design from proposal to production. Students design and produce Web sites with Web editing software. Prerequisite: WDM1123 Fundamentals of Web-based Programming

WDM2204
Digital Audio Editing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an introduction to the design principles, terminology, and techniques of digital sound editing. Prerequisite: Computer Applications Competence
WDM2205
Editing Techniques
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an introduction to the design principles, terminology, and techniques of digital video editing. Prerequisite: WDM1134 Introduction to Video

WDM2211
Digital Identity Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an examination of the role of design in brand identity and marketing. Students learn design strategies for developing integrated digital branding. Prerequisite: WDM2201 Interface Design

WDM2213
Intermediate Web Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an exploration of intermediate Web editing techniques and production strategies for the development of comprehensive Web sites. Prerequisite: WDM2203 Introduction to Web Design

WDM2220
Production Planning
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
An Introduction to the management process of digital communication projects from concept to completion, including time management and task sequencing. Emphasis placed on teamwork and organization skills. Prerequisite: WDM2213 Intermediate Web Design

WDM2231
User Experience
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an examination of systems for organizing and presenting information so that it is effective, efficient and understandable. Students design and organize content into information structures that encourage users to browse, search and explore. Students take projects from concept to completion, including, time management and task sequencing. Emphasis is placed on teamwork and organizational skills. Prerequisite: WDM2203 Introduction to Web Design

WDM2233
Intermediate Web-based Programming
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to the JavaScript programming language where students learn the basic principles underlying JavaScript and similar “structured” programming languages. Prerequisite: WDM1123 Fundamentals of Web-based Programming

WDM2305
Multi-camera Video Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides experiences in producing, directing and editing multi-camera video segments for use in instructional programs within the curriculum. Students work with instructors to prepare, light, shoot and edit segments, rotating assignments as producer/director, camera, sound and technical director, then function as the editor to complete segments. Finished segments are prepared for student acquisition via the shared network, podcasts and/or Web streaming. Prerequisites: GD1125 Introduction to Photography, WDM1134 Introduction to Video; WDM2205 Editing Techniques

WDM3000
Special Topics in Interactive Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is a specialized study in intermediate-level interactive media topics. Students study in depth and create projects focused on current trends in a specific area of interactive design. Prerequisite: Permission of Academic Director/Advisor

WDM3001
Interface Design II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores the research and development of visual designs and principles of human interactivity with new technology. This course examines the conceptual and practical design of interfaces, and provides an introduction to creating interactive menus and screens for disc and networked device mediums. This course focuses on production techniques of authoring, designing and developing visual interfaces. Prerequisite: WDM2201 Interface Design
WDM3301
Interaction Design for Entertainment
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an exploration of design for interactive entertainment. Students learn to combine principles of
communication design, sequencing, and interactivity to create engaging user-centered experiences. Prerequisite:
FS297 Portfolio I

WDM3304
Database Concepts
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an examination of the structure and design of databases for electronic communication and
commerce. Students learn the components and functions of databases with an emphasis on data organization &
output. Prerequisite: WDM233 Intermediate Web-based Programming

WDM3312
Computer-based Training
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an exploration of authoring techniques for interactive training and education. Students gain
experience in the process of design, development, and evaluation of effective computer-based training systems. 
Prerequisite: WDM3301 Interaction Design for Entertainment

WDM3314
Sound Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an exploration of sound design combining theory and practice. Principles and techniques of
sound design are applied to interactive design projects. Prerequisite: WDM204 Digital Audio Editing

WDM3315
Emerging Technology
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the concepts and methodologies used in emerging technology. In this course students
research new interactive media technologies and develop projects around their research. Prerequisite: WDM301
Interface Design II

WDM3321
eCommerce Site Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an exploration transaction-based site design. This course focuses on communication,
interaction, and structural design issues inherent to eCommerce. Prerequisite: WDM3323 Advanced Web-based
Programming

WDM3322
Multi-user Authoring
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides an exploration of advanced authoring techniques for multi-user interaction design. This course
examines the concepts and techniques for developing multi-user game and communication projects. Prerequisite:
WDM2202 Intermediate Authoring

WDM3323
Advanced Web-based Programming
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an exploration of scripting and programming languages used to develop advanced "server-side" Web
applications. Students learn how to create programs capable of storing and retrieving data from servers supporting
advanced interactivity. Prerequisite: WDM233 Intermediate Web-based Programming

WDM3333
Web Design for Graphic Artists
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an exploration of the process of Web design from proposal to production. Students design and produce
Web sites with Web editing software. Prerequisite: WDM123 Fundamentals of Web-based Programming or
Permission of Academic Director/Advisor
WDM3341
Audio & Video for Advertising
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is a coop studio class for Advertising And Web students. Web students create video, graphics and sound for add campaigns written by Advertising students.
Prerequisites: WDM2205 Editing Techniques

WDM3342
Short Media Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course 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, and dramatic content for multiple delivery platforms
Prerequisites: WDM2205 Editing Techniques

WDM3343
Advanced Digital Illustration
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
His course will help students expand their knowledge of communication and design with the computer as a professional tool. Using different software applications, the students will demonstrate an understanding of digital illustration. The course will integrate vector-based applications into interactive design using techniques that are considered to be industry standard
Prerequisite: GD1134 Digital Illustration

WDM3346
Advanced Topics in Web Development
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The student selects an Interactive Media Design topic for their graduate project. During the course, students research their topic and begin programming the application for their graduate projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results.
Prerequisite: WDM2233 Intermediate Web Based Programming

WDM3349
Web Programming Architecture
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provide critical information about programming languages and their syntax/usage as it applies to web design and development. Students will learn the fundamentals of web technologies and gain a better understanding of the protocols and formats that enable the exchange of information between web clients and servers.
Prerequisite: WDM2233 Intermediate Web Based Programming

WDM4000
Directed Study in Interactive Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an advanced study in interactive media design topics. Students create advanced interactive projects focused on current trends in a specific area of interactive design. Prerequisites: All 3000 level Web Design & Interactive Media courses or Permission of Academic Director/Advisor

WDM4402
Senior Project Studio
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students begin the design and production of advanced interactive project. Prerequisite: Permission of Academic Director/Advisor

WDM4403
Senior Project Development
2 Quarter Credits (11 Hrs Lecture/22 Hrs Lab)
Students conduct project-based research of advanced topic in multimedia design. Prerequisite: Permission of Academic Director/Advisor

WDM4413
Professional Practice for Multimedia
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides a practical examination of business for creative professionals. Topics include client relations, project management, and business practices. Prerequisite: Permission of Academic Director/Advisor
FOUNDATION STUDIES

Foundation Studies are important core courses that students are required to take to strengthen fundamental skills. Students should refer to the course listing in their program to identify the Foundation Studies courses that are required for their program.

FS101
Fundamentals/Observational Drawing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is a fundamental drawing course where students explore various art and media and learn to use a variety of drawing tools. This course involves the observation and translation of 3-D form into 2-D drawings. Starting with simple shapes and progressing to more complex organic forms, students build drawing skills in composition, line quality, use of tone, and human anatomy. Prerequisite: None

FS102
Fundamentals of Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The basic elements and principles of graphic design are introduced in this course. The purpose of this course is to develop firm foundation in layout and organize design elements for a variety of visual effects. Prerequisite: None

FS103
Color Theory
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students explore color theory, including additive and subtractive color. Color and its relationship to composition, through harmony and contrast are explored. Prerequisite: None

FS111
Drawing, Proportion & Perspective
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is a fundamental drawing course with an emphasis on perspective. Students draw 3-D objects in one-, two- and three-point perspective. Prerequisite: FS101 Fundamentals/Observational Drawing

FS122
Image Manipulation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students are introduced to 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, filters, and masks. Prerequisite: Computer Applications Competence

FS131
Typography I — Traditional
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to 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 explored. Students hand-render type and are introduced to contemporary typesetting technology. Prerequisite: None

FS297
Portfolio I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course prepares students for the transition from the classroom to the professional world. Students prepare for job interviews by compiling a portfolio. Students demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio pieces. Working individually with an instructor, each student selects representative pieces, showcasing work that reflects a unique style. Particular emphasis is placed on identifying short- and long-term professional employment goals, as well as related strategies and resources. Prerequisite: Permission of Academic Director/Advisor

FS399
Internship I
3 Quarter Credits (99 Internship Hrs)
Through an internship experience, students apply the skills they have acquired in a practical work situation. By providing an opportunity to gain professional experience the internship helps prepare students for employment opportunities available after they graduate. Students work on real-world projects in real companies with real-world deadlines and expectations. Students gain insight into the best ways of working with others in a team environment. Students adapt, reinvent and redirect themselves, all of which is essential to making and maintaining their careers.
Students are expected to practice professionalism in all interpersonal and professional situations. **Prerequisite:** Permission of Academic Director/Advisor

**FS497**  
**Portfolio II**  
**2 Quarter Credits (44 Hrs Lab)**  
This course focuses on the completion of a student’s portfolio and enables the student to begin a career search. Students present work for the portfolio, then review and determine the quality of the work and make any enhancements necessary. The student also completes a professional resume and extensive job search. **Prerequisite:** Permission of Academic Director/Advisor

**FS499**  
**Internship II**  
**3 Quarter Credits (99 Internship Hrs)**  
Through an internship experience, students apply the skills they have acquired in FS399 in a practical work situation. By providing an opportunity to gain professional experience the internship helps prepare students for employment opportunities available after they graduate. In addition to required assignments, students work on real-world projects in real companies with real-world deadlines and expectations. Students use this experience to gain insight into the best ways of working with others in a team environment. Students adapt, reinvent and redirect themselves, all of which is essential to making and maintaining their careers. Students are expected to practice professionalism in all interpersonal and professional situations. **Prerequisite:** Permission of Academic Director/Advisor
GENERAL EDUCATION

General Education courses provide students with enriching and diverse learning experiences that are designed to deepen critical thinking skills and creativity during college and beyond. The overall curriculum focuses on developing critical, social, and creative imagination. Drawing upon students’ perspectives and experiences, General Education courses expose them to a wide range of cultural, social, historical, and political contexts, often bridging traditional academic disciplines. Because students will take an active lead in shaping the culture and politics of the future, students are introduced to myriad points of view, different modes of expression, as well as democratic processes. The General Education curriculum emphasizes depth as well as breadth, challenging students to engage course content with increased rigor and curiosity.

The Art Institute pedagogical approaches stress diversity, respect, fairness, and a love of learning. The Art Institutes believe students from diverse backgrounds bring a multitude of skills, experiences, and types of intelligence to the table. In an effort to reach each student, our courses facilitate active learning through student-led lessons and presentations, large and small group discussions, analytic and creative questioning techniques, collaborative hands-on projects, research assignments that use alternative as well as mainstream sources, the integration of different visual media and technologies as modes of expression, and process writing and reading. As a result, students gain awareness about their own and others’ learning processes and thus develop the skills necessary for rigorous, yet respectful, discussion and exploration. Ultimately, a meaningful education in the letters, arts and sciences infuses students with knowledge essential to any program of study. They gain the ability to make connections between diverse ideas and concepts, solve problems and think inventively, while gaining cultural enrichment. The skills and habits of mind learned will lead students to increasingly challenge themselves creatively and intellectually, collaborate with people from different backgrounds, effectively communicate complex ideas, understand their work in an historical continuum and global context and, most importantly, feel empowered to live a life of passion nurturing work they love.

Program Objectives for Those Students Enrolled in an Associate Program

1. Communication: Graduates demonstrate effective written and oral communication strategies using conventions of common English usage.

2. Behavioral/Social Sciences: Using standard methods of inquiry from the social and behavioral sciences, graduates understand the nature, diversity and impact of social, political, historical, and/or economic institutions on human behavior including the diversity of human cultures and experience.

3. Math/Natural Sciences: Graduates demonstrate critical thinking and problem-solving skills using mathematical and/or scientific reasoning to solve problems arising in personal and professional situations.

4. Arts and Humanities: Graduates articulate the principles of ethics and aesthetics as well as the influences of various historical movements/ideas that have shaped and continue to shape human society and values.

5. Information Fluency: Graduates demonstrate the ability to acquire, assess, apply and communicate information using valid research and appropriate documentation methodology.

Program Objectives for Those Students Enrolled in a Bachelor Program

1. Communication: Graduates demonstrate the ability to analyze and synthesize information to effectively communicate ideas to specific constituencies.

2. Behavioral/Social Sciences: Using standard methods of inquiry from the social and behavioral sciences, graduates analyze the nature, diversity and impact of social, political, historical, and/or economic institutions on the diversity of human cultures and behaviors.

3. Math/Natural Sciences: Graduates demonstrate critical thinking and problem-solving skills in everyday situations and the workplace and identify and avoid the use of common fallacies in logical discourse.

4. Arts and Humanities: Graduates demonstrate the ability to interpret and analyze cultural elements of history and their importance to the human endeavor and to developing global societies.

5. Information Fluency: Graduates demonstrate the ability to discern the responsible and ethical use of information (including the importance of respecting intellectual property) by gathering, evaluating, integrating and citing valid research.
Humanities Lower Division

HU110
College English
4 Quarter Credits (44 Hrs Lecture)
In this course students express themselves in writing and develop an effective writing voice for a variety of audiences. Topics include drafting, editing, brainstorming, research, and critique. Students construct effective arguments using emotion, logic, and creativity. The mechanics of writing are addressed throughout the course.
Prerequisite: College English Competence

HU111
Effective Speaking
4 Quarter Credits (44 Hrs Lecture)
This course introduces some of the verbal communication skills that are essential to a successful career. Topics include how to inform, inspire, and persuade an audience. Basic concepts of oral communication are introduced as well as communication theory, speech preparation and delivery. Prerequisite: HU110 College English

HU130
Visual Language & Culture
4 Quarter Credits (44 Hrs Lecture)
This course examines the media revolution where communication through images is as effective as words. Strategies of interpretation and theories of visual logic are introduced. Prerequisite: HU110 College English

HU230
Art History
4 Quarter Credits (44 Hrs Lecture)
This course is a comparative study of the visual arts in different time periods and cultures. It focuses on the chronological progression of techniques and the evolving styles of artistic expression. Prerequisite: HU130 Visual Language & Culture

HU250
Humanities
4 Quarter Credits (44 Hrs Lecture)
This course introduces how to critically evaluate different visual and performing art forms, the similarities and differences in the design elements used in the composition of the arts, and the interrelationships of different disciplines. Students explore the historical and cultural developments that have affected society and artistic expression. Prerequisite: HU110 College English

HU251
Literature
4 Quarter Credits (44 Hrs Lecture)
This course focuses on literary selections. Topics include literary genres: short story, poetry, plays, and the novel. Students review texts critically in discussion and essays, as well as research critical evaluations of literary topics, authors, or selections. Prerequisite: HU110 College English

HU252
Philosophy
4 Quarter Credits (44 Hrs Lecture)
This is an overview of major philosophies from a variety of cultures. This course examines human life, experience, and thought to discover the principles and values for pursuing a more fulfilled existence. The philosophical tradition reflected in humanity’s quest to understand the world and to articulate the large questions of being, knowing, and meaning are explored. Prerequisite: HU110 College English

HU253
Theater
4 Quarter Credits (44 Hrs Lecture)
This course explores the development of theater and performance, as well as presents various periods of dramatic achievement in an interdisciplinary and international context. Topics include the many dimensions of the stage including acting, set design, costume, lighting, direction, and production. Prerequisite: HU110 College English
HU254
Genre Fiction
4 Quarter Credits (44 Hrs Lecture)
Students explore and analyze stories and novels in a specific genre of fiction such as realism, magic realism, mystery, science fiction, children's literature, or the literature of a specific cultural group or time period. The course focuses on in-depth analytical and interpretive skills through research, questioning techniques, and the exploration of secondary texts. Prerequisite: HU110 College English

HU255
Culture & Thinking
4 Quarter Credits (44 Hrs Lecture)
In this course students are exposed to the thinking processes necessary to research, analyze, and synthesize diverse cultural contexts inside and outside the school environment. Cross-cultural communication; questioning techniques; critical and cultural theory; active citizenship; and introductions to local resources such as museums, archives, and cultural and community centers are examined. Students investigate how to take advantage of diverse cultural resources in their surrounding communities. Prerequisite: HU110 College English

Humanities Upper Division

HU310
Creative Writing
4 Quarter Credits (44 Hrs Lecture)
In this course students critically address a piece of writing and poetry both formally and aesthetically as well as create original work using a wide variety of formats. There is an emphasis on developing an understanding of narrative components, structure, and complexity. Students synthesize the critical thinking skills and writing response skills developed in College English. This course is student-based in that discussion, interpretation, and written responses both creative and critical are emphasized. Prerequisite: HU110 College English

HU311
Story Writing
4 Quarter Credits (44 Hrs Lecture)
Students explore the role of author and audience in the role of interactive narrative. Narrative issues such as theme, character conflict, imagery, and story arc are explored through reading, writing, and analysis of short stories. Students search for an interactivity that allows the artist to engage active readers while cultivating a unique storytelling voice. Prerequisite: HU110 College English

HU312
Journalism
4 Quarter Credits (44 Hrs Lecture)
This course introduces the skills and concepts of journalism, including reporting, writing, editing, design, and ethics for print and electronic media. The course focuses on the philosophy of ethical journalism and its function in society. Students build teamwork, writing, and analytical skills while gaining a greater understanding of the structural and business aspects of journalism. Prerequisite: HU110 College English

HU313
Creative Non-Fiction
4 Quarter Credits (44 Hrs Lecture)
In this course students explore in exploring the genre of creative nonfiction through reading, critical analysis, and writing in a workshop-style format. The focus is on defining the genre, examining many of its forms, exploring the trends and patterns in the development of the form as a literary genre, and mastering, through reading, analysis and writing, the elements of creative nonfiction. Prerequisite: HU110 College English

HU330
Ancient Art History
4 Quarter Credits (44 Hrs Lecture)
This course introduces students to the most ancient art periods including Egyptian, Greek, Roman, and Medieval art. Students are exposed to a wide variety of artworks in the context of history, theory, and biography. Prerequisite: HU130 Visual Language & Culture

HU331
Renaissance & Beyond
4 Quarter Credits (44 Hrs Lecture)
This course introduces students to the art of the Renaissance, Mannerism, Baroque, Neoclassicism, and Romanticism. Students are exposed to a wide variety of artworks in the context of history, theory, and biography. Prerequisite: HU130 Visual Language & Culture
HU332
Modern Art
4 Quarter Credits (44 Hrs Lecture)
Students are exposed to a wide variety of artworks in the context of history, theory, and biography from 1851 to the present. This class introduces the beginnings of modernity through specific art movements including Realism, Cubism, Futurism, Surrealism, Dada, Abstract Expressionism and Pop Art. Prerequisite: HU130 Visual Language & Culture

HU333
Contemporary Art
4 Quarter Credits (44 Hrs Lecture)
In this course students are introduced to contemporary art issues, as well as current trends and styles of art. Students explore the social, political, and cultural environments of existing artistic expressions as they relate to current events. Prerequisite: HU130 Visual Language & Culture

HU334
Outsider Art
4 Quarter Credits (44 Hrs Lecture)
This course addresses aesthetic, historical, cultural, and political aspects of art forms including the art of visionaries, eccentrics, psychotics, and others who do not look to the history of art as a point of reference. Prerequisite: HU130 Visual Language & Culture

HU335
The Novel
4 Quarter Credits (44 Hrs Lecture)
In this course students examine works in the genre of literary production called the novel. The novel is contrasted with other literary formats and understood in historical context. This course invites students on a quest to envision how authors create maps of the human heart in their fiction. Students explore how the novel creates a sense of community for readers. Prerequisite: HU110 College English

HU336
Myth and Symbol
4 Quarter Credits (44 Hrs Lecture)
Through reading and discussion of the myths and symbols of ancient, preindustrial, and contemporary societies, students focus on diverse systems for organizing human experience. The course works within an interdisciplinary framework drawing from anthropology, psychology, literature, and religion as questions of origins and the hero unfold. Students explore the mythological patterns at work in modern society and artwork. Prerequisite: HU110 College English

HU337
Ethics
4 Quarter Credits (44 Hrs Lecture)
This course examines human life, experience, and thought in order to discover the principles and values for pursuing a more fulfilled existence. Students apply a number of ethics paradigms to a variety of contemporary personal and social issues. Prerequisite: HU110 College English

HU338
Critical Thinking
4 Quarter Credits (44 Hrs Lecture)
In this course students identify and develop skills, processes, and techniques to become effective learners. Students analyze and evaluate ideas and theories, as well as apply creative and critical techniques to problem-solve, make decisions, and evaluate the media. Prerequisite: HU110 College English

HU339
Seminar in the Humanities
4 Quarter Credits (44 Hrs Lecture)
In this course students build on their previous humanities experience to explore more advanced topics. Prerequisite: Any Lower-Division Humanities course
Social & Behavioral Sciences Lower Division

SB110
World Civilization
4 Quarter Credits (44 Hrs Lecture)
In this course students explore the cultural, intellectual, and political trends that have shaped the historical development of humankind from its origins. **Prerequisite: HU110 College English**

SB111
Anthropology
4 Quarter Credits (44 Hrs Lecture)
This course introduces cultural anthropology as a subfield of anthropology. Emphasis is on the diversity of cultural patterns throughout the world and the essential humanity of all people. Students investigate a variety of social structures found among peoples of different technological, geographical, historical, and cultural settings. **Prerequisite: HU110 College English**

SB112
Psychology
4 Quarter Credits (44 Hrs Lecture)
This course introduces the basic concepts, principles, and methods involved in the scientific study and understanding of human behavior. Students focus on topics such as emotion, personality, intelligence, stress and coping, consciousness, sensation, perception, learning, and memory. In addition, students explore physiological, social, developmental, and abnormal psychological processes. Students are exposed to the modern development of depth psychology through creative analysis of dreams. **Prerequisite: HU110 College English**

SB113
Sociology
4 Quarter Credits (44 Hrs Lecture)
This course explores and analyzes the dynamics and structure of human society. Students examine the fundamental processes and constructs responsible for the societal organization of social behavior through observation, analyses of groups, social change, cultures, norms, institutions, social stratification, and globalization. Students examine current issues in society. **Prerequisite: HU110 College English**

SB210
U.S. History
4 Quarter Credits (44 Hrs Lecture)
This course examines the history of the United States by exploring the origins of contemporary American culture, its institutions, and its values. **Prerequisite: HU110 College English**

SB211
Arts & Society
4 Quarter Credits (44 Hrs Lecture)
This course examines the ways the arts (including fine arts, theater, dance, music, digital media, and experimental performance) activate the values and institutions within society. Consideration is paid to the cultural, political, and economic boundaries of the arts as a social force. Students investigate the ways individual artists interact with the government, foundations, and grassroots organizations. The course explores the ways in which art reflects society and society reflects art and in what ways the practice of creating and sharing art can help to enact social change. **Prerequisite: HU110 College English**

SB212
Cultural Studies
4 Quarter Credits (44 Hrs Lecture)
Students examine how modern societies adapt to their environment (physical, political, sociological). In addition to studying how human behavior varies cross-culturally, students explore ritual, myth, and customs. **Prerequisite: HU110 College English**

SB213
Music & Society
4 Quarter Credits (44 Hrs Lecture)
After being introduced to basic music theory and music vocabulary, students explore the role of music in different societies. Students analyze how music influences, and is influenced by, language, geography, politics, and other aspects of culture. **Prerequisite: HU110 College English**
SB214
Belief Systems
4 Quarter Credits (44 Hrs Lecture)
Students explore humanity’s enduring interest in the sacred and their enduring need to explore the relationship between the created order and a creator. Students discuss the questions of faith meaning, purpose, and community, as well as analyze how different cultures have responded to these questions. Prerequisite: HU110 College English

SB215
Government & Politics
4 Quarter Credits (44 Hrs Lecture)
This course introduces skills for understanding and analyzing political and governmental situations in the contemporary world. Government, political institutions and processes, policy problems and solutions, and popular values and participation are examined in terms of political stability and change, ideologies, conflicts, institutions, and issues. Prerequisite: HU110 College English

SB216
Economics
4 Quarter Credits (44 Hrs Lecture)
This course is 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. Prerequisite: HU110 College English

SB217
Health & Society
4 Quarter Credits (44 Hrs Lecture)
In this course students examine current health issues as they relate to everyday living such as prescription and non-prescription drugs, physical fitness, reproduction, sexually transmitted diseases, and the effects of environmental pollution. Students evaluate society’s socioeconomic influence on individual health and emotional well-being. Prerequisite: HU110 College English

Social & Behavioral Sciences Upper Division

SB310
Cyber Theory
4 Quarter Credits (44 Hrs Lecture)
This course examines the intersection of technology and humanity through history, literature, philosophy, and art. Students investigate the monumental changes brought about in social relations by the introduction of new technologies. Specific attention is given to the computer and the dawn of the information age. Prerequisite: Any Lower-Division Social and Behavioral Sciences course

SB311
Magic & Ritual
4 Quarter Credits (44 Hrs Lecture)
This course introduces students to the powerful roles played by ritual and magic in various cultures. Magical systems such as Tarot, dream divination, and astrology are explored. Students examine the impact of dreams and rituals, as well as the notions of an ordinary world through the lens of synchronicity and the magic of daily life. Students analyze their own personal rituals and tend to the power of dreams through art-making, dialogue, and writing. Prerequisite: Any Lower-Division Social and Behavioral Sciences course

SB312
Physical Anthropology
4 Quarter Credits (44 Hrs Lecture)
This course introduces physical anthropology as a subfield of Anthropology that centers on the biological adaptation of humans and nonhuman primates. It focuses on patterns of human biological variation and evolution. Prerequisite: SB111 Anthropology

SB313
World Conflict
4 Quarter Credits (44 Hrs Lecture)
Students explore the concepts of cooperation, competition, and conflict on a variety of levels. Specific areas of the world illustrate the effects of natural resources, religion, population, technology, and politics on human cooperation. Prerequisite: Any Lower-Division Social and Behavioral Sciences course
SB314
Film & Society
4 Quarter Credits (44 Hrs Lecture)
This course examines twentieth century culture and society through film. Students critically analyze how cultural and social conflicts are portrayed and worked out in popular films, and examine how motion pictures create a window into modern society. Students explore how to read films as cultural texts to better understand history and culture manifestations. Prerequisite: Any Lower-Division Social and Behavioral Sciences course

SB315
Spanish Language & Culture
4 Quarter Credits (44 Hrs Lecture)
Students explore Spanish culture and the cultures of the countries historically colonized by Spain. This is a survey of the political, social, and cultural development of Spain and exploration of its past colonies. Migration of Spanish language and culture is examined. The Spanish language is introduced as appropriate to understanding culture. Prerequisite: Any Lower-Division Social and Behavioral Sciences course

SB316
French Language & Culture
4 Quarter Credits (44 Hrs Lecture)
In this course students are introduced to French civilization and its historical culture. This is a survey of the philosophical, artistic, political, social, and literary development of the French nation. This course introduces the French language through conversational activities, music, idiomatic expressions, and proverbs. American and French nuances and differences are investigated along with France’s gastronomic culture. Prerequisite: Any Lower-Division Social and Behavioral Sciences course

SB317
Language & Culture
4 Quarter Credits (44 Hrs Lecture)
In this course students are introduced to the language and culture of a specific people. In addition to gaining a grasp of basic vocabulary and grammar, students explore the artistic, political, philosophical, and technical contributions of that culture. Prerequisite: Any Lower-Division Social and Behavioral Sciences course

SB399
Seminar in Social & Behavioral Science
4 Quarter Credits (44 Hrs Lecture)
In this course students build on their previous social and behavioral science experience to explore more advanced topics. Prerequisite: Any Lower-Division Social and Behavioral Sciences course

Mathematics & Sciences Lower Division

MS110
Quantitative Literacy & Reasoning
4 Quarter Credits (44 Hrs Lecture)
This course introduces problem solving, decision making, and analytic skills dealing with quantities and their magnitudes and interrelationships. Students create logical statements and arguments in a real-world context using real-world examples and data sets. Students estimate, approximate, and judge the reasonableness of answers. Students select and use appropriate approaches and tools in formulating and solving real-world problems. Prerequisite: College Math Competence

MS111
College Algebra
4 Quarter Credits (44 Hrs Lecture)
In this course students examine quantitative relationships and employ problem-solving strategies. Prerequisite: College Math Competence

MS112
Statistics
4 Quarter Credits (44 Hrs Lecture)
This course introduces representing and analyzing data through such measures as central tendency, dispersion, probability theory, the binomial distributions, the normal curve and normal distributions, central limit theory, and sampling distributions. Graphing and using polynomial functions and systems of equations and inequalities in the interpretation and solution of problems are examined. Prerequisite: College Math Competence
MS113
Ethnomathematics
4 Quarter Credits (44 Hrs Lecture)
All cultures have mathematics though they may not have a class of people called "mathematicians." In this course students are introduced to mathematical activities of a number of present-day and historical cultures. The course focuses on the general philosophy of measuring and counting, number words and number bases, strategy and chance in games and puzzles, symmetry in patterns, geometry, data structures, and elementary number theory. Students investigate cultural settings and how culture and mathematics interact. Students examine the development of mathematics as part of a wider culture. Prerequisite: College Math Competence

MS114
Traditional Geometry
4 Quarter Credits (44 Hrs Lecture)
Topics in this course include line, angle, and diagonals in terms of polygons, triangles, quadrilaterals, and circles. Students apply radius, chord, diameter, secant, and tangent to circles. Students apply sine, cosine, tangent, cotangent, secant, and cosecant to triangles and rectangles. Solid geometry including prisms, pyramids, cylinders, cones, and spheres. Prerequisite: College Math Competence

MS130
Biology
4 Quarter Credits (44 Hrs Lecture)
In this course, students investigate life on our planet. In addition to discussing the origins of life, students explore the biological processes of single-cell life forms, viruses and bacteria, plants, and animals. The theories of evolution are discussed. Prerequisite: College Math Competence

MS131
Physics
4 Quarter Credits (44 Hrs Lecture)
This course introduces the concepts and methods of physics, including mechanics, heat, electricity, magnetism, and modern physics. Students investigate the relationship between physics and technology, physics and knowledge, and physics and cultural imagination. Prerequisite: College Math Competence

MS135
Nutrition Science
4 Quarter Credits (44 Hrs Lecture)
This course focuses on the basic principles of nutrition and their relationship to health. The structure, functions and source of nutrients—including proteins, carbohydrates, fats, vitamins, minerals, and water—are reviewed. Current issues in nutrition are explored, including dietary guidelines, energy balance, vitamin supplements, and food fads. Prerequisite: None

Mathematics & Sciences Upper Division

MS311
Calculus I
4 Quarter Credits (44 Hrs Lecture)
This course introduces the basic concepts in calculus. Topics include polynomials, trigonometric, exponential, and logarithmic functions. The course covers limits, derivatives, integration and applications of calculus. Prerequisite: Any Lower-Division Mathematics course

MS312
Linear Algebra & Geometry
4 Quarter Credits (44 Hrs Lecture)
This course is an introduction to linear algebra and its application to geometry. Topics include 2-D and 3-D vectors, matrix theory, linear transformations, determinants, and solving linear equations. These topics are applied to concepts in analytic geometry. Prerequisite: Any Lower-Division Mathematics course

MS320
Transformational Geometry
4 Quarter Credits (44 Hrs Lecture)
Students review the classical geometric concepts of dimension, curve, shape, solid, and line-and-arc construction. Coordinate systems bridge geometry and algebra and provide a foundation for exploring computer-based geometry. The course also includes a survey of contemporary geometrical concepts: symmetry, projection, transformation, tessellation, L-system, and fractal. Prerequisite: Any Lower-Division Mathematics course
MS332  
Astronomy  
4 Quarter Credits (44 Hrs Lecture)  
Students are introduced to the macroscopic physical universe including our planetary system, star systems and lifecycles, and theories of origin. Techniques of measurement, dating, and scale are discussed. **Prerequisite: Any Lower-Division Mathematics course**

MS333  
Physiology/Kinesiology  
4 Quarter Credits (44 Hrs Lecture)  
In this course students investigate the human body and its major systems, as well as how the body grows, moves, and functions. **Prerequisite: Any Lower-Division Mathematics course**

MS334  
Environmental Science  
4 Quarter Credits (44 Hrs Lecture)  
This course investigates humanity’s interaction with the natural environment. Students explore science, ethics, and behavior. Students use political, economic, and scientific models to analyze current issues and examine the future of the environment and the effect they can have on it. **Prerequisite: Any Lower-Division Mathematics course**

MS398  
Seminar in Mathematics  
4 Quarter Credits (44 Hrs Lecture)  
In this course students build on their previous math experience to explore more advanced topics. **Prerequisite: Any Lower-Division Mathematics course**

MS399  
Seminar in Science  
4 Quarter Credits (44 Hrs Lecture)  
In this course students build on their previous science experience to explore more advanced topics. **Prerequisite: Any Lower-Division Science course**

**Independent Study**

IS400  
Independent Study — Humanities  
4 Quarter Credits (44 Hrs Lecture)  
In this course students partner with faculty to develop an appropriate reading list and set of projects related to an area in Humanities not currently available in the curriculum. Students are expected to complete a term project that reflects a depth of understanding of the chosen topic. **Prerequisite: Permission of Academic Director/Advisor**

IS401  
Independent Study — Social & Behavioral Science  
4 Quarter Credits (44 Hrs Lecture)  
In this course students partner with faculty to develop an appropriate reading list and set of projects related to an area in Social & Behavioral Science not currently available in the curriculum. Students are expected to complete a term project that reflects a depth of understanding of the chosen topic. **Prerequisite: Permission of Academic Director/Advisor**

IS402  
Independent Study — Mathematics & Science  
4 Quarter Credits (44 Hrs Lecture)  
In this course students partner with faculty to develop an appropriate reading list and set of projects related to an area in Mathematics & Sciences not currently available in the curriculum. Students are expected to complete a term project that reflects a depth of understanding of the chosen topic. **Prerequisite: Permission of Academic Director/Advisor**

**Transitional Studies**

Transitional English and Math Courses  
The Art Institute is committed to student success. We recognize that students come with various strengths and skill sets, and to help us determine academic preparation, we have selected the ACCUPLACER test. To ensure proper placement in college-level courses, entering students are required to take this diagnostic test. Based on the results of the academic placement test, students may be required to take Transitional Studies courses.
HU090  
**Transitional Studies — English**  
**Non-Credit Course (44 Hrs Lecture)**  
This course introduces students to the power of language by discussing purpose, audience, and creativity as they relate to the writing process. This course emphasizes the skills needed to produce clear, competent English prose. Course work concentrates on basic paragraph writing with its attendant skills: parts of speech, various sentence structures, subject/verb agreement, correct verb tenses, pronoun/antecedent agreement, spelling, capitalization, and punctuation. A grade of C or better in Transitional English is required to advance to HU110 College English.

MS090  
**Transitional Studies — Math**  
**Non-Credit Course (44 Hrs Lecture)**  
Students review the concepts and practice the skills necessary to succeed in a college-level mathematics and science curriculum. This non-credit course is required for students whose mathematics diagnostic test score falls short of the prerequisite for the 100-level mathematics courses. A grade of C or better in Transitional Math is required to advance to the 100-level mathematics courses.

CS001  
**Computer Applications Workshop**  
**Non-Credit Course (1 Hr Lecture, 3 Hrs Lab)**  
This course introduces students to the basic operation of computer hardware on both Mac and PC platforms. File management and storage, basic word processing, Power Point, and spreadsheets are explored. The use of scanners, printers, external drives, and other equipment will be examined. Students will also be introduced to the Internet as a research and networking tool. The course will be delivered in two modules. Students will only take those modules that are needed for curriculum success. This may be also delivered as onboarding workshops during the orientation week at the institutions as part of the orientation process. Prerequisite: None

**Portfolio Foundations Courses**

Academic Affairs is committed to assisting students toward success in their goals by strengthening and supporting their academic and personal development. This is accomplished through building partnerships with faculty, peer and faculty tutoring and the Portfolio Foundations course.

Portfolio Foundations is an experience designed for new students at The Art Institute. It provides students with opportunities to become acquainted with faculty and staff, with themselves as learners, and with each other as valued members of The Art Institute community. It focuses on students’ successful transition into the school environment and emphasizes self-directed learning strategies, critical thinking, problem solving, campus involvement and personal development. This course is designed to make students’ transition to The Art Institute a positive and strengthening one, which will help to prepare them for success.

All students are required to take Portfolio Foundations*. The Portfolio Foundations course does count toward graduation requirements. Since this course helps students succeed and make the successful transition to college, it is highly recommended that it be taken within the first quarter a student attends on campus. The Portfolio Foundations must be successfully competed in order to graduate.

* Exemptions to taking Portfolio Foundations course are:
1. Students who have PH.D., MA, BA, or AA degrees.
2. Students who have college credit for a similar course at another institution.

Students who are exempt from this course may choose to take it to enhance their academic success.

Proficiency Credit for Portfolio Foundations: Students with advanced professional work experience may request proficiency credit for Portfolio Foundations with permission of the appropriate Academic Director.

RS091  
**Portfolio Foundations**  
**Non-Credit Course (22 Hrs Lecture)**  
This course provides students with an extended orientation to college life in general and to the school in particular. It also coaches students in study strategies, time management skills, interpersonal skill, self-awareness, and career strategies for success. Students become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary path for developing their professional portfolio. The course culminates with students attending the graduate portfolio show.

*Students must receive a Satisfactory Pass (SP) for RS091 in order to graduate.*
### ACADEMIC CALENDAR

#### Quarter Calendar

<table>
<thead>
<tr>
<th>Session</th>
<th>Start Date</th>
<th>Last Date to Add/Drop</th>
<th>Last Date to Withdraw</th>
<th>Last Day of Classes</th>
</tr>
</thead>
</table>

#### Mid-Quarter Calendar

<table>
<thead>
<tr>
<th>Session</th>
<th>Start Date</th>
<th>Last Date to Add/Drop</th>
<th>Last Date to Withdraw</th>
<th>Last Day of Classes</th>
</tr>
</thead>
</table>

#### School Holidays

- **Martin Luther King, Jr. Day**  
  - Monday, January 17, 2011
- **Presidents’ Day**  
  - Friday, February 25, 2011
- **Good Friday**  
  - Friday, April 22, 2011
- **Memorial Day**  
  - Monday, May 30, 2011
- **Independence Day**  
  - Monday, July 4, 2011
- **Labor Day**  
  - Monday, September 5, 2011
- **Thanksgiving**  
  - Thursday, November 24, 2011
- **Day After Thanksgiving**  
  - Friday, November 25, 2011