This is an addendum for the consolidated Catalog of the College of Creative Arts and Design, Argosy University, which includes the following campuses:

The Art Institute of California – Hollywood, a campus of Argosy University
The Art Institute of California – Inland Empire, a campus of Argosy University
The Art Institute of California – Los Angeles, a campus of Argosy University
The Art Institute of California – Orange County, a campus of Argosy University
The Art Institute of California – Sacramento, a campus of Argosy University
The Art Institute of California – San Diego, a campus of Argosy University
The Art Institute of California – San Francisco, a campus of Argosy University
The Art Institute of California – Silicon Valley, a campus of Argosy University

ADDENDUM TO THE 2012-2013 CATALOG
Winter 2015

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

Argosy University is a private institution and has been granted approval to operate by the California Bureau for Private Postsecondary Education (Bureau for Private Postsecondary Education 2535 Capitol Oaks Drive, Suite 400 Sacramento CA 95834, www.bppe.ca.gov, 1.916.574.8200, Toll-free phone: 1.888.370.7589).

The College of Creative Arts and Design is a college of Argosy University which includes the campuses of The Art Institute of California - Hollywood, The Art Institute of California - Inland Empire, The Art Institute of California - Los Angeles, The Art Institute of California - Orange County, The Art Institute of California - Sacramento, The Art Institute of California - San Diego, The Art Institute of California - San Francisco, and The Art Institute of California - Silicon Valley.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau of Private Postsecondary Education at 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, www.bppe.ca.gov, toll-free telephone number (888) 370-7589 or by fax (916) 263-1897.

Any student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888) 370-7589 toll-free or by completing a complaint form, which can be obtained on the bureau's internet web site www.bppe.ca.gov.

The campuses of the College of Creative Arts and Design are authorized under Federal law to admit nonimmigrant alien students.

Changes to the Programmatic Accreditation information on page 5 of the catalog:

The Interior Design program leading to the Bachelor of Science degree at the Hollywood, Los Angeles, Orange County, and San Diego campuses are accredited by the Council for Interior Design Accreditation, www.accredit-id.org, 206 Grandville Ave., Ste. 350, Grand Rapids, MI 49503.

The Bachelor of Science Degree in Culinary Management and the Associate of Science degrees in Culinary Arts, and Baking & Pastry at The Art Institute of California — San Diego are accredited by the American Culinary Federation Foundation, Inc. Accrediting Commission, 180 Center Way, St. Augustine, FL 32095, 800-624-9458.

The Bachelor of Science degree in Culinary Management, the Associate of Science degree in Culinary Arts, the Associate of Science degree in Baking & Pastry, and Diploma programs in Art of Cooking and Baking & Pastry at the Los Angeles and Sacramento campuses are accredited by the American Culinary Federation Foundation, Inc. Accrediting Commission, 180 Center Way, St. Augustine, FL 32095, 800-624-9458.

Addition to International Admissions Policy on page 137 of the catalog:

Each campus will issue Forms I-20 Certificates of Eligibility only where the student has demonstrated his or her eligibility for international student visa status. Students attending in international student visa status are responsible for adhering to the terms of their visa status.

Important International Student Disclosure – International students attending Art Institute locations under F-1 visas (Form I-20) are required to maintain a “full course of study” during each academic term of their programs of study. For undergraduate (non-degree, Diploma, Associates, and Bachelors-level programs) students, this is defined as a minimum of 12 credits per academic term. Graduate programs will vary by program of study. Not more than 1 online course or 3 online credits per academic term may be counted toward meeting the “full course of study” requirement. Program and course offerings are subject to change and international students may be required to take additional courses to meet the full course of study requirement. International students should work closely with the International Student Advisor to ensure all requirements of their visas statuses are met. THIS SCHOOL IS AUTHORIZED UNDER FEDERAL LAW TO ENROLL NONIMMIGRANT ALIEN STUDENTS.
CAMPUS LOCATIONS

The Art Institute of California – Hollywood, a campus of Argosy University

Main Building:
5250 Lankershim Blvd.
North Hollywood, CA 91601

Set & Exhibit Design and Industrial Design Shop
11128 Magnolia Blvd.
North Hollywood, CA 91601

The Art Institute of California – Inland Empire, a campus of Argosy University

Main Building:
674 East Brier
San Bernardino, CA 92408-2800

Facilities Expansion:
630 East Brier Drive
San Bernardino, CA 92408-2800

The Art Institute of California – Los Angeles, a campus of Argosy University

Main Building:
2900 31st Street
Santa Monica, CA 90405-3035

2950 31st Street
Santa Monica, CA 90405-3035

The Art Institute of California – Orange County, a campus of Argosy University

Main Building:
3601 West Sunflower Avenue
Santa Ana, CA 92704-7931

Building B:
3501 West Sunflower Avenue
Santa Ana, CA 92704-7931

Building C:
3511 West Sunflower Avenue
Santa Ana, CA 92704-7931

The Art Institute of California – Sacramento, a campus of Argosy University

2850 Gateway Oaks Drive, Suite 100
Sacramento, CA 95833

The Art Institute of California – San Diego, a campus of Argosy University

Main Building:
7650 Mission Valley Road,
San Diego, CA 92108

Facilities Expansion:
7675 Mission Valley Road
San Diego, CA 92108

The Art Institute of California – San Francisco, a campus of Argosy University

Main Building:
1170 Market Street
San Francisco, CA 94102-4928

Facilities Expansion:
Ten United Nations Plaza
San Francisco, CA 94102-4928

The Art Institute of California – Silicon Valley, a campus of Argosy University

1120 Kifer Road
Sunnyvale, CA 94086
CAMPUS ADMINISTRATION

The Art Institute of California – Hollywood

Open President
Lindsey Morgan Oliger Dean of Academic Affairs
Melissa Huen Senior Director of Admissions
Michelle Estrellado Dean of Student Affairs
Jeanette Reece Director of Career Services
Open Accounting Director
Open Human Resources Generalist II
Lee Hughes Director of Admissions
Andrea Restivo Director of Admissions
Adis Ceballos Director of Student Financial Services
Patrick Alviso Associate Director of Student Financial Services
Samuel Pena Director of Housing
Justin Blomgren Residential Life Coordinator
Vianey Ramirez Residential Life Coordinator
Ashley Fowler Student Support & Disabilities Coordinator
Peter Bonavita Campus Technology Manager
Jeanne Gentillon Registrar
Michalle Gould Librarian
Melissa Kaltenberg Associate Dean of Academic Affairs
Mauro Daniel Rossi Academic Department Director - Culinary
John Judy Academic Department Director - Design
Alexis (Lex) Sanderson Academic Department Director – Fashion
Carol Ashley Academic Department Director – Media Arts
Open Program Coordinator - Interior Design
Chuck Gallyon Program Coordinator – Visual Arts
Sue Nahm Program Coordinator - General Education
Ayda Shahi Academic Advisor
Osvaldo Petricioli Supply Store Manager

The Art Institute of California – Inland Empire

Matt Madrid President
James (Cap) Caponigro Dean of Academic Affairs
Lulu Miau Senior Director of Admissions
Open Dean of Student Affairs
Amanda Rajotte Director of Career Services
Trevor Garrett Director of Finance
Shannon Riley Human Resources Generalist II
Vincent Japson Director of Admissions
Bola Soyemi Director of Student Financial Services
Richard Arvizu Associate Dean of Student Affairs
Gilbert Hurtado Campus Technology Manager
Jennifer Rangel Registrar
Denise Westcott Librarian
Clifton Lee Van On Academic Department Director - Culinary
Roxann O’Rourke-Sherrodd Academic Department Director – Design
JC Canedo Interim Program Coordinator - Fashion
Bruce Ford Academic Department Director – Media Arts
Open Assistant Director - Culinary
Open Program Coordinator – Visual Arts
Pancoo Liu Program Coordinator - General Education
The Art Institute of California – Los Angeles

Mark Garland Interim President
Jonathan DeAscentis Dean of Academic Affairs
Jesus Moreno Senior Director of Admissions
Michael Noel Dean of Student Affairs
Leticia Pinon Director of Career Services
Open Human Resources Generalist II
Open Director of Admissions
Cynthia Galarza Director of Student Financial Services
Mohamed Ammar Director of Student Accounting
Susanna Davtyan Director of Residential Life & Housing
Open Student Support & Disabilities Coordinator
Cindy Loza Residential Life Coordinator
Jana McCarthy-Roth Residential Life Coordinator
Charles Crabtree Campus Technology Manager
Stacey Tulloch-Reid Registrar
Frida Stein Librarian
Open Associate Dean of Academic Affairs
Al Thimann Academic Department Director - Culinary
Gary LaVasser Academic Department Director - Design
Claudine Papillon Academic Department Director – Fashion
David Schreiber Academic Department Director – Media Arts
Kortney Edge Program Coordinator – Interior Design
Mark Lowentrout Program Coordinator – Media Arts
Lori Hammond Program Coordinator – Media Arts
Open Program Coordinator - General Education
John Clift Academic Advisor
Heather Basile Supply Store Manager

The Art Institute of California – Orange County

David Hofmann Interim President
Steven Jordan, Ph.D. Dean of Academic Affairs
Monica Alderete Senior Director of Admissions
Steve Rickard Dean of Student Affairs
Robin Bett Director of Career Services
Geraldine Lee Director of Accounting
Valerie Welsh Human Resources Generalist
Open Director of Admissions
Silvia Dimas Director of Student Financial Services
Beth Crowell Residential Life Coordinator
Laura Pinkham Student Support & Disability Coordinator
Shannon Robinson Student Employment Advisor
Dennis LuPresto Campus Technology Manager
Vita Gebauers Registrar
Emily Merrifield Librarian
Linda Johnson Associate Dean of Academic Affairs
Gary Wilcox Academic Department Director - Culinary
Herb Proske Academic Department Director - Design
Mary Ann Gale Academic Department Director - Fashion
Kim Harkins Academic Department Director – Media Arts
Andrew Johnson Assistant Director - Culinary
Denese Menard Program Coordinator – Interior Design
Glenn Bach Program Coordinator – Media Arts
Steven Gold, Ph.D. Program Coordinator – General Education
Meghan La First Academic Advisor
Open Supply Store Manager

The Art Institute of California – Sacramento

John Andersen President
Lawrence Richman Dean of Academic Affairs
Jacqueline Kirk Senior Director of Admissions
Steven Franklin Director of Student Affairs
Carmen Meeks Director of Career Services
Deborah Hull Human Resource Generalist
Damian Patterson Director of Admissions
Kathleen Toburen Director of Student Financial Services
Cristina Torres Director of Accounting
Angelica Laguna Residential Life Coordinator
Gerald Graber Technical Support Supervisor
Rachel Delmendo Registrar
Alysa Gerard Librarian
Katherina Griley Academic Department Director - Culinary
William Mead Academic Department Director - Design
James (Jay) Truesdale Academic Department Director – Media Arts
Open Program Coordinator – Fashion
Stephen Studyvin Program Coordinator – Media Arts
Doug Herndon Program Coordinator – General Education
Regina Braun Academic Advisor
Jeremy Calandri Supply Store Manager

The Art Institute of California – San Diego

AJ Antun President
Jason Katsoff Dean of Academic Affairs
Hector Verdugo Senior Director of Admissions
Jennifer Donaldson Dean of Student Affairs
Marian Gorsich Director of Career Services
Beverley Miller Regional Director of Finance
Andrea Tuz Human Resources Generalist II
Open Director of Admissions
Denise Nguyen Director of Admissions
Jared Church Director of Student Financial Services
Nick Ames Director of Housing
Scott Boomer Campus Technology Manager
Erin Macaulay Registrar
Robert Craddick Librarian
Matthew Hubbs, Ed.D. Associate Dean of Academic Affairs
Mark Blaauboer Academic Department Director - Culinary
Corey J. Willis Academic Department Director - Design
Open Academic Department Director - Fashion
Open Academic Department Director – Media Arts
John Miller Assistant Director - Culinary Arts
The Art Institute of California – San Francisco

Byron Chung
President

Joseph LaVilla, Ph.D.  Dean of Academic Affairs

Jeanne Chang
Senior Director of Admissions

Open
Dean of Student Affairs

Donna Dessart
Director of Career Services

Anna Wong
Director of Accounting

Laura de la Roz
Human Resources Generalist II

Tiffany Jacques
Director of Admissions

Janett Cabanero
Director of Student Financial Services

Raymond Gonzalez
Director of Residential Life & Housing

Paul Heneghan
Campus Technology Manager

Karen Siverson
Registrar

Erica Watson
Librarian

Mark Davis
Academic Department Director - Culinary

Jeff Nokkeo
Academic Department Director - Design

Geetika Gupta
Academic Department Director - Fashion

Todd Robinson
Academic Department Director – Media Arts

Michael Lawrence
Program Coordinator - Design

Daven Gee
Program Coordinator – Media Arts

Jordan Yelinek
Program Coordinator – General Education

Michelle Kalus
Academic Advisor

Courtney Cummins
Supply Store Manager

The Art Institute of California – Silicon Valley

Scott Hodges
Interim Campus Director

JooYeon Christina Ri, Ed.D.  Dean of Academic Affairs

Open
Senior Director of Admissions

Sari Smith
Dean of Student Affairs

Open
Director of Career Services

Faith Angel
Director of Accounting

Erin Musil
Lead Associate Director of Student Financial Services

Maria De la Roz
Human Resources Generalist

Open
Campus Technology Manager

Marcia Cohen-Zakai
Registrar

Pamela Fischer
Librarian

Alicia Paullin
Academic Department Director - Culinary

Luke Kwan
Academic Department Director - Design

Monica Cappiello
Academic Department Director – Media Arts

Cecilia Ng
Program Coordinator – Fashion

Asha Hill
Program Coordinator – General Education

Open
Academic Advisor

David Kerner
Supply Store Manager
ACADEMIC AND FACULTY PROFILES

Academic Leadership

LINDSEY MORGAN OLIGER
Dean of Academic Affairs – Hollywood
- South University, Master of Business Administration in Finance
- University of Georgia, Athens, Bachelor of Business Administration in Finance
- California Culinary Academy, Associate of Occupational Studies in Culinary Arts

MELISSA KALTENBERG
Associate Dean of Academic Affairs - Hollywood
- Northern Arizona University, Master of Education in Educational Technology
- Ottawa University, Bachelor of Arts in Mathematics

JAMES (CAP) CAPONIGRO
Dean of Academic Affairs – Inland Empire
- University of California, Los Angeles, Master of Engineering in Engineering Executive Program
- California Polytechnic University, Pomona, Bachelor of Engineering
- California Polytechnic University, Pomona, Bachelor of Science in Electrical Engineering
- Palomar College, Associate of Science in Engineering

JONATHAN DEASCENTIS
Dean of Academic Affairs – Los Angeles
- National University, Master of Fine Arts in Creative Writing
- Argosy University, Master of Arts in Education in Educational Leadership
- California State University, Fullerton, Bachelor of Arts in English

STEVEN L. JORDAN, SR., PH.D.
Dean of Academic Affairs – Orange County
- Capella University, Doctor of Philosophy in Human Services (Counseling)
- Columbia Pacific University, Doctor of Philosophy in Religious Studies
- Pacific School of Religion (Graduate Theological Union), Master of Divinity in Leadership and Management
- San Francisco State University, Bachelor of Arts in Social Work
- San Francisco State University, Bachelor of Arts in Liberal Studies (Teaching)

LINDA JOHNSON
Associate Dean of Academic Affairs – Orange County
- California State University, San Bernardino, Master of Arts in Education / Vocational Education
- Southern Illinois University, Bachelor of Science in Occupational Education

LAWRENCE RICHMAN
Dean of Academic Affairs – Sacramento
- American Intercontinental University, Master of Education
- Rider University, Bachelor of Science in Business Administration
- The Art Institute of California – Los Angeles, Associate of Science in Computer Animation

JASON KATSOFF
Dean of Academic Affairs – San Diego
- South University, Master of Business Administration in Entrepreneurship
- Syracuse University, Bachelor of Fine Arts in Computer Graphics

MATTHEW HUBBS, ED.D.
Assoicate Dean of Academic Affairs – San Diego
- Argosy University, Doctorate in Education in Counseling Psychology
- University of Phoenix, Masters of Arts in Counseling
- Iowa State University, Bachelors of Arts in Psychology
JOSEPH LAVILLA, PH.D.
Dean of Academic Affairs – San Francisco
- University of Rochester, Doctor of Philosophy in Organic Chemistry
- University of Rochester, Master of Science in Chemistry
- Cornell University, Bachelor of Arts in Chemistry
- Culinary Institute of America, Associate of Occupational Studies in Culinary Arts

JOO YEON CHRISTINA RI, ED.D.
Dean of Academic Affairs – Silicon Valley
- Fielding Graduate University, Doctor of Education in Education
- New York University, Master of Science in Digital Imaging and Design
- New York University, Bachelor of Fine Arts in Film and Television

CULINARY

Academic Department Directors Profiles

MAURO DANIEL ROSSI - Hollywood
- California State University, Northridge, Master of Arts in Anthropology
- California State University, Northridge, Bachelor of Arts in Anthropology
- Los Angeles Valley College, Associate of Arts in Liberal Studies
- Los Angeles Mission College, Associate of Arts in Interdisciplinary Studies
- CEC, CEPC, CCE, CCA, and ACE certifications

CLIFTON LEE VAN ON – Inland Empire
- University of St. Thomas, Master of Science-Accounting
- University of St. Thomas, Master of Business Administration – Finance, Marketing & Information Systems
- University of Alberta, Bachelor of Science in Biology
- The Art Institute of Houston, Associate of Applied Science in Culinary Arts

ALVARO THIMANN – Los Angeles
- South University, Savannah, Master of Business Administration
- Johnson & Wales University, Bachelor of Science in Culinary Nutrition
- Johnson & Wales University, Associate of Science in Culinary Arts

GARY WILCOX – Orange County
- Saint Mary’s College of California, Master of Business Administration in Business Administration
- Springfield College, Master of Science, Physical Education
- Springfield College, Bachelor of Science, Physical Education

ANDREW JOHNSON – Assistant Academic Director – Orange County
- Widener University, Bachelor of Science in Hospitality Management
- Delaware Technical & Community College, Associate of Applied Science in Hotel/Restaurant/Institutional Management

KATHERINA GRILEY - Sacramento
- Argosy University, Master of Arts in Education, Instructional Leadership
- California State University, Chico, Bachelor of Science in Business Administration

MARK BLAUBOER – San Diego
- Johnson & Wales University, Bachelor of Science in Business Education Food Service
- Johnson & Wales University, Associate of Science in Culinary Arts

JOHN MILLER – Assistant Academic Director – San Diego
- Washington and Lee University, Bachelor of Arts in East Asian Studies
- Culinary Institute of America, Associate of Arts in Culinary Arts
MARK DAVIS – San Francisco
- Colorado State University, Masters in Education
- Colorado Technical University, Bachelor of Science in Business Administration
- American Culinary Federation Certified Executive Chef Certification

ALICIA PAULLIN – Silicon Valley
- Argosy University, Master of Arts in Education, Higher/Postsecondary Education Administration
- John Carroll University, Bachelor of Science in Biology
- California Culinary Academy, Associate of Occupational Studies in Culinary Arts

Culinary Faculty Profiles (Full-Time Faculty)

JIM ACCOMANDO
- Johnson & Wales University, Bachelor of Arts in Food Service Education
- Johnson & Wales University, Associate of Occupational Studies in Culinary Arts

MICHAEL BACKOURIS
- Culinary Institute of America, Associate of Occupational Studies in Culinary Arts
- Certified Executive Chef

IAN BEACH
- The Culinary Institute of America, Associate of Occupational Studies in Occupational Studies
- Certified Executive Chef

MAURA BRONDI
- Argosy University, Masters of Education in Educational Leadership
- University of Denver, Bachelor of Science / Bachelor of Arts, Hotel & Restaurant Management
- Sullivan County Community College, Associate of Applied Science in Hotel Technology

LEWIS BROWN
- Johnson & Wales University, Master of Arts in Teaching in Food Service Education
- Johnson & Wales University, Bachelor of Science in Culinary Arts
- Johnson & Wales University, Associate of Science in Culinary Arts

ALLISON COOK
- Weston College, City & Guilds of London Institute, Certificate in Cookery for the Catering Industry

SHAWN ENTRIKIN
- National University, Master of Arts in HR Management
- Southern Illinois University, Bachelor of Science in Education Training and Development

ELISE FINEBERG
- Oklahoma State University, Bachelor of Science in Sociology
- California Culinary Academy, Associates in Occupational Studies in Culinary Arts

MITCHELL FRIEDER
- California State University, Fresno, Bachelor of Arts in Theatre Arts
- Experience: National Restaurant Association—Educational Foundation, Certification
- ServSafe Certification

KELLY FUNES
- University of Hawaii at Manoa, Bachelor of Science in Food Science & Nutrition
- The Culinary Institute of America, Associate of Occupational Studies in Culinary Arts

DINA HANNA
- California State University, San Bernardino, Bachelor of Arts in Sociology – Social Work Program
- The Art Institute of California – Orange County, Associate of Science in Culinary Arts

JALIL JAVIDAN
- University Of Phoenix, Master of Business Administration
- California State University, Sacramento, Bachelor of Science in Electronics Engineering

COLLEEN JOHNSON
- California State University, Long Beach, Bachelor of Arts in English - Literature
RUDY KLOEBLE
- Culinary Institute, Munch, Germany, Diploma in Culinary Arts
- Culinary Institute, Germany, Apprenticeship Training / Steinberger Hotel School, Bad Reichenhall Germany, Technical College Diploma

STEPHANIE LAMOUR
- CFA Alexis Tangaud, Certificat D’Aptitude Professionnel

KURT LECHNER
- Confectionary, Vienna Austria, Master of Science
- Journeyman Degree, Baking, Austria

LAIRD LIVINGSTON
- University Of Phoenix, Master of Arts in Organizational Management
- Johnston & Wales University, Bachelor of Science in Hospitality, Business Management
- Culinary Institute of America, Associate of Science in Culinary Arts

TINA LUU
- Argosy University, Master of Education in Educational Leadership
- University of California, Santa Cruz, Bachelor of Arts in Psychology
- California Culinary Academy, Associate of Occupational Studies in Culinary Arts

JAMES MCGRATH
- Central Connecticut State University, Bachelor of Arts in History and Sociology
- Napa Valley College, Certificate in Culinary Arts

CINDY MUSHET
- University of California – Los Angeles, Bachelor of Arts in Anthropology
- Tante Marie Cooking School – Certificate
- University of California – Davis, Certificate in Sustainable Agriculture

JOSEPH NERENBERG
- University of Minnesota, Master of Business Administration in Business Administration
- University of California, San Diego, Bachelor of Arts in Political Science

DANIEL REYES
- Sullivan University, Bachelor of Science in Hospitality Management

KEVIN RHODES
- Argosy University, Master of Business Administration in Management
- San Diego State University, Bachelor of Science in Business/Finance

JOHN RICHARDSON
- Le Cordon Bleu College of Culinary Arts, Associate of Occupational Studies in Hospitality & Restaurant Management

MELANIE SHALCHIAN
- University of Phoenix, Bachelor of Arts in Business Management
- The Art Institute of California – Los Angeles, Associate of Science in Culinary Arts

BRIAN SHULSE
- University of California - Santa Cruz, Bachelor of Arts in English
- Culinary Institute of America, Associate of Occupational Studies in Culinary Arts

DONNA SMITH
- LeCordon Bleu College of Culinary Arts, Associate of Occupational Studies in Culinary Arts

GLEN SMITH
- The Art Institute of California – Los Angeles, Associate of Science in Culinary Arts

PAUL SPOONER
- Argosy University, Master of Science in Organizational Leadership
- San Diego State University, Bachelor of Arts in Geography
- ServSafe Certification

ANTHONY THOMAS
- The University of Tennessee at Martin, Bachelor of Science in Business Administration
- The Art Institute of Atlanta, Associate of Science in Culinary Arts

CAROL THOMAS
- Capella University, Master of Arts in Nutrition Education
- California State University, Fresno, Bachelor of Arts in Home Economics
• Delta College, Associate in Arts

GEORGE TUCKER
• Executive Chef and Menu Developer. Chef Tucker’s experience includes Morongo Casino, Soboba Casino, Aramark, The Castaway Restaurant, and Branihan’s Restaurant. As an Executive Chef at T.B. Scott’s Seafood Landing, Chef Tucker supervised a kitchen staff of 50. At the Radisson Hotel and Convention Center, he was the Executive Chef for a full-service 231-room hotel, convention center and banquet facility.

BASTAIN VAN SOLINGEN
• South University, Master of Business Administration
• University of Phoenix, Bachelor of Science in Business Management

DENNIS VASQUEZ
• The Art Institute of Pittsburgh, Bachelor of Science in Culinary Management

RYAN WAGNER
• California School of Culinary Arts, Associate of Occupational Studies in Culinary Arts

COLLEEN WONG
• California State Polytechnic University, Pomona, Bachelor of Science in Hotel and Restaurant Management
• Culinary Institute of America, Associate of Science in Culinary Arts

MICHAEL WOODS, PH.D.
• Capella University, Doctorate of Philosophy in Organization and Management, Specialization in Leadership
• Pepperdine University, Master of Business Administration in Business Management
• Xavier University. Bachelor of Science in Business Administration

TERESA ZAMORA
• The Art Institute of California – Orange County, Associate of Science in Culinary Arts
DESIGN AND FOUNDATION STUDIES

Academic Department Directors and Program Coordinators Profiles

JOHN JUDY – Hollywood
  ▪ Miami International University of Art and Design, Master of Fine Arts in Graphic Design
  ▪ California State University, Sacramento, Bachelor of Arts in Journalism/Graphic Design

ROXANN O’ROURKE-SHERRODD – Inland Empire
  ▪ Chatham University, Master of Science in Interior Architecture
  ▪ Mount Mary College, Bachelor of Arts in Interior Design
  ▪ University of Wisconsin, Associates of Arts & Science (Ethnic)

GARY LAVASSER – Los Angeles
  ▪ California State University, Long Beach, Master of Arts in Drawing and Painting
  ▪ California State University, Long Beach, Bachelor of Arts in Drawing and Painting

KORTNEY EDGE – Program Coordinator – Interior Design
  ▪ University of Florida, Master of Interior Design in Interior Design
  ▪ University of Florida, Bachelor of Arts in Sociology

HERB PROSKE – Orange County
  ▪ Argosy University, Master of Arts, Education in Educational Leadership
  ▪ Ontario College of Art & Design, Bachelor of Arts in Communications & Design

DENESE MENARD – Program Coordinator – Interior Design
  ▪ Argosy University, Master of Arts in Education in Educational Leadership
  ▪ Elon University, Artium Baccalaureatus in Human Services
  ▪ The Art Institute of Atlanta, Associate of Arts in Interior Design

WILLIAM MEAD – Sacramento
  ▪ Lesley College, Master of Education in Curriculum and Instruction: Creative Arts
  ▪ The New School, Bachelor of Fine Arts in Fine Arts
  ▪ Massachusetts College of Art, Teaching Credentials

COREY J. WILLIS – San Diego
  ▪ The Academy of the Art University, Master of Fine Arts in Art and Design
  ▪ The Bank Street College of Education, Master of Science in Leadership in the Arts
  ▪ Tufts University, Bachelor of Arts in Cognitive Psychology

TRICIA MURRAY – Program Coordinator – Interior Design
  ▪ National University, Master of Education in Cross–Cultural Teaching
  ▪ San Diego State University, Bachelor of Arts in Interior Design

JEFF NOKKEO – San Francisco
  ▪ Virginia Tech University, Bachelor of Architecture

MICHAEL LAWRENCE – Program Coordinator – Design
  ▪ Yale University, Master of Fine Arts in Graphic Design
  ▪ City College of New York, Bachelor of Arts in Communications, Film & Video, Cum Laude

LUKE KWAN – Silicon Valley
  ▪ Boston Architectural College, Master of Design Studies, Sustainable Design
  ▪ California State University, San Jose, Bachelor of Science in Interior Design
Design and Foundation Studies Faculty Profiles (Full-Time Faculty)

GARY ACORD
- Argosy University, Master of Arts in Educational Leadership
- Art Center College of Design, Bachelor of Fine Arts in Advertising Design

HOLLY AGUNDLES
- Arizona State University, Master of Science in Design
- University of the Pacific, Bachelor of Fine Art in Graphic Design

SARAH ANGNE
- Savannah College of Art & Design, Master of Arts in Interior Design
- University of Cincinnati, Bachelor of Science in Interior Design

LINDSEY BAKER
- Argosy University, Master of Business Administration in Business Administration
- University of California — Los Angeles, Bachelor of Fine Arts in Fine Arts and Communication
- California State University, Long Beach, Associate of Arts in Fine Arts and Communication

JACK BEDUHN
- Wayne State University, Master of Arts in Industrial Design
- Michigan State University, Bachelor of Arts in Industrial Design

LOUIS BISPO
- Savannah College of Art & Design, Master of Arts in Illustration Design
- University of California, Santa Barbara, Bachelor of Music in Music

ALAN BURNER
- University of California, Irvine, Master of Fine Arts in Fine Art
- University of California, Irvine Bachelor of Arts in Studio Art
- Citrus Community College, Associate of Arts in General Studies

RUSSEL BURT
- California Institute of the Arts, Master of Fine Arts in Composition/New Media
- Berklee College of Music, Boston, Bachelor of Music in Arranging/Synthesis

JEANETTE BUTLER
- Argosy University, Master of Arts, Education in Teaching and Learning
- University of San Francisco, Bachelor of Science in Information Systems Management
- Chabot College, Associate of Science in Computer Applications Software

JON CHESTER
- San Francisco Art Institute, Master of Fine Arts in Painting
- California State University, Long Beach, Bachelor of Fine Arts in Drawing & Painting
- Ventura Community College, Associate of Arts in Art

AMY CURRAN-NORTON
- Coleman College, Master of Science in Business & Technology Management
- University of California, Santa Barbara, Bachelor of Arts in Dramatic Art

ARDEN DE BRUN
- Cranbrook Academy of Art, Master of Fine Arts in Graphic Design
- University of Illinois, Bachelor of Fine Arts in Graphic Design

ANN DUNHAM
- Art Center College of Design, Master of Fine Arts in Product Design
- University of Michigan, Bachelor of Fine Arts in Industrial Design

BARRY EBNER
- California College of the Arts, Master of Fine Arts in Printmaking
- University of Texas – Austin, Bachelor of Arts in Studio Art

MARK EMERSON
- University of California, Davis, Master of Fine Arts in Art
- California State University, Sacramento, Bachelor of Arts in Art
- Sacramento City College, Associate of Arts in Art

ROBERT ESPERTI
- University of Phoenix Online, Master of Arts in Education
- The Advertising Arts College, Bachelor of Arts in Advertising Arts
RICHARD EWING
- California State University, Long Beach, Master of Fine Arts in Art
- California State University, Long Beach, Bachelor of Fine Arts in Illustration

RUDY GARDEA
- Miami International University of Art & Design, Master of Fine Arts in Graphic Design
- California State University, Long Beach, Bachelor of Fine Arts in Illustration

GINA GRECO, ED.D.
- Argosy University, Doctor of Education in Instructional Leadership
- Argosy University, Master of Education in Educational Leadership
- University of California, San Diego, Bachelor of Arts in Communication - Visual Arts

DANNY GROSS
- University of Massachusetts, Amherst, Master of Fine Arts in Theater
- Towson University, Fine Arts and Communication in Theatre, Bachelor of Science in Fine Arts and Communication in Theatre

GERALD HAMPTON
- University of Hartford, Master of Fine Arts in Illustration
- Syracuse University, Master of Arts in Illustration
- California State University, Long Beach, Bachelor of Fine Arts in Illustration

MARTHA HANSEN
- University of Redlands, Master of Business Administration in Business Administration
- California State University, Fullerton, Bachelor of Arts in Art / Environmental Design

JOHN HOGAN
- Argosy University, Master of Arts in Educational Leadership
- San Francisco State University, Bachelor of Arts in Interdisciplinary Studies in Creative Arts

LAURA HOHLWEIN
- Transart Institute/Donau University, Master of Fine Arts in New Media
- Vermont College of Norwich University, Master of Fine Arts in Writing
- California State University, Sacramento, Bachelor of Arts in English

ROBERT STEVE HOLLER
- California College of the Arts, Master of Fine Arts in Graphic Design
- Kansas City Art Institute, Bachelor of Fine Arts in Graphic Design

FRANK HOULIHAN, ED.D.
- Argosy University, Doctorate of Education in Education Leadership, concentration in Higher Education Administration
- California State University Fullerton, Master of Fine Arts in Art, concentration in Design
- State University of New York at Buffalo, Bachelor of Arts in Graphic Design

ROB HUDDLESTON
- University of Denver, Master of Applied Science, Information & Communications Technology
- University of Colorado Boulder, Bachelor of Arts in History

SHARON KAITNER
- San Francisco State University, Master of Arts in Education (Instructional Technology)
- San Francisco State University, Bachelor of Arts in Psychology

GOKCE KASIKCI-ATA
- San Diego State University, Master of Fine Arts in Art
- Middle East Technical University, Bachelor of Arts in Foreign Language Education

JACK KEELY
- Cranbrook Academy of Art, Master of Fine Arts in Design
- Rhode Island School of Design, Bachelor of Fine Arts in Illustration

MAXINE (MAX) KELLY-MATSON, ED.D.
- Argosy University, Doctorate of Education in Instructional Leadership in Higher Education
- San Francisco University, Master of Fine Arts in Art
- School of the Art Institute of Chicago, Bachelor of Fine Arts

KOHL KING
- The University of Arizona, Master of Fine Arts in Art
- The University of Georgia, Bachelor of Fine Arts in Art
LORA KUENEMAN
- Argosy University, Master of Arts in Educational Leadership
- California State University, San Bernardino, Bachelor of Arts in Graphic Design

CHRISTINA LAANEN
- California State University, East Bay, Master of Arts in Multimedia
- California State University, East Bay, Bachelor of Arts in Digital Graphics

RONALD LANA, PH.D.
- Bryson University, Doctor of Philosophy in Art History
- Marywood University, Master of Fine Arts in Visual Arts
- Oklahoma University, Bachelor of Fine Arts in Art

MARK LEWISON
- University of Massachusetts, Master of Science in Art
- University of Massachusetts, Bachelor of Business Administration in General Business Finance

SHERIDAN LOWERY
- Southern California Institute of Architecture, Master of Architecture in Architecture
- North Carolina State University, Bachelor of Arts in Environmental Design; Visual Design

JOHN LUER
- Argosy University, Master of Arts Education in Educational Leadership
- The Art Institute of California - Orange County, Bachelor of Science in Graphic Design
- Southwest Missouri State University, Bachelor of Science in Agricultural Business
- Southwest Missouri State University, Bachelor of Science in Plant & Soil Science

MICHAEL LYNCH
- Argosy University, Master of Education in Educational Leadership
- The Advertising Arts College, Bachelor of Arts in Advertising Arts

MEEGAN MAILE
- Southern Illinois University, Bachelor of Science in Interior Design

PETE MARKIEWICZ, PH.D.
- University of Chicago, Doctor of Philosophy in Biophysics & Theoretical Biology
- Loyola University, Bachelor of Arts in Biological Sciences

ADRIENNE MARTIN
- California State Polytechnic University, Master of Arts in Education
- California State Polytechnic University, Bachelor of Arts in Graphic Design

PATRICK MINASSIAN
- California State University- Northridge, Bachelor of Arts in Art

JESSICA NEWMAN
- Fashion Institute of Technology, Bachelor of Fine Arts in Interior Design

JILL NEWMAN
- California Institute of the Arts, Master of Fine Arts in Art
- University of Wisconsin-Madison, Bachelor of Science in Art Education

RON PETERS
- California State University, Long Beach, Master of Arts in Vocational Education
- Art Center College of Design, Bachelor of Science in Product Design

DORREEN PETERSEN DAVIS
- Art Center College of Design, Bachelor of Fine Arts in Advertising Illustration
- University of Wyoming, Bachelor of Arts in Art & Science

GORDON RICHINS
- University of California, Irvine, Master of Fine Arts in Drama
- Utah State University, Bachelor of Fine Arts in Theatre Arts
- Salt Lake City Community College, Associate of Science in General Studies

JACKSON RIKER
- California State University, Los Angeles, Master of Arts in Art
- California State University, Los Angeles, Bachelor of Arts in Art

TREFONI (TONY) RIZZI
- University of Hawaii, Manoa, Master of Fine Arts in Theatre and Dance
- University of California, Los Angeles, Bachelor of Arts in Design
STEPHANIE SABO
- California Institute of the Arts, Master of Fine Arts in Art & Writing
- Ashland University, Bachelor of Arts in Fine Art

TAKVOR SALMASTYAN
- Pepperdine University, Master of Business Administration
- Yerevan State University, Master’s in Economic Geography
- Yerevan State University, Bachelor’s in Economic Geography

MARWIN SCHILTZ
- The Art Institute of California – Los Angeles, Bachelor of Science in Graphic Design

ANDRZEJ SIOBOROWICZ
- University of Southern California, Master of Architecture in Architecture
- Crawkow Polytechnic, Bachelor of Science in Graphic Design

KWOKWAII SIU
- California State University Fullerton, Master of Fine Arts in Art
- California State University Fullerton, Bachelor of Fine Arts in Art

JENNIFER SNOEYINK
- University of Michigan, Master of Fine Arts in Scenic Design
- Calvin College, Bachelor of Arts in Liberal Arts/English

MACARENA TAPIA-ATHA
- Academy of Art University, Master of Fine Arts in Fine Art
- La Sierra University, Bachelor of Fine Arts in Studio Art / Graphic Design

DONNA TRACY
- Miami International University of Art & Design, Master of Fine Arts in Graphic Design
- University of North Texas, Bachelor of Fine Arts in Communication Design

SCOTT TRODICK
- University of Phoenix, Master of Arts in Organizational Management
- University of Phoenix, Graduate Certificate in Human Relations Management
- Florida Atlantic University, Bachelor of Fine Arts in Art

MAROSI WHITE
- California State University, Chico, Master of Business Administration in Management Information Systems
- California State University, Chico, Bachelor of Business in Marketing
- Kaplan College, Associate of Science in Interior Design
- Yuba College, Associate of Science in Business

RICHARD YBARRA
- Argosy University, Master of Education in Educational Leadership
- San Diego State University, Bachelor of Arts in Art
FASHION

Academic Department Directors and Program Coordinators Profiles

ALEXIS (LEX) SANDERSON – Hollywood
- California State University – Los Angeles, Master of Business Administration in Management
- Florida State University, Master of Science in Apparel Design and Technology
- University of Florida, Bachelor of Science in Psychology
- Parsons The New School of Design – New York, Fashion Studies Certification

CLAUDINE PAPILLION – Los Angeles
- Woodbury University, Burbank, Master of Business Administration
- Woodbury University, Burbank, Bachelor of Arts in Fashion Marketing

MARY ANN GALE – Orange County
- American Intercontinental University, Master of Education in Instructional Technology
- American Intercontinental University, Bachelor of Business Administration in Business Administration
- Brooks College, Associate of Arts in Fashion Design
- Long Beach City College, Associate of Arts in General Studies

GEETIKA GUPTA – San Francisco
- Argosy University, Master of Business Administration
- Nottingham Trent University, Bachelor of Arts (Equivalent) in Textiles/Fashion
- Fashion Institute of Design and Merchandising, Associate of Arts in Product Development

CECILIA NG – Silicon Valley
- California State University, Los Angeles, Master of Arts in Fashion & Textiles
- California State Polytechnic University, Pomona, Bachelor of Science in Apparel Merchandising & Management

Fashion Faculty Profiles (Full-Time Faculty)

JUAN (JC) CANEDO
- Chapman University, Master of Science in Human Resources
- Chapman University, Master of Arts in Organizational Leadership
- California Polytechnic State University, Pomona, Bachelor of Business Administration
- Chaffey College, Associate in Arts, General Education

HSING-HUEY (CINDY) CHOW
- Tamkang University, Bachelor of Business Administration
- The Art Institute of California – San Francisco, Diploma in Pattern Drafting

VICTORIA CORLESS
- Loyola Marymount University, Master of Business Administration in International Marketing
- California State Polytechnic University, Bachelor of Science in Apparel Merchandising and Management

SIAMAK DABIRI
- Minnesota State University, Master of Business Administration
- National University of Iran, Bachelor of Arts in Economics

NICHET GRAY
- Argosy University, Los Angeles, Master of Education in Instructional Leadership
- University of Redlands, Bachelor Science in Business and Management

CAESAR HURTADO
- Argosy University, Master of Arts in Education
- The Art Institute of California – Hollywood, Bachelor of Fine Arts in Fashion Design
MORRISON JACKSON
- University of Southern California, Master of Fine Arts in Drama
- Stephens College, Bachelor of Fine Arts in Theatre
- Stephens College, Bachelor of Arts in Fashion Design

SOFI KHACHMANYAN
- California State University, Los Angeles, Master of Arts in Fashion & Textiles
- California State University, Los Angeles, Bachelor of Arts in Art
- Los Angeles Community College, Associate of Arts in Art
- Fashion Institute of Design & Merchandising, Associate of Arts in Fashion Design

DAWN KNAPP
- An apparel industry professional for 20+ years, Ms. Knapp’s experience has been in retail as well as design and manufacturing. In retail she managed 425 retail stores with over 1200+ employees. As a buyer, she became the VP merchandise manager of a 200 million dollar chain of junior retail stores. On the manufacturing side, she owned her own companies where she was the head designer, merchandiser, and managed all other facets of the company as CEO.

AMY KWESKIN
- Golden Gate University, Master of Arts in Administration
- Ithaca College, Bachelor of Arts in Cinema /Photography
- Ithaca College, Bachelor of Arts in English Literature

JACQUEE LEAHY
- Argosy University, Master of Business Administration in Business Administration
- School of the Art Institute of Chicago, Bachelor of Fine Arts in Art History/Fashion Design

SONIN LEE
- University of Memphis, Master of Fine Arts in Art / Painting
- University of Memphis, Bachelor of Fine Arts in Art

TERRI NISTA
- California State University, Long Beach, Master of Fine Arts in Theatre Arts: Technical Theatre/Design
- Weber State University, Bachelor of Arts in Theatre Arts

ALINA PARSON
- Woodbury University, Master of Arts in Organizational Leadership
- Tashkent Military Academy – The Red Banner Turkestan Military Academy, Bachelor of Arts in English as a Second Language

ROBIN SCHNEIDER
- California Institute of the Arts, Master of Fine Arts in Technical Theatre
- State University of New York-Binghamton, Bachelor of Arts in Theatre

SHIDEH SHIRDEL
- California State University, Northridge, Master of Arts in Apparel Design and Merchandising
- National University of Iran, Master of Arts in Education
- National University of Iran, Bachelor of Arts in English Literature and Language

KATHIE L. TAYLOR
- San Diego State University, Bachelor of Arts in Telecommunications/Journalism
- Fashion Institute of Design and Technology, Diploma in Fashion
MEDIA ARTS

Academic Department Directors and Program Coordinators Profiles

CAROL ASHLEY – Hollywood
- California Institute of the Arts, Master of Fine Arts in Art
- California Institute of the Arts, Master of Fine Arts in Film & Video
- California Institute of the Arts, Bachelor of Fine Arts in Experimental Animation

CHUCK GALLYON – Hollywood - Program Coordinator – Visual Arts
- University of Phoenix, Master of Business Administration
- Brooks Institute of Photography, Bachelor of Arts in Photography

BRUCE FORD – Inland Empire
- Academy of Art University, Master of Fine Arts in Animation and Visual Effects
- California Polytechnic University Pomona, Bachelor of Arts in Art

DAVID SCHREIBER – Los Angeles
- New York University, Master of Fine Arts in Motion Picture Production
- University of California, Los Angeles, Bachelor of Arts in Philosophy

MARK LOWENTROUT – Program Coordinator – Media Arts
- University of Utah, Master of Fine Arts in Theatre
- California State University, Long Beach, Bachelor of Arts in Music

LORI HAMMOND – Program Coordinator – Media Arts
- Pratt Institute, Master of Fine Arts in 3D Animation
- Northern Illinois University, Bachelor of Fine Arts in Fine Arts

KIM HARKINS – Orange County
- Georgia State University, Master of Education in Technical and Industrial Education/Cognate Fine Art Photography
- Georgia State University, Educational Specialist in Technical and Industrial Education/ Cognate Fine Art Photography
- Ursuline College, Bachelor of Arts in Art/Photography
- The Art Institute of Atlanta, Associate of Arts in Commercial Photography

GLENN BACH – Program Coordinator – Media Arts
- California State University, Long Beach, Master of Fine Arts in Art
- California State University, Long Beach, Master of Arts in Art
- California State University, Long Beach, Bachelor of Arts in Drawing & Painting
- Ventura County Community College, Associate of Arts in General Liberal Arts & Science

JAMES (JAY) TURESDALE – Sacramento
- Chapman University, Master of Fine Arts in Film and Television
- California State University, Sacramento, Bachelor of Arts in Communications

STEPHEN STUDYVIN – Program Coordinator – Media Arts
- Academy of Art, San Francisco, Master of Fine Art in Animation
- California State University, Sacramento, Bachelor of Art in Film Communications
- Sierra Community College, Associate of Art in Communications Studies

JOE GODFREY – Program Coordinator – Media Arts
- Argosy University, Master of Education in Educational Leadership
- Argosy University, Bachelor of Science in Business Administration
- Pacific Western University, Bachelor of Science in Marketing

TODD ROBINSON – San Francisco
- Cogswell Polytechnic, Bachelor of Arts in Computer and Video Imaging
DAVEN GEE – Program Coordinator – Media
- San Francisco State University, Master of Fine Arts in Film Production
- California State University – Chico, Bachelor of Arts in Communications

MONICA CAPPIELLO – Silicon Valley
- Savannah College of Art & Design, Master of Fine Arts, Animation
- University of Virginia, Bachelor of Arts, Studio Arts, Minor, Astronomy

Media Arts Faculty Profiles (Full-Time Faculty)
KATALIN ANGELOUV-NIVELT
- University of Southern California, Master of Fine Arts in Film, Video & Computer Animation
- Evergreen State College, Bachelor of Art in Art

BONGSUNG BAC, PH.D.
- The Ohio State University, Doctor of Philosophy in Art Education
- School of Visual Arts, Master of Fine Art in Computer Art
- San Francisco State University, Bachelor of Art in Industrial Arts

JOE BARRERA
- North Texas State University, Master of Arts in Music Composition
- North Texas State University, Bachelor of Arts in Music Composition

JOHN BLALOCK
- Academy of Art University, Master of Arts in Animation
- California State University, Fresno, Bachelor of Arts in Art/Graphic Design

CHRISTIAN BRADLEY
- South University Online, Master of Science in Leadership
- California State University, Fullerton, Bachelor of Arts in Art

BILLY BURGER
- Argosy University, Master of Arts in Education
- The Ohio State University, Bachelor of Science in Industrial Design

RUSSELL BURT
- California Institute of the Arts, Master of Fine Arts in School of Music
- Berklee College of Music, Boston, Bachelor of Music in Arranging/Synthesis

JIM BUSIKE
- California College of the Arts, Bachelor of Fine Arts in Illustration

MARTIN (MARTY) CHAPPELL
- Argosy University, Master of Arts in Education
- Humboldt State University, Bachelor of Arts in Art

ANDY CLAYTON
- The Art Institute of California – Los Angeles, Bachelor of Science in Game Art & Design
- 3D Studio Max Certified Instructor

DAVID COLE
- California State Polytechnic University Pomona, Bachelor of Science in Engineering Technology

BARRY CONLEY
- California Institute of the Arts, Bachelor of Arts in Music Composition
- Grinnell College, Bachelor of Arts in Music & Biology
- Institute of Audio Research, Certificate in Audio Technology

MICHAEL CONNORS
- Columbia University, Master of Fine Arts in Directing
- Harvard University, Bachelor of Arts in English

MIGUEL DRAYTON
- University of Southern California, Master of Fine Arts in Motion Picture Producing
- Stanford University, Bachelor of Arts in Communications

R. ALAN EMRICH
- Argosy University, Master of Arts in Education - Curriculum & Instruction
- California State University, Long Beach, Bachelor of Arts in History
SCOTT ESSMAN
- California State Polytechnic University Pomona, Master of Education in Education / Educational Multimedia
- University of Southern California, Bachelor of Arts in Psychology

THOMAS FRITSCHI
- University of Bristol, Master of Arts in Documentary Practice
- California State University, Sacramento, Bachelor of Arts in Journalism

GENE FRYE
- Masters Institute, Bachelor of Science in Multimedia Communication & Presentations
- Westchester Community College, Associate of Science in Electrical Technology

TREY GALLAHER
- Syracuse University, Master of Fine Arts in Illustration
- California State University, San Jose, Bachelor of Science in Graphic Design

OMAR GONZALEZ
- University of California, San Diego, Bachelor of Arts, Summa Cum Laude in Visual Arts (Media)

TED GREENBERG
- Philadelphia College of Performing Arts, Bachelor of Arts in Music

HARRY HAMERNIK
- The Advertising Arts College, Bachelor of Arts in Graphic Design

STEVEN HAMPTON
- Claremont Graduate University, Master of Fine Arts in Painting
- Art Center College of Design, Bachelor of Fine Arts in Illustration

JORDAN HARRIS
- The University of Southern California, Masters of Fine Arts in Film, Video & Computer Animation
- University of Colorado at Boulder Bachelor of Fine Arts in Art History

MARJAN HORMOZI
- Slade School, Master of Fine Arts in Drawing/Painting
- University of North London, Bachelor of Fine Arts in Mixed Media—Drawing/Painting

CHARLES HU
- Art Center College of Design, Bachelor of Fine Arts in Illustration

RICARDO KAYANAN
- Otis Art Institute, Bachelor of Fine Art in Illustration/Communication Design

CHRISTOPHER KELLY
- School of Visual Arts, Bachelor of Fine Arts in Media Art

WATTANA KHOMMARATH
- California Institute of the Arts, Bachelor of Art in Character Animation

KENNETH KINOSHITA
- California State University Fullerton, Bachelor of Arts in Art
- Mount San Antonio College, Associate of Arts in Liberal Arts

DOUGLAS KIRK
- Royal College of Art (UK), Master of Arts in Painting
- Duncan of Jordanstone College of Art and Design (UK), Drawing/Painting

MICHAEL KLINE
- California Institute of the Arts, Master of Fine Arts in Experimental Animation
- California Institute of the Arts, Bachelor of Fine Arts in Experimental Animation
- California State Polytechnic University, Pomona, Bachelor of Fine Arts in Graphic Design

GEORGE N. KONTOS
- California Institute of the Arts, Master of Fine Arts in Integrated Media/Art
- Aristotle University of Thessaloniki, Professional Degree in Architecture

JONATHAN LEMOND
- Columbia University, Master of Fine Arts in Film
- Columbia University, Bachelor of Arts in Political Theory

MISCHA LIVINGSTONE
- University of California, Los Angeles, Master of Fine Arts in Film and Television
- University of California, Los Angeles, Bachelor of Arts in Film and Television
DANIEL MAIER
  ▪ The Evergreen State College, Bachelor of Arts in Liberal Arts

PHILIP MANTIONE
  ▪ California State University, Los Angeles Master of Music in Music
  ▪ University of Buffalo, Bachelor of Science in Business Administration

DAVID MARTIN
  ▪ Art Center College of Design, Master of Fine Arts in Broadcast Cinema
  ▪ University of North Carolina School of the Arts School of Filmmaking, Bachelor of Fine Art in Cinematography

KEVIN MARTIN
  ▪ Middle Tennessee State University, Master of Arts in Music Composition Theory
  ▪ Mississippi University for Women, Bachelor of Arts in Commercial Music
  ▪ Montana State University, Bachelor of Arts in Music

KEVIN MCCARTY
  ▪ California Institute of the Arts, Master of Fine Arts in Photography
  ▪ University of Cincinnati, Bachelor of Fine Arts in Art

AGLAIA MORTCHEVA
  ▪ University of California, Los Angeles, Master of Fine Arts in Animation
  ▪ National Academy of Film and Television Master of Fine Arts in Film and TV Directing
  ▪ Secondary School of Fine Art, Sofia, Bulgaria, Bachelor of Fine Art in Fine Art
  ▪ FuDan University, China, Bachelor of Science in Computational Mathematics

AN NGUYEN
  ▪ National University, Master of Science in Software Engineering
  ▪ Ho Chi Minh Polytechnic University, Bachelor of Science in Electronic & Computer

MIKIYA OKADA
  ▪ Academy of Art University, San Francisco, Master of Art in Video Game Animation
  ▪ Savannah College of Art and Design, Bachelor of Fine Art in Sequential Art

CHRISTOPHER O'LEARY
  ▪ University of California, Los Angeles, Master of Fine Arts in Design & Media Arts
  ▪ University of Washington, Bachelor of Fine Arts in Photography
  ▪ University of Washington, Bachelor of Arts in Interdisciplinary Art

GERALD OLSHEN
  ▪ San Jose State University, Master of Arts in Theatre Art and Film
  ▪ San Francisco State University, Bachelor of Arts in Film
  ▪ Sarah Lawrence College, Bachelor of Arts in Liberal Arts

ALEJANDRO PEREZ
  ▪ The Art Institute of California Los Angeles, Bachelor of Science in Media Arts & Animation

GENADI RADIUL
  ▪ Duquesne University, Master of Science in Multimedia Technology
  ▪ Lithuanian University, Lithuania, Master of Arts in Music
  ▪ Vilnius University, Lithuania, Bachelor of Arts in Music

MIKE ROGERS
  ▪ Dean Junior College, Associate of Science

JESSIAH RUIZ
  ▪ California State University, Fullerton, Masters of Science in Software Engineering
  ▪ California State University, San Bernardino, Bachelor of Science in Computer Systems/Information Management
  ▪ Virginia Tech, Bachelor of Arts in Communication

NATHAN SCHEMEL
  ▪ California State University, Sacramento, Master of Business Administration
  ▪ California State University, Sacramento, Bachelor of Arts in Radio Television Film
  ▪ American River College, Associates of Arts, General Education
MICHAEL SWANIGAN
- An animation storyboard artist working on numerous series and movies such as: the WB series Legion of Superheroes, Bionicle: Mask of Light, Tutenstein, Loonatics, Proud Family, Stuart Little, Teenage Mutant Ninja Turtles, Ozzy & Drix, Voltron, Horrible Histories, Men in Black, Extreme Ghost Busters, The Mask series and the Simpsons. Mr. Swanigan has worked with DIC, Warner Brothers, Bluth, Sony, Saban as well as a few studios in Canada.

LYNN VAN DALL
- San Diego State University, Bachelor of Arts in Fine Art

IAN VARGO
- Savannah College of Art and Design, Master of Fine Arts in Sound Design
- Savannah College of Art and Design, Bachelor of Fine Arts in Sound Design

RICHARD WALSH
- San Francisco State University, Master of Fine Arts in Cinema
- Virginia Polytechnic Institute and State University, Bachelor of Art in Communication, Honors – Magna Cum Laude

GRADY WILLIAMS
- Art Center College of Design, Bachelor of Fine Arts in Illustration

MICHEL WILLIAMS
- The Art Institute of California - Los Angeles, Bachelor of Science in Media Arts & Animation

WILLIAM WOLTER
- Mills College, Master of Arts in Music
- The University of New Mexico, Bachelor of Arts in Music/Philosophy

WEI XU, PH.D.
- University of Texas at Austin, Doctor of Philosophy in Computer Graphics & Applied Mathematics
- Zhe Jiang University, China, Master of Science in CAGD & Computer Graphics
- FuDan University, China, Bachelor of Science in Computational Mathematics

MARK YEAGER
- California State University, Sacramento, Master of Arts in Animation and Design
- California State University, Sacramento, Bachelor of Arts in Graphic Design
GENERAL EDUCATION

Program Coordinators Profiles

Hollywood
SUE NAHM – Program Coordinator – General Education
- Columbia University, Master of Arts in Political Science
- Yale University, Bachelor of Arts in Political Science

Inland Empire
PANCOO LIU – Program Coordinator – General Education
- California State University, Fullerton, Master of Arts in Mathematics
- DeVry University, Pomona, Bachelor of Science in Electronics Engineering Technology

Orange County
STEVEN GOLD, PH.D. – Program Coordinator – General Education
- University of California, Santa Barbara Doctorate of Philosophy in Philosophy
- University of California, Santa Barbara, Master of Arts in Philosophy
- University of California, Los Angeles, Bachelor of Arts in Political Science and History

Sacramento
DOUG HERNDON – Program Coordinator – General Education
- California State University, Sacramento, Master of Arts in English
- California State University, Sacramento, Bachelor of Arts in Journalism

San Francisco
JORDAN YELINEK, PH.D. – Program Coordinator – General Education
- Yale University, Doctor of Philosophy in Cell Biology
- Yale University, Master of Philosophy in Cell Biology
- Washington College, Bachelors of Science in Biology, Chemistry and Drama

Silicon Valley
ASHA HILL – Program Coordinator – General Education
- Texas State University, Master of Education, Minor in Mathematics
- University of Texas at Austin, Bachelor of Arts in Mathematics

General Education Faculty Profiles (Full-Time Faculty)

JAWAD ALI
- California Institute of the Arts, Master of Fine Arts in Writing/Critical Studies
- University of California, Irvine, Bachelor of Science in Physics

JULIE ARMENDARIZ
- National University, Master of Education in Cross-Cultural Teaching
- California State University, Northridge, Bachelor of Science in Kinesiology

ORNELLA BONAMASSA, PH.D.
- University of California – Santa Cruz, Doctor of Philosophy in Earth Science (Master’s Degree not required)
- Universita di Roma, Bachelor degree equivalent in Physics

STEPHEN CHENEY-RICE
- University of Southern California, Master of Science in Education
- University of Southern California, Bachelor of Arts in English

LARRY CAVENY
- Vermont College, Master of Fine Arts in Visual Art
- Montreat College, Bachelor of Arts in Business Administration
RICHARD CONANT

- University of Pennsylvania, Master of Business Administration in Marketing
- Middlebury College, Bachelor of Arts in Economics

RUPERT FRANCIS, ED.D.

- Argosy University, Doctorate of Education in Educational Leadership
- Argosy University, Master of Arts in Education
- Argosy University, Bachelor of Arts in Psychology
- Everest College, Associate of Science in Criminal Justice

MORGAN GILES

- National University, Master of Arts in English
- California State University, Sacramento, Bachelor of Arts in English

CAMMIE HSU, ED.D.

- Argosy University, Doctor of Education in Educational Leadership
- Prairie View A&M University, Master of Business Administration in Business Administration
- California University Of Pennsylvania, Bachelor of Science in Business Administration

JEREMIAH JEFFRA

- San Francisco State University, Master of Arts in English
- California State University, Los Angeles, Master of Arts in Theater Arts
- California Institute of the Arts, Master of Fine Arts, Critical Studies Program in Writing
- Oglethorpe University, Bachelors of Art in English/Writing

DALE JONES, ED.D.

- Argosy University, Doctor of Education in Educational Leadership
- California State Polytechnic University, Master of Arts in Agriculture
- California State Polytechnic University, Bachelor of Science in Agronomy

DEANN JORDAN

- California State University, Northridge, Master of Arts in English
- San Francisco State University, Bachelor of Arts in English (Creative Writing)

MONICA KHALAJ, ED.D.

- Argosy University, Doctorate of Education in Education Leadership
- Université de Bretagne Occidentale, France, Master of Arts in English
- Lycée Brizeux, France, Bachelor of Arts in English

JULIO KIDDER

- University of Florida, Master of Arts in English
- Purdue University, Bachelor of Arts in English/ Spanish

GINA KIM

- University of California, Riverside, Master of Arts in Sociology
- University of California, Riverside, Bachelor of Arts in Political Science

RAINA MANUEL-PARIS, PH.D.

- Pacifica Graduate Institute, Doctor of Philosophy in Mythology & Archetypal Psychology
- Columbia University, Master of Fine Arts in Writing & Directing
- Columbia University, Bachelor of Arts in Film Studies

WILLIAM MCINTYRE, ED.D.

- University of Southern California, Doctor of Education in Education
- San Francisco State University, Master of Arts in English
- University of California, Berkeley, Bachelor of Arts in English

BEN MILES, ED.D.

- Argosy University, Doctor of Education in Curriculum & Instruction
- University of LaVerne, Master of Science in School Counseling
- California State University, Long Beach, Bachelor of Arts in Speech Communication

DEBRA MILLER

- Kansas State University, Master of Arts in Speech
- Kansas State University, Bachelor of Science in Theatre
ROBERTA MORRIS, PH.D.
- York University, Canada, Doctor of Philosophy in Philosophy
- York University, Canada, Master of Arts in Philosophy
- University of Toronto, Canada, Masters of Divinity in Theology
- University of Toronto, Canada, Bachelor of Arts in Interdisciplinary Studies

TODD PHEIFER, ED.D.
- Argosy University, Doctor of Education in Educational Leadership
- Azusa Pacific University, Master of Education in College Student Affairs
- Calvin College, Bachelor of Arts in Business

LEDA RAMOS
- Rutgers University, Master of Fine Arts in Sculpture
- University of California, Santa Barbara, Bachelor of Arts in Sociology

BETH RHODES
- University of Southern California, Master of Fine Arts in Cinema-Television
- University of Arkansas, Bachelor of Arts in Journalism

CHRIS SALANDER
- San Jose State University, Master of Science in Environmental Science
- San Jose State University, Master of Arts in Literature
- University of California, Davis, Bachelor of Science in Electrical Engineering

EDWARD SAVITZ
- Drexel University, Master of Science in Technical & Science Communication
- Temple University, Bachelor of Science in Health Records Administration
- Temple University, Bachelor of Fine Arts in Fine Art

DANIEL A. SCHARFMAN, D.C.
- Pasadena College of Chiropractic, Doctor of Chiropractic
- Argosy University, Master of Arts in Education
- State University New York Albany, Bachelor of Arts in Psychology

DONALD STELL
- University of Southern California, Master of Science in Systems Management
- U.S. Naval Academy, Bachelor of Science in Analytical Management

ROGER SU
- University of Southern California, Master of Science in Computer Engineering
- University of California, Los Angeles, Bachelor of Science in Computer Science & Engineering

AYESHA SUNEJA
- Perelandra College, Master of Arts in Counseling
- York University, Bachelor of Arts in English

ALICE TEMPLETON, PH.D.
- University of Tennessee, Doctor of Philosophy in English
- University of California, Davis, Bachelor of Arts in Comparative Literature
- Lambuth College, Bachelor of Arts in English

SCOTT UNDERWOOD
- Chapman University, Master of Fine Arts in Creative Writing
- Chapman University, Master of Arts in English
- California State University, Long Beach, Bachelor of Arts in Creative Writing

ROCHELLE WATERS, ED.D.
- Argosy University, Doctorate of Education in Educational Leadership
- National University, Master of Arts in Human Behavior
- University of Laverne, Bachelor of Science in Psychology

HEIDI ZAMENI
- California State University, Fullerton, Master of Arts in English
- California State University, Fullerton, Bachelor of Arts in English
# Programs by Campus

As of January 12, 2015

<table>
<thead>
<tr>
<th>CAMPUS</th>
<th>HOLLYWOOD</th>
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**Bachelor of Fine Arts Program – 180 Credits**

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**Master of Fine Arts Program – 90 Credits**

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Prospective students should contact the Admissions office directly for current information regarding program start dates.
PROGRAM CHANGES

Digital Image Management
Diploma

Effective Date: September 30, 2013

All Campuses

Program Description
The mission of the diploma program in Digital Image Management is to prepare students to obtain positions in their chosen field and function as assistants for a professional photographer. Students are primarily focused on the creation of digital photographs and videos, the development of websites, publishing electronic images for print and the web and basic business principles.

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

Program Objectives
- Demonstrate knowledge and control of the photographic process, including image manipulation, photo retouching, color management, printing, network use and digital asset management
- Demonstrate knowledge of the workings of a large, multi-functional commercial photographic studio, its business and operations, including key concepts of business plans, competitive business strategies, human resources, database management, and financial principles
- Create advanced market research including branding, competitive analysis, and direct marketing

Graduation Requirements
To receive a Diploma in Digital Image Management, students must: receive a passing grade or credit for all required coursework; earn a minimum of 48 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 Institute.

COURSES LIST

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**TOTAL QUARTER CREDITS** 48 Credits

See Course Descriptions starting on page 58.
Fashion Design
Associate of Science

Available at these campuses: H, and SF

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

The Fashion Design associate’s program prepares students to seek entry-level positions within the fashion design industry by attaining a fundamental grounding in fashion design, technical illustration, and forecasting. The program includes an introduction to the theory and practice of creative design, draping, pattern drafting, construction and sewing. These skills are enhanced through industry-standard computerized hardware and software systems. Upon completion of the program, graduates will be prepared to seek a wide and increasing variety of positions in the fashion design field.

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

Graduation Requirements
To receive an Associate of Science degree in Fashion 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 Institute.

COURSES LIST

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**TOTAL QUARTER CREDITS**  90

*See Course Descriptions starting on page 58.*
Fashion Design
Bachelor of Fine Arts

Available at these campuses: H, IE, LA, OC, SD, SF, and SV

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

The Fashion Design bachelor's program prepares students to seek entry-level positions within the fashion design industry by attaining a fundamental grounding in fashion design, technical illustration, design research and forecasting. The program includes an introduction to the theory and practice of creative design, draping, pattern drafting, construction and sewing. These skills are enhanced through industry-standard computerized hardware and software systems. Advanced courses provide students with the opportunity to focus on specific design areas. Upon completion of the program, graduates will be prepared to accept a wide and increasing variety of positions in the fashion design field.

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

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 Institute.

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**TOTAL CREDIT HOURS** 180

*See Course Descriptions starting on page 58.*
Fashion Marketing
Associate of Science

Available at these campuses: H, IE, OC and SF

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

Program Objectives
- Demonstrate knowledge and proficiency in current industry technology.
- Apply the many facets of marketing and be able to plan and implement strategies to accommodate change in the industry.
- Demonstrate knowledge of visual merchandising as a communication tool to market merchandise to the consumer.
- Apply industry standards and business concepts related to retail and fashion industries.
- Prepare students to seek entry-level positions in retail or wholesale sales and management, as consultants and stylists for clothing wholesalers and as manufacturers.

Graduation Requirements
To receive an Associate of Science degree in Fashion Marketing, 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 Institute.

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**TOTAL QUARTER CREDITS**

90

*See Course Descriptions starting on page 58.*
Fashion Marketing & Management
Bachelor of Science

Available at all campuses.

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

The mission of the Bachelor’s degree in Fashion Marketing & Management is to prepare students to begin entry level careers in store and mall management, event promotion, sales, product and sales development, and small business ownership.

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

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 Institute.

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**TOTAL CREDIT HOURS** 180

*See Course Descriptions starting on page 58.*
Fashion Retailing
Diploma

Effective Date: July 1, 2013

Available at all campuses.

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

The mission of the diploma program in Fashion Retailing is to prepare students to obtain entry level positions in the field of fashion retailing. The program is intended for students who have a background in fashion and are interested in developing retail management and business skills, or who are preparing for a career in fashion retailing in boutiques, specialty stores, national department stores, and discount chains. Students primarily focus on retail sales, management, operations, fashion trends, and promotion.

Program Objectives
- Technology - Graduates demonstrate proficiency in current industry technology and software related to business and marketing.
- Marketing - Graduates demonstrate knowledge of the four elements of marketing: product, place, promotion and price.
- Visual Merchandising - Graduates demonstrate the knowledge of visual merchandising as a communication tool.
- Professionalism - Graduates apply and articulate professional standards and business concepts related to retail and fashion industries.
- Branding - Graduates demonstrate awareness of product attributes, benefits, and consumer beliefs and values.

Graduation Requirements
To receive a Diploma in Fashion Retailing, students must: receive a passing grade or credit for all required coursework; earn a minimum of 48 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 Institute.

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**TOTAL QUARTER CREDITS** 48

*See Course Descriptions starting on page 58.*
Game Art & Design  
Bachelor of Science  

Available at all campuses.

Program Description
The bachelor’s degree program in Game Art & Design prepares graduates for careers in the game and other industries as 2D and 3D artists, texture mappers, and project managers; with experience and advancement some students may become game and level designers. Students will work as members of development teams to produce digital games, interactive entertainment, and educational and training software products.

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

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

Program Objectives
- **Core Skills** – Graduates demonstrate the ability to apply design and art skills, both traditional and digital, towards game related projects.
- **Principles of Gaming:** Graduates employ the principles of gaming, to plan, design, and create environments, level play, background stories, and characters.
- **Industry Readiness:** Graduates demonstrate the requisite skills in presentation, interviewing, networking, resume-building and game business knowledge critical to seeking an entry-level artist and/or designer position in the industry.
- **Technology and Production** – Graduates demonstrate the ability to apply the skills necessary to create quality game-ready assets using industry standard techniques and tools.
- **Professional Practice** – Graduates demonstrate knowledge of the managerial and developmental aspects of the game production pipeline and demonstrate knowledge of planning, budgeting, specifications, constraints, scope, teamwork, problem solving, and deadlines that go into making a market-ready game.

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 Institute.
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**TOTAL CREDIT HOURS** 180

*See Course Descriptions starting on page 58.*
Program Description
The Associate Degree Program in Graphic Design is a six-quarter, 90-credit, program, emphasizing hands-on learning and technical skills. Students in the Graphic Design degree program utilize industry-related technology and software to complete projects. Course topics include typography, illustration, interface design and web development. With a Graphic Design degree, graduates may pursue entry-level jobs such as graphic designer and production artist.

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

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

Program Outcomes
- Design: Graduates apply aesthetics and formal concepts of layout and design, including spatial relationships; communication effectiveness; interrelationships among imagery and text; balance; typography; and color theory.
- Concept: Graduates apply design concepts to produce successful visual solutions to assigned problems.
- Communication: Graduates articulate the vision behind their creative work and explain and defend their solutions.
- Professionalism: Graduates demonstrate an understanding of industry standards, professional practices and ethics in their work and self-presentation.
- Technical: Graduates apply skills in industry-specific computer software programs to produce concrete projects.

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 Institute.

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**TOTAL CREDIT HOURS** 90

*See Course Descriptions starting on page 58.*
Graphic & Web Design  
Bachelor of Science  

Available at all campuses

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

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

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

Program Objectives

Graphic & Web Outcomes
- Design - Graduates demonstrate versatile aesthetic layout and design solutions, including effective usage of space, line, color, shape, texture, form, balance and value; typographic and photographic hierarchy structures.
- Conceptual - Graduates demonstrate conceptual thinking through work that reflects historical and contemporary trends, answering design problems with creative visual and writing elements.
- Communication - Graduates demonstrate the interdependence of content and visual expression; evaluate and critique their design concept; articulate the vision behind their creative work, and defend their creative solutions.
- Professional Presentation - Graduates articulate their design direction by communicating mastery of graphic and web design, problem solving, ethics and industry standards in visual presentations.

Graphic Design Specific Outcomes
- Technical – Graduates demonstrate and apply competencies in industry-specific computer software. These include preparation and presentation of work, technical aspects of prepress, output, and quality reproduction as well as web design.

Web Design Specific Outcomes
- Technical - Graduates demonstrate knowledge of interactive design & development using industry software, authoring systems and/or web scripting.

Graduation Requirements
To receive a Bachelor of Science degree in Graphic & Web 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 Institute.
### COURSES LIST

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**Web Design Concentration Courses**

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<td>Interactive Communications Usability &amp; Prototyping</td>
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**TOTAL CREDIT HOURS**

180

*See Course Descriptions starting on page 58.*
Interior Design
Bachelor of Science

Available at all campuses.

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

The mission of the Interior Design Bachelor's Program is to prepare students to obtain entry-level positions in their field and function as trained professionals. Students will have the opportunity to conceive and develop viable design solutions within the interior environment utilizing creative, critical and technical methodologies. They are prepared for the purpose of improving the quality of life, increasing productivity and protecting the health, safety, and wellbeing of the public by incorporating function, aesthetics and environmentally sustainable products. By meeting the educational goals, students should develop an attitude of flexibility and a desire for life-long learning necessary to meet the changing demands of the interior design profession.

Program Objectives
- Problem Solving - Graduates will solve complex interior design problems using the design process and their knowledge of interior design principles, theories and applications to analyze the client profile and project program, both individually and collaboratively
- Communication - Graduates will provide interior design services using effective oral, written, and visual communication employing a variety of means, methods and technologies, in both 2- and 3-dimensions
- Building Systems - Graduates will produce interior design solutions that constructively integrate with available building, environmental, and property management systems, as well as prevailing standards of use, maintenance and sustainability
- Interior Finish Materials - Graduates will specify and apply to their interior design solutions finish materials that meet prevailing standards of use, maintenance, sustainability, regulatory compliance, and aesthetics
- Professionalism - Graduates will provide professional services based on the interior design body of knowledge with a standard of care that both meets client needs and protects the health, safety, and welfare of the public in an ethical and legal manner resulting from exposure to academic and real-world experiences

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 Institute.

Courses                                                                 Quarter Credits
RS092 College Success                                               0
FND105 Design Fundamentals                                         3
FND110 Observational Drawing                                      3
FND120 Perspective Drawing                                         3
FND150 Digital Color Theory                                        3
INTA101 Architectural Drafting                                    3
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**TOTAL CREDIT HOURS**  180

*See Course Descriptions starting on page 58.*

Effective Date: September 30, 2013
Bachelor of Science

Available at all campuses.

Program Description
The Bachelor’s level Media Arts & Animation program provides graduates with the relevant career skills needed to obtain and develop careers in the animation industry. The goal is accomplished through a focused curriculum based on industry validated program exit competencies. Additionally, faculty who possess industry experience and content expertise as well as appropriate resources also support the curriculum.

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

Program Objectives
- Graduates will demonstrate application of learned concepts from foundation level art courses. These would include: drawing, color, form, design, composition and foundation level digital art skills.
- Graduates will demonstrate an applied technical knowledge of animation tools and software according to current industry standards.
- Graduates will demonstrate a practical understanding and application in the principles of animation, acting and movement and cinematic storytelling as it relates to 2D and 3D animation (as applicable).
- Graduates will demonstrate professionalism, through the creation and presentation of a demo-reel and self-promotion package, according to current industry standards.
- Graduates will demonstrate the ability to conceptualize, plan, execute, and deliver quality animation projects.
- Graduates will demonstrate the ability to work on team-based projects.

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 Institute.

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<td>MAAA302</td>
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<td>MAAA303</td>
<td>3D Character Rigging</td>
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<td>MAAA309</td>
<td>Portfolio Pre-Production</td>
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<td>MAAA312</td>
<td>Animation Studio</td>
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<td>MAAA313</td>
<td>Advanced Lighting &amp; Texture</td>
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<td>MAAA323</td>
<td>Emerging Technology for Animation</td>
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<td>MAAA333</td>
<td>Dynamics &amp; Simulation</td>
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<td>MAAA363</td>
<td>Advanced Illustration for Production</td>
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<td>MAAA403</td>
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<td>MAAA406</td>
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<td>Social Behavioral Sciences Requirement – Upper Division*</td>
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</table>

**TOTAL CREDIT HOURS**  
180

See Course Descriptions starting on page 58.
Web Design & Interactive Communications
Diploma

Available at all campuses

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

Program Outcomes
- Demonstrate the use of appropriate visual elements and visual communication skills for interactive media.
- Create applications that solve specified problems through a variety of scripting techniques.
- Critique and evaluate appropriate design solutions.
- Design and develop media marketing and business plans.

Graduation Requirements
To receive a Diploma in Web Design & Interactive Communications, students must: receive a passing grade or credit for all required coursework; earn a minimum of 48 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 Institute.

COURSES LIST

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<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Credits</th>
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<td>FND135</td>
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<td>GWDA103</td>
<td>Digital Illustration</td>
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<td>GWDA303</td>
<td>Interactive Motion Graphics</td>
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<td>GWDA382</td>
<td>Design for Mobile Devices</td>
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<td>Elective 1</td>
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</table>

TOTAL CREDIT HOURS 48

See Course Descriptions starting on page 58.
Web Design & Interactive Media
Associate of Science

Available at these campuses: H, LA, OC, SAC, SF, SV

Program Description
Interactive digital communications is an essential part of the business, education, and entertainment industries. This has led to entry-level employment opportunities for an individual designer who can create interactive information services through a combination of sound, graphic arts, text, and video. The Associate of Science degree program in Web Design & Interactive Media was created to prepare today’s students for entry-level careers in this field.

Coursework begins with drawing and design, digital image manipulation, interactive media design, scriptwriting, sound, video, and animation, then progresses to interactive information and Web design, all under the guidance of faculty members, many of whom are recruited from this fascinating industry. At graduation, students have an individualized digital portfolio to showcase for prospective employers the practical skills and technical expertise they have acquired.

Program Objectives
- Professional Presentation - Graduates demonstrate professional layout, integrating media elements and employing industry standards and professional practices.
- Design - Graduates apply the vocabulary and concepts of interactive design, including communication effectiveness, and interrelationships among imagery and text.
- Technical - Graduates demonstrate competencies in interactive development using authoring systems and/or web scripting.

Graduation Requirements
To receive an Associate of Science degree in Web Design & Interactive Media, 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 Institute.

COURSES LIST

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<td>Audio &amp; Video</td>
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<td>Interface Design</td>
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<td>GWDA204</td>
<td>Introduction to Writing for Interactive Media</td>
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<td>GWDA213</td>
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<td>GWDA243</td>
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GWDA263  Web Standards  3
GWDA273  Intermediate Web Design  3
GWDA283  Advanced Web Design  3
HU110  College English ♦  4
HU111  Effective Speaking ♦  4
HU130  Visual Language & Culture ♦  4
MS111  College Algebra♦ OR MS114 Traditional Geometry♦  4
General Education Requirement ♦  4
Social & Behavioral Sciences Requirement ♦  4

TOTAL CREDIT HOURS  90

See Course Descriptions starting on page 58.
COURSE DESCRIPTIONS

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

Revised Course

This course replaces RS091 Portfolio Foundations in all programs. See page 117 of this addendum for revised catalog information concerning this course:

RS092
College Success
Non-Credit Course (10 Hrs Lecture – 5 Weeks)
This course introduces students to general academic culture and the specific campus community. It also provides students the opportunity to practice critical thinking skills through analysis of case studies, discussion of issues, brainstorming of solutions, and written reflection. This course will also consider self-awareness, interpersonal skills and professionalism. Prerequisite: None

Revised Prerequisites

ADVA407
E-Commerce Strategies & Analytics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Explore various metrics and analytics tools for tracking the social and consumer behaviors of online visitors. Students will apply these tools by selecting appropriate key performance indicators (KPIs) for a campaign, identifying and responding to trends in real time, and generating and evaluating reports to determine campaign success. Students will formulate appropriate recommendations and data-driven decisions to optimize online activities. Prerequisite: FADA308 Fundamentals of Business OR GWDA308 Business of Graphic Design OR GWDA318 Interactive Industry & Business Operations

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. Prerequisite: CUL1126 Introduction to Pastry Techniques & Artistry, Completion of TAPs or a current certificate – Certificate must be current and must verify/document the completion of at least 15 hrs of instruction in food sanitation and safety.

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. Prerequisite: CUL1126 Introduction to Pastry Techniques & Artistry, Completion of TAPs or a current certificate – Certificate must be current and must verify/document the completion of at least 15 hrs of instruction in food sanitation and safety.

CUL1204
Advanced Patisserie & Display Cakes
6 Quarter Credits (22 Hrs Lecture/88 Hrs Lab)
This course covers the techniques of platted 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. Prerequisite: CUL1126 Introduction to Pastry Techniques & Artistry. Completion of TAPs or a current certificate – Certificate must be current and must verify/document the completion of at least 15 hrs of instruction in food sanitation and safety.

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. Prerequisite: CUL1126 Introduction to Pastry Techniques & Artistry. Completion of TAPs or a current certificate – Certificate must be current and must verify/document the completion of at least 15 hrs of instruction in food sanitation and safety.

CUL2301  
A 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. Prerequisites: A Current CA (and local if required) Food Handlers Card, Completion of TAPs or a current certificate, CUL1108 Fundamentals of Classical Techniques, CUL1116 American Regional Cuisine, CUL1126 Introduction to Pastry Techniques & Artistry, CUL2227 Food & Beverage Operations Management, and CUL1146 Garde Manger or CUL1201 Artisan Breads & Baking Production. Certificate must be current and must verify/document the completion of at least 15 hrs of instruction in food sanitation and safety.

MA2204  
3D Animation  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Thematic Elective Track – Animation  
Students are introduced to basic 3D animation techniques. Topics to be covered include hierarchical linking, keyframing, function curves, animated modifiers, basic morphing, animated cameras, and an introduction to character animation. Prerequisite: By Permission of Academic Director/Advisor

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: MS111 Algebra OR MS114 Traditional Geometry

MS111  
College Algebra  
4 Quarter Credits (44 Hrs Lecture)
In this course students examine quantitative relationships and employ problem-solving strategies. 
Prerequisite: None

**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: MS111 Algebra OR MS114 Traditional Geometry

**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: MS111 Algebra OR MS114 Traditional Geometry

**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: None

**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: MS111 Algebra OR MS114 Traditional Geometry

**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: MS111 Algebra OR MS114 Traditional Geometry

**MAAA213**
3D Modeling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through critical analysis, the student will apply basic design principles to the solution of visual problems using elements of 3D design. The student will conceptualize 3D coordinate systems, construct 3D models,
and apply them to geometric construction. Prerequisite: FND135 Image Manipulation, FND150 Digital Color Theory, or SDVA102 Design for Programmers

Courses for New/Revised Programs

Course descriptions for existing courses not listed within the addendum can be found within the catalog.

ADVA201
Fundamentals of Marketing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing. Prerequisite: None

ADVA204
Consumer Behavior & Persuasive Sales Techniques
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Examine the cultural, social, psychological and individual variables involved in consumer behavior. Review marketing practices that influence buyer decisions. Focus on the essential skills and persuasive techniques to affect a sales cycle. Prerequisite: ADVA201 Fundamentals of Marketing

ADVA304
Writing for Interactive Media
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Interactive & Creative Development Track: Course Two (Advertising Bachelor of Science Program)
Social Media & Marketing Track: Course Two (Advertising Bachelor of Science Program)
This is a specialized writing course for interactive design production. Students identify the requirements of different types of writing and the unique characteristics and techniques of interactive media writing. Students examine how various forms of media work together to reach audiences. Students further explore how to use interactive media to express ideas. These techniques are then applied to various forms of media and creating an interactive resume. Prerequisite: HU110 College English

ADVA307
Brand Strategy
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The role of branding and brand identity. Examines brand value, framework and positioning and their importance to building strong, enduring brands. Prerequisite: GWDA308 Business of Graphic Design OR FADA308 Fundamentals of Business

ADVA328
Public Relations
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Examines the role of public relations, showing the principles, methods and means of influencing public opinion. Prerequisite: None

ADVA348
Leadership & Organizational Behavior
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Examine human relations theory and individual, group and organizational performance in relation to the structure of a business. Explore the dynamics of successfully leading a diverse workforce through organizational change. Prerequisite: GWDA308 Business of Graphic Design OR FADA308 Fundamentals of Business
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits (Lecture/Lab)</th>
<th>Description</th>
<th>Prerequisites</th>
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<td>ADVA407</td>
<td>E-Commerce Strategies &amp; Analytics</td>
<td>3 Quarter Credits</td>
<td>Explore various metrics and analytics tools for tracking the social and consumer behaviors of online visitors. Students will apply these tools by selecting appropriate key performance indicators (KPIs) for a campaign, identifying and responding to trends in real time, and generating and evaluating reports to determine campaign success. Students will formulate appropriate recommendations and data-driven decisions to optimize online activities.</td>
<td>Prerequisite: FADA308 Fundamentals of Business OR GWDA308 Business of Graphic Design OR GWDA318 Interactive Industry &amp; Business Operations</td>
</tr>
<tr>
<td>DFVA353</td>
<td>Compositing for Digital Film</td>
<td>3 Quarter Credits</td>
<td>Students in this course learn the concepts, techniques, and vocabulary of compositing. Students apply rotoscoping; match moving, keying, and layering to finalize their multiple-source projects.</td>
<td>Prerequisite: Permission of Academic Director/Advisor</td>
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<tr>
<td>FADA101</td>
<td>Elements of Garment Construction</td>
<td>3 Quarter Credits</td>
<td>This course introduces the student to the basic concepts of garment construction. The student will have an overview of the industrial equipment, the processes of measuring, cutting, sewing, and sequence of assembly.</td>
<td>Prerequisite: None</td>
</tr>
<tr>
<td>FADA102</td>
<td>Fashion Illustration</td>
<td>3 Quarter Credits</td>
<td>This course covers rendering the fashion figure, garments, details, and textiles using various media.</td>
<td>Prerequisite: FND110 Observational Drawing</td>
</tr>
<tr>
<td>FADA103</td>
<td>Textile Fundamentals</td>
<td>3 Quarter Credits</td>
<td>Students study textiles exploring natural and manufactured fibers, structure, production, uses, and characteristics.</td>
<td>Prerequisite: None</td>
</tr>
<tr>
<td>FADA108</td>
<td>Textile Applications</td>
<td>3 Quarter Credits</td>
<td>This course is an Introduction to the regulations and laws that apply to the apparel industry. They will research and source textile manufacturers and mills relevant to product development. Students will develop a further understanding of the end uses and applications of textiles.</td>
<td>Prerequisite: FADA103 Textile Fundamentals</td>
</tr>
<tr>
<td>FADA111</td>
<td>Survey of the Fashion Design Industry</td>
<td>3 Quarter Credits</td>
<td>This course is an overview of the fashion industry, examining how garments are designed, created, produced and marketed.</td>
<td>Prerequisite: None</td>
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<tr>
<td>FADA113</td>
<td>Fundamentals of Patternmaking</td>
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3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to the principles of patternmaking through drafting basic block and pattern manipulation. Working from the flat pattern students will apply these techniques to the creation of a garment design.  **Prerequisite: FADA121 Fundamentals of Construction**

**FADA121**  
Fundamentals of Construction  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students continue their introduction to apparel industry sewing standards and techniques. Through the completion of samples and the construction of basic garments, students apply fundamental garment construction skills utilizing industrial equipment. **Prerequisite: FADA101 Elements of Garment Construction**

**FADA131**  
Intermediate Construction  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students study the application of intermediate and industrial construction techniques to further refine construction skills. **Prerequisite: FADA121 Fundamentals of Construction**

**FADA201**  
Advanced Construction  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students study advanced construction techniques applied to structured garments. **Prerequisite: FADA131 Intermediate Construction**

**FADA202**  
Technical Drawing  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Development of presentation boards and technical illustrations manually and by computer aided design technology. **Prerequisite: FADA103 Textile Fundamentals**

**FADA203**  
Intermediate Patternmaking  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Flat pattern techniques in accordance with garment trade practices. Emphasis will be on the manipulation of patterns for more complex designs. **Prerequisite: FADA113 Fundamentals of Patternmaking**

**FADA207**  
Early History of Fashion  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students study evolution of garments and accessories from the ancient Egyptians through the French Revolution. **Prerequisite: None**

**FADA208**  
Trends & Forecasting  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
The course focuses on the study of trends, trend forecasting, demographics and social issues that affect fashion. **Prerequisite: FADA217 Modern History of Fashion**

**FADA209**  
Portfolio I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies. Prerequisite: Permission of Academic Director/Advisor

FADA212
Advanced Fashion Illustration
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Student utilize advanced techniques in rendering the fashion figure, garments, details, and textiles using various media with a focus on application of color and texture. Students will begin to develop a personal illustrative style. Prerequisite: FADA102 Fashion Illustration

FADA213
Advanced Patternmaking
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students study advanced patternmaking and construction techniques including stretch fabric blocks for garment creation. Prerequisite: FADA203 Intermediate Patternmaking

FADA217
Modern History of Fashion
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students study evolution of garments and accessories from the French Revolution to the present. Prerequisite: None

FADA222
Collections
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course, students implement design concepts to product completion. Specific target markets, industry standards, and manufacturing sources are analyzed by means of development of a collection. Students will plan a professional presentation of their collections. Prerequisite: Permission of Academic Director/Advisor

FADA223
Computer Patternmaking
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students will utilize industry standard software to further their patternmaking skills. Prerequisite: FADA203 Intermediate Patternmaking

FADA233
Draping
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The course is an introduction to the principles and techniques of draping. Proportion, line, grain and fit are analyzed. Prerequisite: FADA203 Intermediate Patternmaking

FADA243
Specialized Sewing Techniques
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores tailoring, advanced sewing, and finishing techniques. Students learn appropriate fabric selection, proper cutting and marking, and inner construction methods. Prerequisite: FADA201 Advanced Construction

FADA302
Fit Analysis
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides the foundation for defining fit by applying techniques for accurately fitting garments on a body. Students will demonstrate understanding by translating changes back to a flat pattern. 
Prerequisite: FADA233 Draping

FADA303
Advanced Computer Patternmaking
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will focus on the advanced use of Computer Aided Design in patternmaking. Students will utilize industry software and hardware to engineer patterns from original designs in a laboratory setting. Work will be initiated for presentation in the final portfolio of student work. Prerequisite: FADA223 Computer Patternmaking

FADA308
Fundamentals of Business
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is structured to investigate the wide ranges of both traditional and emerging business topics and considerations, preparing students as they transition into a media and design profession. Concepts of professionalism, expected business needs, an understanding of self-marketing, proposals and project management, and intellectual property and contractual issues will be addressed. Prerequisite: None

FADA312
Sourcing & Technical Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through a variety of in-depth research and analysis, students create computer generated production package consisting of costing analysis, size specification, construction standards, sourcing materials and production methods, detailed front and back flats. Prerequisite: GWDA103 Digital Illustration

FADA313
Computer Production Systems
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers industrial application of patternmaking through the creation of production ready patterns including grading and marker making. Prerequisite: FADA303 Advanced Computer Patternmaking

FADA322
Senior Collection Concept
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students develop a final collection beginning with market research, development of concepts, illustrations, and the sourcing of materials. Prerequisite: Permission of Academic Director/Advisor

FADA332
Surface Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students utilize manual surface design applications of colors, prints, and motifs on a variety of fabrications. Prerequisite: FADA108 Textiles Applications

FADA402
Digital Textile Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Using pixel and vector based software students explore applied and structural techniques for textile print design and fabric development exploring applied and structural techniques using pixel and vector based software. Prerequisite: FADA303 Advanced Computer Patternmaking

FADA403
Senior Collection Technical
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students continue developing final collection through completion of technical drawings, specifications, patternmaking and fit. **Prerequisite: FADA322 Senior Collection Concept**

FADA406
Internship
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate. **Prerequisite: Permission of Academic Director/Advisor**

FADA413
Senior Collection Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students complete the final development phase of their senior collection including specification package. Emphasis placed on finished construction and presentation of original line. **Prerequisite: FADA403 Senior Collection Technical**

FADA419
Portfolio II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course aims to prepare students for entry-level employment within the industry by assisting them with the development and presentation of a digital publishing portfolio that reflects the stated exit competencies. Students will demonstrate an advanced skill-set in areas as process, conceptual thinking, design, web design, craftsmanship, and other skills, as projects are refined and assembled into a cohesive, comprehensive body of work. Particular emphasis will be placed on identifying short- and long-term professional employment goals, industry and professional related resources and standards, portfolio development and presentation strategies. **Prerequisite: Permission of Academic Director/Advisor**

FMMA101
Introduction to Retailing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will be introduced to all major retailing topics involving both large and small retailers, brick and mortar retailers, E-commerce, direct marketers and their combinations. Topics to be discussed will include consumer behavior, information systems, store locations, operations, human resource management, customer communications, computerization and integrating and controlling the retail strategy in the twenty-first century. Careers in retailing will also be discussed. **Prerequisite: None**

FMMA103
Survey of Manufacturing & Product Development
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students to manufacturing processes. Students develop a working knowledge of terms, methods, and an understanding of production operations. By the end of the course, students are able to apply these concepts to their own uses. Students study various production-time and quality-assurance methods. Participation facilitates students in generating decisions in production operations. **Prerequisite: None**

FMMA104
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 will thoroughly explore the process of crafting a marketing and sales promotion that is carefully targeted and positioned to reach the goal of generating sales. Students will explore various presentation methods including multi-media formats, and practice techniques for overcoming objections to achieve targeted results. **Prerequisite: ADVA204 Consumer Behavior & Persuasive Sales Techniques**

FMMA201 Merchandising Math
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
A survey of quantitative skills necessary for merchandise planning in the wholesale and retail business environment. **Prerequisite: None**

FMMA202 3D Visual Merchandising I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will provide you with an introduction to concepts relating to basic space planning. Through a combination of lectures, real world case study analysis, and hand-on exercises using virtual 3D space planning software, you will complete the course having a solid foundation of space planning fundamentals. **Prerequisite: FND135 Image Manipulation**

FMMA203 Event & Fashion Show Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The student will be introduced to a range of skills, needed to produce a successful store event or fashion show. During this course, the student will gain insight into the role of creative and technical experts involved with the runway, backdrop, special effects and lighting, music, models and choreography, hair and make-up and video teams. **Prerequisite: FND135 Image Manipulation**

FMMA208 Finance Principles
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces the nature and purpose of financial principles, presents the accounting cycle, and explains how to comprehend and analyze year end income statements. **Prerequisite: FADA308 Fundamentals of Business**

FMMA209 Portfolio I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies. **Prerequisite: Permission of Academic Director/Advisor**

FMMA211
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-buys. **Prerequisite:** FMMA201

Merchandising Math

FMMA212  
3D Visual Merchandising II  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course you will study principles of store design with an emphasis on psychological motivation. Using 3D visual merchandising software you will practice store simulations, lighting scenarios, strategic product placement, and use of scenery and special effects to support merchandise. **Prerequisite:** FMMA202 3D Visual Merchandising I

FMMA218  
Human Resource Management  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is designed to provide an overview and foundation for all facets of human resource management. Topics will include job design, labor relations, recruitment, selection and development of employees, compensation administration, employee appraisal, and government regulations involved with equal employment opportunity, affirmative action, accommodations, Fair Labor Standards Act, and workplace safety. The strategic aspect of human resource management will be explored in depth. **Prerequisite:** FADA308 Fundamentals of Business

FMMA221  
Merchandise Management  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
An advanced course in the study of stock control and managing open-to-buys which provides a practicum in buying, utilizing computer spreadsheets for data analysis. **Prerequisite:** FMMA211 Retail Buying

FMMA301  
Elements of Retail Logistics & Distribution  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course will explore the process of strategically managing the procurement, movement and storage of materials, parts and finished inventory (and the related information flows) through the organization and its marketing channels with the goal of balancing cost and service requirements in anticipation of demand. **Prerequisite:** FMMA211 Retail Buying

FMMA302  
Global Marketing  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students will gain an understanding of global marketing opportunities, problems and strategies that impact the international environment. In addition, students will become knowledgeable about international marketing concepts; cross-cultural sensitivities, political and legal influences, and economic considerations and how these concepts relate to decision making in an international environment. **Prerequisite:** ADVA307 Brand Strategy

FMMA303  
Apparel Fit & Construction Evaluation  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is designed for fashion management students to evaluate the equation between quality and cost in garments as well as understanding body measurement points, fit and silhouette analysis. Students should be able to measure garments and identify components and textiles as well as analyze quality of trims, fabrics and construction in relationship to price point. **Prerequisite:** None

FMMA308  
Fashion Business Law
Fall 2014 Catalog Addendum

3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course includes issues such as: intellectual property, licensing, counterfeiting, commercial operation/expansion (corporation, partnerships, and sole proprietorship), selling and buying, employment law, marketing, advertising and promotion, retail leasing, and international aspects. **Prerequisite:** FADA308 Fundamentals of Business

**FMMA312**
Fundamentals of Fashion Styling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through visual examples, assignments, and critiques this course introduces students to the field of fashion styling and its relationship to the fashion industry. Through completion of location and studio projects students develop basic requirements to produce contemporary fashion imagery. Students gain experience in how to source clothing and accessories necessary for styling, and they learn to create, to manipulate, and to rework concepts in order to communicate through images. **Prerequisite:** FADA217 Modern History of Fashion

**FMMA406**
Internship
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate. **Prerequisite:** Permission of Academic Director/Advisor

**FMMA408**
Entrepreneurship
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Studies explore innovation and rapid change as they relate to the entrepreneur. Discussion includes issues regarding financial, behavioral, organizational, and marketing challenges facing emerging enterprises. Students create a business plan for the start-up of a new fashion-related company, product, or service. Special emphasis is placed on the disciplines of planning that are vital to entrepreneurial success. **Prerequisite:** ADVA348 Leadership & Organizational Behavior

**FMMA419**
Portfolio & Professional Development
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will guide students through the process of compiling their work into a final interactive portfolio. It will also stress the importance of professional development and help students complete their initial job search requirements including personal branding. **Prerequisite:** Permission of Academic Director/Advisor

**FND105**
Design Fundamentals
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This introductory course will explore the principles of design, and introduce and develop the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design will be presented as a tool of communication. **Prerequisite:** None

**FND110**
Observational Drawing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course involves the observation and translation of three-dimensional form into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition and line quality through the use of tone light and shadow. **Prerequisite: None**

FND120  
**Perspective Drawing**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is a fundamental drawing course where the students will explore various art and media and learn to use a variety of drawing tools with an emphasis on perspective, where the students will draw three-dimensional objects in one, two, and three-point perspective. **Prerequisite: FND110 Observational Drawing**

FND135  
**Image Manipulation**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software, related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning and output. **Prerequisite: None**

FND150  
**Digital Color Theory**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is an introduction to the principles of color and an exploration of color theory as it relates to media. **Prerequisite: None**

GADA101  
**Introduction to Game Development**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course introduces students to the game industries. Specifically, it will focus on entry-level employment opportunities and responsibilities, career paths, industry products, and their characteristics. Students explore the production pipeline and industry standard software associated with game development. **Prerequisite: None**

GADA102  
**Interactive Storytelling**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course will focus on storytelling including multi-threaded stories with fully realized characters and well developed plots, while considering the audience and thematic elements. Narrative scripting techniques will be used to emphasize characterization and plot. Students will utilize decision trees to create interactive content that supports the storyline. **Prerequisite: HU110 College English**

GADA202  
**Game Design & Game Play**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course focuses on creating a game design document. Emphasis is on research, brainstorming techniques, critical thinking, drafting and the revision of design documentation. **Prerequisite: GADA101 Introduction to Game Development**

GADA203  
**Texture Mapping for Games**  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this class students will be introduced to the process of creating and working with all applicable textures for game models. Advanced texture creation techniques will be taught and applied. Introduction to a shading network in a 3D Software package and game engine will be explored. **Prerequisite: FND135 Image Manipulation**

GADA205  
**Concept Design & Illustration**
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course focuses on concept art for games. Students explore the concept design and development process to create several drawings from thumbnail sketches to fully rendered images. Prerequisite: MAAA202 Character & Object Design

GADA212
Level Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Building on concepts from previous courses, students analyze and extract level design needs. Students develop early stage block tests through finished level. Prerequisite: GADA202 Game Design & Game Play

GADA213
Game Modeling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students will create 3D models for use in a real time environment, emphasizing game specific techniques using industry-standard 3D software. Prerequisite: MAAA213 3D Modeling

GADA222
Advanced Level Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students create advanced level designs using complex assets including: scripts, environments, characters, audio, artificial intelligence, flow, interaction, and game optimization techniques. Prerequisite: GADA212 Level Design

GADA223
Advanced Hard Surface & Organic Modeling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores advanced modeling techniques used for building organic and hard surface objects and environments. Students will utilize industry standard techniques to produce 3D objects. Prerequisite: MAAA223 Hard Surface & Organic Modeling

GADA233
Material & Lighting for Games
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students will apply a variety of engine based lighting and texturing techniques. Lighting for characters and environments will be explored. Prerequisite: MAAA243 Material & Lighting

GADA243
Programming for Artists
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces basic scripting to extend the capabilities of the artist working in a game engine. Students will be introduced to data structures, constructs, methods, classes, and high level scripting languages as it relates to game development. Functional video game components will be produced utilizing a scripting language. Prerequisite: MAAA232 3D Animation

GADA253
Environmental Modeling
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students will create 3D environments for game integration. Topics in this course will include principles of lighting, architectural elements and using industry standard techniques for asset creation. Prerequisite: MAAA243 Material & Lighting

GADA302
Mobile & Social Game Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs and restrictions of designing for mobile devices as well as test student-designed interfaces. Prerequisite: GADA243 Programming for Artists

GADA303
Game Prototyping
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course, students will perform individually or as members of a team to create functional game projects within an existing engine. Industry standard tools will be used for rapid prototyping of various electronic game genres. Prerequisite: GADA212 Level Design

GADA312
Game Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students explore game specific animation and how it is applied in interactive environments. This course will also evaluate creative solutions to handle limitations unique to individual game engines. Prerequisite: MAAA232 3D Animation

GADA313
Advanced Game Prototyping
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course, students will perform as members of a team to create a game level within an existing engine. Students will continue to develop a project that began in the Game Prototyping class. The course will conclude with the delivery of a complete project. Students will present game and associated marketing materials. Prerequisite: GADA303 Game Prototyping

GADA314
Team Production Planning
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students research a Game Art & Design topic and begin the pre-production process for their game projects. The emphasis is on quantitative and qualitative research, scheduling of the project using milestones, methods of presentation, and qualitative results. Students will gather reference, generate concept art, grey box models and game document. Prerequisite: GADA222 Advanced Level Design

GADA323
Team Production I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will build upon the Team Project Planning course. Students will assume a specific role on the production team and, acting in a professional capacity, ensure that the game project is completed by deadline. Teams of students will create and refine the game production document, level designs, basic 2D art and 3D models to be combined into a playable Game Demo in Production Team II. Prerequisite: GADA314 Team Production Planning

GADA403
Team Production II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will build upon the Team Production I course. Students will maintain their role on the production team and, acting in a professional capacity, ensure that the game project is completed. Teams of students will complete the game and all ancillary materials. Post-mortem will be presented upon conclusion of the course and students will create a personal archive of assets. Prerequisite: GADA323 Team Production I

GADA406
Internship
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate. **Prerequisite:** Permission of Academic Director/Advisor

GADA409
Portfolio I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course prepares students for the transition to the professional world. Students will demonstrate their conceptual, design and technical skills as they assemble and refine their assets. Working individually with an instructor, each student will select representative work that reflects their unique style. Students will learn the basic tools for designing a website and placing their work on the Internet. Emphasis is also placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies. **Prerequisite:** Permission of Academic Director/Advisor

GADA419
Portfolio II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course continues to prepare students for the transition to the professional world. Working individually with an instructor, each student will continue to refine their selected assets to reflect their unique style. Students will also continue to enhance their web presence and professional resources. **Prerequisite:** GADA409 Portfolio I

GWDA101
Applications & Industry
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Web design and graphic design applications, tools, and industry practices. Includes file management practices, basics of markup language and styling. Introduction to illustration and image manipulation software relevant to the web design and graphic design industries. **Prerequisite:** None

GWDA102
Rapid Visualization
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces the philosophy behind illustration, emphasizing conceptual visual problem solving and quick sketching methods to portray ideas. It also highlights the uses if illustration in the graphic design and advertising industries. Assignments will focus on black and white and color techniques, using contrast, values, composition and function. **Prerequisite:** FND110 Observational Drawing

GWDA103
Digital Illustration
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course advances the students understanding of the computer as an artist tool. Building on previous courses in drawing, concept development and introductory computer aided design; students will be asked to generate a number of expressive solutions that address specific illustrative problems, both technical and creative. As part of this course, students will be given the opportunity to develop their digital illustration skills by exploring numerous tools and techniques to obtain desired results. **Prerequisite:** None

GWDA105
Concept Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course will emphasize the conceptualization process of design and its function in solving given problems. The student will use creative problem solving and research techniques, specifically: problem identification, analysis, brainstorming and idea refinement. Prerequisite: GWDA111 Introduction to Layout Design

GWDA111  
Introduction to Layout Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This class will concentrate on utilizing design principles and theories in problem solving, focusing on the importance of layout composition. Emphasis will be on the process of design development from thumbnails to comprehensives, layout, and the use of grid systems for multi-component layouts. Prerequisite: GWDA112 Typography - Traditional

GWDA112  
Typography–Traditional  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is an introduction of lettering skills and the history and foundation of letterforms. The placement of display and text type in a formatted space, and the relationship between the appearance and readability of letterforms, are also studied. Students will work in a traditional context of hand-rendering type and also be introduced to contemporary typesetting technology. Prerequisite: None

GWDA122  
Typography–Hierarchy  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is a continuation of the study of traditional typography. Exercises and projects focus on the hierarchical qualities of typography. The development of marketable, original, and creative problem solving solutions will also be examined with an emphasis on creative techniques. Industry standard software will be used in the development of digital typography and hierarchal skills. Prerequisite: GWDA112 Typography - Traditional

GWDA123  
Programming Logic  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students acquire basic programming skills needed to design, develop, and produce practical applications with a specific scripting or programming language. The course addresses sound programming practices, structured logic, and object-oriented concepts, including methods, properties, events, and handlers. Prerequisite: GWDA133 Fundamentals of Web Design

GWDA132  
Information Architecture  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
An introduction to the concepts and processes of planning interactive projects that solve business and user needs. Students research users, goals, competition, and content, and develop the navigation structure, process flow, layouts and labeling systems that best address these needs. They prepare and present a professional information architecture proposal. Prerequisite: GWDA133 Fundamentals of Web Design

GWDA133  
Fundamentals of Web Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
An introduction to the terms, technologies, trends, and best practices of the interactive design industry. Students design, develop, and upload a simple web site using HTML and basic CSS. The importance of writing valid and semantic code is emphasized. Basic web site production stages and requirements such as naming conventions, file organization, project development life cycle, and image optimization are also covered. Prerequisite: None

GWDA201
Audio & Video
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will develop editing skills while communicating messages and telling stories through the introduction of various media and technology. Examining the latest advances in audio and video, computer graphics, special effects, editing, and the important role these new technologies play in digital video production will be employed. Prerequisite: GWDA283 Advanced Web Design

GWDA202
Interface Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
An exploration of the synthesis of visual and information design principles. This course will examine the conceptual and practical design of interfaces. Students discuss interface design heuristics and user interface patterns and explain their importance. The components of the interface design process such as sketches, mood boards, wireframes, visual comprehensives, and prototypes are executed. Prerequisite: GWDA111 Introduction to Layout Design

GWDA203
Prepress & Print Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course prepares students in the electronic preparation of simple designs. Image reproduction, color specification, file preparation procedures, and binding and finishing techniques will be explored. Discussion of various printing processes and paper selections are covered in this class. Prerequisite: GWDA111 Introduction to Layout Design

GWDA204
Introduction to Writing for Interactive Media
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the process of copywriting for interactive media. Students explore the role of the writer as an individual or as a member of the creative team. Prerequisite: None

GWDA207
Design History
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the influences of societal trends, historical events, technological developments and the fine arts on contemporary graphic design, illustration, typographic design, architectural design, photography and fashion design trends in general. Through lectures, supplied visual examples, independent research and design assignments, the student’s study a variety of major design influences. The students also study how to research and utilize a wide variety of design styles. Prerequisite: GWDA111 Introduction to Layout Design

GWDA209
Portfolio I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies. Prerequisite: GWDA273 Intermediate Web Design

GWDA212
Typography—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 letter affects meaning is studied experimentally. The emphasis is on design elements from the perspective of history, psychology, and artistic interpretation executed with digital tools. Prerequisite: GWDA122 Typography - Hierarchy

GWDA213
Timeline Animation & Interaction
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Use timeline animation in the development of interactive interfaces and experiences. Concept development and storyboarding will be explored. Designing and delivering low-bandwidth animations, presentations, and web sites will be explored, as well as, basic scripting capabilities. The course covers design, standards, procedures, and delivery. Emphasis is placed on industry standards, ensuring compatibility (browser/platform), and developing a complete product from concept to delivery. Prerequisite: FND135 Image Manipulation

GWDA222
Intermediate Layout Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This advanced layout course enhances and reflects skills developed in fundamental design courses. Critical analysis will be applied through the usage of type and layout to create clear, communicative design. Portfolio-quality projects will be developed as part of this process. Prerequisite: GWDA111 Introduction to Layout Design

GWDA232
Form and Space
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Form and Space involves the formal understanding and manipulation of the basic-organizing principals of the 3 dimensional worlds. Point, line, plane, mass, volume, density and form are discussed. Students learn to create and discuss 3-D situations using basic hand tools and readily available materials. Form and Space also involves the relationship of perceptual issues to manipulate the 3-D situation. Prerequisite: FND105 Design Fundamentals

GWDA242
Graphic Symbolism
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines the importance of graphic symbols in design. Logos and other symbolic images will be examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery, and abstract shapes will then be utilized to create individual logo designs and other symbolic images. Prerequisite: GWDA133 Fundamentals of Web Design

GWDA243
Object Oriented Scripting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will be introduced to JavaScript utilizing the Document Object Model. Refining and enhance programming skills will be employed. The student gains experience developing advanced applications using specific computer languages. **Prerequisite: GWDA273 Intermediate Web Design**

GWDA252
Advanced Layout Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will explore various means of indicating, placing and manipulating visual elements in page design, systematically developing strong and creative layout solutions by means of a cumulative, conceptual design process. The ability to effectively integrate photographs, illustrations, and display and text type will be developed using page composition software. **Prerequisite: GWDA222 Intermediate Layout Design**

GWDA253
Authoring for Interaction
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students combine experience design concepts with advanced programming solutions. Emphasis placed on learning object-oriented approaches to developing dynamic/reusable rich media modules combined with data applications. **Prerequisite: GWDA283 Advanced Web Design**

GWDA262
Package Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Exploration of the design process in package design and the challenges of adapting 2D designs to 3D forms, both simple and complex. Projects will explore materials, structure, aesthetics, production methods, marketing objectives and budgetary constraints. **Prerequisite: GWDA203 Prepress & Print Production**

GWDA263
Web Standards
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
An investigation into the importance of adhering to web standards and following accessibility guidelines. Students gain an understanding of how these best practices enable inclusive designs that address diverse user needs, contribute to improved Search Engine Optimization, and meet legal requirements such as Section 508. Student’s code and test sites for cross-browser compatibility, valid markup, and compliance with accessibility guidelines. **Prerequisite: GWDA243 Object Oriented Scripting**

GWDA272
Corporate Identity
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will investigate the use of corporate design and identity for branding. Further exploration of corporate id as a branding tool in advertising, marketing and social media will be employed. Comprehensive corporate identity systems, as well as, additional business collateral and a Graphic Standards Manual will be developed. **Prerequisite: GWDA222 Intermediate Layout Design**

GWDA273
Intermediate Web Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students expand their prior knowledge of HTML and CSS by learning additional methods for structuring and styling web page content. The ability to style multi-column layouts and various interface components is explored. Students participate in visual design critiques, evaluate the designs and code of existing websites, and use CSS to visually design the presentation of HTML content. **Prerequisite: GWDA133 Fundamentals of Web Design**

GWDA282
Collateral Design

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3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The role that collateral design plays in the support of advertising campaigns is introduced and developed. Students explore various collateral design techniques, direct mail, business-to-business, business-to-consumer, non-profit, trade, and social media. The process of multiple-presentation techniques and media formats are emphasized. Prerequisite: GWDA252 Advanced Layout Design

GWDA283
Advanced Web Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
An exploration of advanced methods for styling websites and creating page layouts. This course will examine the practical application of styling web page content, understanding cross-browser compatibility, and creating designs that display effectively on various devices. Prerequisite: GWDA273 Intermediate Web Design

GWDA302
Information Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course we will explore the role of visual communication design (graphic design) in communicating information in visual form. Emphasis is placed on competency in research, production, and presentation of advanced-level projects that encompass the use of information design in graphic visual communication. Prerequisite: GWDA222 Intermediate Layout Design

GWDA303
Interactive Motion Graphics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students expand on the narrative structure in a time-based environment. The advanced principles and practices of digital audio & media in an interactive design setting are explored. Preparing and using current digital audio and video programs, for delivery online is employed. Emphasis is placed on the implementation via scripting in an interactive authoring application. Prerequisite: GWDA273 Intermediate Web Design

GWDA305
Art Direction
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will examine the role of the art director in producing multi-faceted design projects. Working in teams, students will coordinate their creative efforts, from concept to finished output. By encouraging a team approach, the course will further enhance students' leadership, communications and negotiation skills. Prerequisite: GWDA111 Introduction to Layout Design

GWDA307
User Experience Design: Research
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
A focused examination of user experience design research, concept development, and planning techniques for the design of multi-platform interactive experiences. Students will research and conceptualize an engaging and user-friendly experience that utilizes multiple channels to deliver strategic objectives. In-depth research and analysis of users, business requirements, and cultural trends is conducted and provide an advanced understanding of the research methods of user experience designers. Prerequisite: Permission of Academic Director/Advisor

GWDA308
Business of Graphic Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is structured to investigate the wide ranges of both traditional and emerging business topics and considerations, preparing students as they transition into a media and design profession. Concepts of professionalism, expected business needs, an understanding of self-marketing, proposals and project management, and intellectual property and contractual issues will be addressed. Prerequisite: None

GWDA313
Emerging Technology
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
An examination of concepts and methodologies used in emerging technology. Students will research technical requirements for implementing the emerging technology and also discuss the potential impact on technological, social, and cultural change. A prototype and/or interactive marketing campaign will be produced to demonstrate understanding of the emerging technology. Prerequisite: GWDA213 Timeline Animation & Interaction

GWDA315
Contemporary Typography
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
The use of typographic techniques inspired by contemporary type designers will also be explored. Students will define multiple typographic styles found in history. Development of type centered visual communications will be implemented to create marketable pieces. Prerequisite: GWDA212 Typography – Expressive & Experimental

GWDA317
Interactive Communication: Planning & Research
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers real-world pre-production methods and research for interactive media. Emphasis is on content research, assessing client needs, pre-production assets, and planning of advanced interactive communication publications. Prerequisite: GWDA204 Introduction to Writing for Interactive Media

GWDA318
Interactive Industry & Business Operations
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is structured to investigate the wide ranges of both traditional and emerging business topics and considerations, preparing students as they transition into an interactive media and design profession. Prerequisite: GWDA101 Applications and Industry

GWDA322
Sequential Illustration
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will focus on developing familiarity with the various forms of narrative and sequential illustration to include basic storyboarding, single and multi-panel comic strips, comic books, graphic novels, and web comics. Coursework will explore the design process, working methods, and creation of sequential and narrative illustrations. Discussions will focus on the historical development and current trends of visual storytelling as well as touch upon professional practices for cartoonists. Prerequisite: GWDA102 Rapid Visualization

GWDA323
Design Team: Pre-Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Real-world web pre-production through small teams is examined. Assessing client needs, pre-production assets, project management, and communication will be emphasized. Students will work in production groups to examine business problems and must determine the source problem, ascertain a working solution and implement a functional model complete with proposals, design, technical, and quality assurance documentation. Prerequisite: GWDA209 Portfolio I

GWDA332
Life Drawing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an advanced drawing class that builds on the basic drawing skills and concepts. Anatomical and proportional relationships as well as figure drawing will be covered. Prerequisite: GWDA102 Rapid Visualization

GWDA342
Editorial Illustration
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course, students translate narrative content into visual conceptual imagery though illustrative solutions. These illustrations are then incorporated into page layouts, and other publication design formats. Students research visual solutions and explore appropriate media, imagery, and style—to interpret the author's point-of-view. Prerequisite: None

GWDA343
User Experience Design: Project Development
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
A continuation of User Experience Design: Prototyping, this course examines the methodologies and techniques of developing multi-platform interactive experiences. Previous user experience research, prototyping, and testing culminate into an engaging, interactive, multi-platform user experience. Students demonstrate an advanced understanding of the User Experience design industry. Prerequisite: GWDA392 User Experience: Prototyping

GWDA352
History of Typography
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will explore the history of typographic styles from the historical through the present day. The study of type, type faces and the evolution of printed letters from hand type to metal type to digital type will be discussed. The difference between typographers and printers of type will be investigated. Prerequisite: GWDA212 Typography – Expressive & Experimental

GWDA353
Server-Side Scripting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through this course students learn advanced programming skills. Students will gain experience developing web applications using specific computer languages. Application in fundamentals of Interactive Web development will be explored. Students will be introduced to concepts related to data-driven dynamic web site creation based on Server Side processing. Emphasis is placed on forms and content management. Prerequisite: GWDA273 Intermediate Web Design

GWDA362
Font Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will explore the creation of typographic form. The discussion of type nuances, legibility and reader comprehension will be researched. Development of a personalized typeface will be implemented. Prerequisite: GWDA212 Typography – Expressive & Experimental

GWDA363
Client-Side Scripting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course provides a further exploration to designing dynamic sites. Students explore the components of software that makes up a web server, the differences between server-sided and client-sided authoring and basic scripting that uses this information to help design more dynamic sites. Client-side scripting, as a method to develop advanced dynamic web applications will be developed. Prerequisite: GWDA243 User Experience: Project Development

GWDA372
Content Management Systems
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Using an open source database program (MySQL), students practice the theory of database design by normalizing data, defining integrity relationships, and creating tables. Students also develop forms, reports, and search queries (MySQL) as they learn how to manage and manipulate data within a database. Prerequisite: GWDA243 Object Oriented Scripting

GWDA373
Advanced Server-Side Scripting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through this course students learn advanced programming skills. Students will gain experience developing web applications using specific computer languages. Application in advanced Interactive Web development will be explored. Students will further explore concepts related to data-driven dynamic web site creation based on Server Side processing. Advanced server-side scripting skills and CMS utilization will be developed. Prerequisite: GWDA353 Server-Side Scripting

GWDA382
Design for Mobile Devices
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student-designed interfaces. Prerequisite: GWDA202 Interface Design

GWDA392
User Experience Design: Prototyping
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
A continuation of User Experience Design: Research, this course examines methodologies and techniques of prototyping and usability testing for the design of multi-device interactive experiences. Students utilize previous research to iteratively create and test prototypes. A variety of prototyping techniques are explored including paper and digital prototyping methods. Various testing methods are also explored from guerilla usability testing to more formal testing sessions. Prerequisite: GWDA307 User Experience: Research

GWDA402
Book Illustration
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students research illustrative trends and explore media for creating appropriate imagery that interprets an author’s point-of-view. In this course, students translate narrative content into visually consistent imagery used to tell a story. Character studies are created to give the student a three-dimensional understanding of each of the various subjects—allowing each character to be drawn at any angle. Character consistency is required. Illustrative solutions are produced to be consistent throughout the book. These illustrative solutions are combined with the narrative into a page layout—book design—format. Prerequisite: None

GWDA406
Internship
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate. Prerequisite: Permission of Academic Director/Advisor

GWDA407
Interactive Communication: Usability & Prototyping
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students design, prototype, and analyze effectiveness and usability of interactive projects. **Prerequisite:** GWDA317 Interactive Communication Planning & Research

**GWDA409**
Graphic Design Capstone
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students in this course present a comprehensive understanding of their academic experience. Proficiency will be demonstrated in both studio and general education courses through a written, oral, and visual presentation. **Prerequisite:** GWDA252 Advanced Layout Design

**GWDA412**
Mixed Media
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course, students translate narrative content into visual imagery though illustrative and graphical solutions that explore mixed media. Further development into digital media will be initiated to create a traditional (traditional and digital design) composition conveying a message to a designated target audience. **Prerequisite:** GWDA102 Rapid Visualization

**GWDA413**
Design Team: Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
A continuation of Design Team- Pre-Production. Real-world web production and delivery through small teams is further explored. Emphasis on assessing client needs, utilizing pre-production assets, production scripting, as well as, project management, and communication. The application and implementation of business, design and programming skills students have acquired will be demonstrated. Design solutions appropriate to a targeted market will be emphasized. Critical analysis, problem identification, and idea refinement/implementation will be the focus in producing a portfolio quality project. **Prerequisite:** GWDA323 Design Team: Pre-Production

**GWDA419**
Portfolio II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course aims to prepare students for entry-level employment within the industry by assisting them with the development and presentation of a graphic design portfolio that reflects the stated exit competencies. Students will demonstrate an advanced skill-set in areas as process, conceptual thinking, design, web design, craftsmanship, and other skills, as projects are refined and assembled into a cohesive, comprehensive body of work. Particular emphasis will be placed on identifying short- and long-term professional employment goals, industry and professional related resources and standards, portfolio development and presentation strategies. **Prerequisite:** GWDA413 Design Team Production

**GWDA422**
Hand Lettering
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Various media will be utilized to create market-specific hand-drawn word mark families. Students will learn to create visual messages through the use of hand lettering. **Prerequisite:** GWDA212 Typography – Expressive & Experimental

**GWDA432**
Digital Typography
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Beginning with an introduction to the history of letterforms and the function of typography, this course examines the construction and application of digital typographic text and headline display. Emphasis is placed on advanced concepts of typography as an essential element of design. Prerequisite: None

GWDA433
Advanced Motion Graphics
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Advanced motion graphics as a design solution and story-telling technique. This is an advanced course that applies motion graphics as an integrated interactive solution; students script interaction, sequencing, and motion for interactive projects. Optimization is a critical consideration in the creation of the user-centered experience. Prerequisite: GWDA303 Interactive Motion Graphics

GWDA443
Advanced Scripting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students develop and design advanced client- and server-side interactive media presentations to be delivered over multiple platforms. Students further explore the expectations of the business community in areas such as server implementations and security implications. Students gain experience in advanced scripting. Prerequisite: GWDA363 Client-Side Scripting

GWDA453
Interactive Communication: Development & Delivery
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students individually develop, market, and present an advanced interactive digital publication. Prerequisite: GWDA407 Interactive Communication Usability & Prototyping

INTA101
Architectural Drafting
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to the basic drafting techniques, terminology, and symbols used on drawings, including use of drafting equipment, lettering, plan and elevation construction with an emphasis on proper line weight, quality, and scale. Prerequisite: None

INTA102
Introduction to Interior Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course begins the design series by introducing the interior design process including programming, schematics, design development, space planning and alternate design solutions. Prerequisite: None

INTA103
CAD I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to the principles and operation of computer-aided drafting to produce floor plans, elevations and other components of construction drawings. Prerequisite: INTA101 Architectural Drafting

INTA105
Sketching & Ideation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students visually conceptualize design solutions through rapid sketching in this course. Prerequisite: FND120 Perspective Drawing

INTA107
History of Architecture, Interiors & Furniture I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the evolution of architecture, interiors, furniture, and design from the ancient world to the mid 19th Century. The cultural, political, social, and/or economic conditions of the times are included.
Prerequisite: None

INTA111
Space Planning
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course begins the design series by introducing the interior design process including programming, schematics, design development, space planning and alternate design solutions. Prerequisite: INTA101 Architectural Drafting

INTA112
Design Basics 3D
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores the basic elements and principles of three-dimensional design. Students will use traditional and/or digital tools to help them visualize their designs volumetrically and apply 3D design elements to the spatial envelope. Prerequisite: INTA101 Architectural Drafting

INTA122
Textiles
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores the nature of man-made and natural materials used to produce textiles for use in interior design. Content includes discussion of fibers, yarn, fabrics, finishes, design methods, construction, and proper application of these materials from technical, environmental, and aesthetic approaches. Prerequisite: None

INTA201
Materials & Specifications
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores materials and finishes utilized in interior applications through lecture, demonstrations, and/or field trips. Various methods of specification and estimation are covered. Students research and assess performance criteria including aesthetics, function, and environmental factors. Prerequisite: INTA122 Textiles

INTA202
Presentation Techniques
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores alternate methods of creating and producing interior design presentations. Combining a variety of software, reproduction methods, and digital rendering techniques, students explore ways to manipulate images into a cohesive graphic presentation. Prerequisite: INTA103 CAD I

INTA203
CAD II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will enhance their CAD skills while increasing their speed and problem solving capabilities. Students will gain proficiency in computer-assisted drafting through progressively complex applications. Prerequisite: INTA103 CAD I

INTA207
History of Architecture, Interiors & Furniture II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the development of architecture, interiors, furniture, and design from the Industrial Revolution to the present. The cultural, political, social, and/or economic conditions of the times are included. Assignments provide opportunities to recognize how the styles of the past continue to influence design today. Prerequisite: None
INTA211
Codes & Regulations
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course studies the principles, policies, and practices required by regulatory bodies and jurisdictions having authority over interior construction building, fire codes and ADA regulations as they apply to interior design projects. Prerequisite: None

INTA212
Residential Design I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course explores the design of residential interiors as a problem solving process, with applications to a variety of residential interiors. Areas of study include concept development, human factors, programming and space planning, color, furniture and finish selection as well as concepts of universal design and sustainability. Prerequisite: INTA111 Space Planning

INTA222
Human Factors
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers the principles and considerations related to human factors, universal design, anthropometrics, ergonomics and the psychological response of users to interior spaces. Prerequisite: None

INTA232
Lighting Design
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course covers a comprehensive study of the various natural and artificial lighting techniques as they apply to interior environments. Prerequisite: INTA111 Space Planning

INTA242
Commercial Design I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is the design and presentation of a commercial project with emphasis on the workplace environment. Prerequisite: INTA111 Space Planning

INTA252
Interior Detailing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students study the materials and fabrication techniques involved in the design and construction of interior details. Prerequisite: INTA203 CAD II

INTA262
Construction Documents I
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course introduces students to the contract document process for interior spaces. Prerequisite: INTA203 CAD II

INTA302
Residential Design II
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is the design and presentation of a complex residential project with an emphasis on historic precedent. Prerequisite: INTA212 Residential Design I

INTA303
Digital Modeling I  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course introduces students to 3D modeling software as a communication tool. Students produce design solutions volumetrically as part of the design process. Prerequisite: INTA202 Presentation Techniques

INTA306  
Professional Practice  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course presents the principles governing the business, legal, and contractual aspects of the interior design profession. Prerequisite: Permission of Academic Director/Advisor

INTA312  
Global Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course covers the research and application of global design and the study of different cultures as they relate to design issues and concerns. Prerequisite: INTA111 Space Planning

INTA313  
Digital Modeling II  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course compliments the skills gained in 3D modeling. Students apply camera and lighting techniques as it applies to interior environments. Prerequisite: INTA303 Digital Modeling I

INTA322  
Building & Mechanical Systems  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is a study of the materials, principles and sustainable concepts utilized in basic construction, building, and mechanical systems for interiors. Prerequisite: INTA211 Codes & Regulations

INTA332  
Environmental & Sustainable Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course covers the principles and practices of sustainable and environmental design as applied to a design project. Prerequisite: INTA242 Commercial Design I

INTA342  
Commercial Design II  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is the design and presentation of a complex commercial project with emphasis on universal and barrier free design. Prerequisite: INTA242 Commercial Design I

INTA352  
Hospitality Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is the design and presentation of team-based hospitality project with emphasis on innovation and creativity. Prerequisite: INTA342 Commercial Design II

INTA402  
Senior Studio I  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students select a subject based on their individual career aspirations and develop a project of a substantial scope. Emphasis is on real-world needs that could be better met through more responsible interior design and architecture. Content includes problem identification, analysis of user needs, observation and information gathering. Ultimately a design program and schematic solution are prepared that will be further developed into a complete design solution in Senior Studio II for an interior
environment that will better support the psychological and physiological health, safety and welfare of the public. \textit{Prerequisite: Permission of Academic Director/Advisor}

\textbf{INTA406}
Internship
\textit{3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)}
Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate. \textit{Prerequisite: Permission of Academic Director/Advisor}

\textbf{INTA409}
Portfolio
\textit{3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)}
This course aims to prepare students for entry-level employment within the industry by assisting them with the development and presentation of an interior design portfolio that reflects the stated exit competencies. Students will demonstrate an advanced skill-set in areas as process, conceptual thinking, design, web design, craftsmanship, and other skills, as projects are refined and assembled into a cohesive, comprehensive body of work. Particular emphasis will be placed on identifying short- and long-term professional employment goals, industry and professional related resources and standards, portfolio development and presentation strategies. \textit{Prerequisite: Completion of prerequisite courses and permission of Academic Director/Advisor}

\textbf{INTA412}
Institutional Design
\textit{3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)}
This course is the design and presentation of an Institutional Project with emphasis on anthropometrics, human factors, and human behavior. \textit{Prerequisite: INTA342 Commercial Design II}

\textbf{INTA422}
Senior Studio II
\textit{3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)}
In this culminating studio course, students continue the development of a viable solution for the project initiated in Senior Studio I. Skills from the entire program are leveraged into a final portfolio project motivated by environmentally sound, cost-effective and responsible design practices. \textit{Prerequisite: INTA402 Senior Studio I}

\textbf{INTA432}
Construction Documents II
\textit{3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)}
This course expands upon the concepts examined Construction Documents I. Students produce an advanced set of design drawings to support their Graduate Project. \textit{Prerequisite: INTA262 Construction Documents I}

\textbf{MAAA101}
Language of Animation & Film
\textit{3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)}
Students explore fundamentals of animation through a historical survey. This course will consider trends and genres of animated film in a variety of media. \textit{Prerequisite: None}

\textbf{MAAA102}
Life Drawing & Gesture
\textit{3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)}
In this introductory course on drawing the human figure, students will continue developing their drawing skills. Course will focus on an interpretation of the human body, based on major masses organized by
gestural line. Line of action, gesture, motion, measurement, and foreshortening will be covered in this course. *Prerequisite: FND110 Observational Drawing*

**MAAA111**  
Animation Principles  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students will explore and implement the principles of animation through projects that emphasize analyzing real-world movement, adapting that movement for the animation medium, and creating the illusion of life. *Prerequisite: MAAA102 Life Drawing & Gesture*

**MAAA112**  
Short Format Storytelling  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course introduces students to short format storytelling and the various elements of an effective story. Students will also translate a written story into visual elements in a storyboard. *Prerequisite: None*

**MAAA122**  
Drawing & Anatomy  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students will continue to develop drawing skills and will focus on basic anatomical structures of human and animal forms. *Prerequisite: MAAA102 Life Drawing & Gesture*

**MAAA202**  
Character & Object Design  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course focuses on designing and drawing characters or objects for animation using line to accurately delineate the form. Attention is given to appropriate proportion and form for an animated character or object. Characters and objects are created using various media. *Prerequisite: MAAA102 Life Drawing & Gesture*

**MAAA203**  
Audio & Editing Techniques  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course, students use the features and functions of video editing and audio systems while employing the language of film. Students also explore various media available for video input and output. Students will learn to capture sound, apply it for audio enhancement, and learn how to produce appropriate audio effects and transitions. *Prerequisite: MAAA112 Short Format Storytelling*

**MAAA204**  
Acting & Movement for Animators  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
The course is an introduction to acting as a tool of research through studies of animated movement. Characters' personality, expression, motivation, body language, and posture will be studied through classroom exercises in a variety of media. *Prerequisite: MAAA111 Animation Principles*

**MAAA212**  
2D Animation  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students will apply animation principles to produce a sequence. Emphasis will be placed on timing and performance. Use of various image acquisition techniques, pencil tests, inking, and other 2D animation skills will be explored. *Prerequisite: MAAA111 Animation Principles*
MAAA213  
3D Modeling  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Through critical analysis, the student will apply basic design principles to the solution of visual problems using elements of 3D design. The student will conceptualize 3D coordinate systems, construct 3D models, and apply them to geometric construction. Prerequisite: FND135 Image Manipulation, FND150 Digital Color Theory, or SDVA102 Design for Programmers.

MAAA222  
Storyboarding & Animatics  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course focuses on applying industry-standard storyboarding techniques for animation. Topics to be covered include the various purposes, formats, terminology, and concepts used in the creation of storyboards and animatics with audio. Prerequisite: MAAA203 Audio & Editing Techniques.

MAAA223  
Hard Surface & Organic Modeling  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course covers modeling techniques used for building organic and hard surface objects and environments. Students will utilize industry standard techniques to produce 3D objects. Prerequisite: MAAA213 3D Modeling.

MAAA232  
3D Animation  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students are introduced to basic 3D animation techniques. Topics to be covered include hierarchical linking, keyframing, function curves, animated modifiers, basic morphing, animated cameras, and an introduction to character animation. Prerequisite: MAAA213 3D Modeling.

MAAA233  
Motion Graphics  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course is an introduction to timeline based compositing for both creative and technical processes. Prerequisite: FND135 Image Manipulation.

MAAA242  
Character Modeling  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this course students will use advanced modeling techniques to create 3D characters. Students will research and create character models based on anatomy using industry standard techniques. Prerequisite: MAAA223 Hard Surface & Organic Modeling.

MAAA243  
Material & Lighting  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
In this class students will be introduced to materials, textures and lighting strategies to add detail and realism to objects without adding complexity to the model. Students will simulate real world surfaces and textures. Prerequisite: MAAA223 Hard Surface & Organic Modeling.

MAAA252  
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 will utilize foreground, mid-ground, and background design elements. Prerequisite: FND135 Image Manipulation.

MAAA302  
3D Character Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This is an advanced level 3D animation course building on techniques learned from previous modeling and animation courses. Students will learn how to apply real life action sequences to characters. 
Prerequisite: MAAA242 Character Modeling

MAAA303
3D Character Rigging
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course is an introduction to the fundamentals of character setup. The character rig will be tested by animation assignments. During the course each student will create, set up and test a character model. 
Prerequisite: MAAA223 Hard Surface & Organic Modeling

MAAA309
Portfolio Pre-Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies. Prerequisite: Permission of Academic Director/Advisor

MAAA312
Animation Studio
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will use advanced animation techniques to create, design, produce and edit a fully realized concept. Prerequisite: MAAA302 3D Character Animation

MAAA313
Advanced Lighting & Texturing
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this class students will continue their exploration of and expand on their knowledge of materials, textures, lighting and rendering strategies to add detail and realism to objects without adding complexity to the model. Students will simulate real world surfaces and textures. Prerequisite: MAAA223 Hard Surface & Organic Modeling

MAAA323
Emerging Technology for Animation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course examines delivery methods of animation for various platforms. Students explore the capabilities and limitations of delivery systems and distribution methods, Assets will be generated and delivered based on given technical requirements for mobile and other platforms. Prerequisite: MAAA232 3D Animation

MAAA333
Dynamics & Simulation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course takes students through the process of making visual effects through the creation and control of dynamic simulations. Students will emulate properties of real world phenomena. Prerequisite: MAAA232 3D Animation

MAAA343
Pre-Production Team
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course will expose students to the pre-production processes used in animation and related industries. The primary components of the course will be a thorough review of all pre-production activities and project management. Students will participate in production teams and will focus on planning of all aspects of an animation production. Prerequisite: Permission of Academic Director/Advisor

MAAA353
Technical Visualization
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students will create detailed visualizations of engineered objects and spaces. Students also learn to illustrate physical effects of lighting, textures, and movement for animation and visualizations. Prerequisite: MAAA223 Hard Surface & Organic Modeling

MAAA363
Advanced Illustration for Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Students will refine their illustration techniques through an advanced study of illustration media while solving design problems related to a variety of print and online venues. Personal style will be emphasized while students create an illustration portfolio using appropriate rendering techniques as well as typography. Deadlines and professional presentation will be stressed throughout the course. Prerequisite: FND135 Image Manipulation

MAAA403
Production Team
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this course students will work in a studio environment and will focus on the production and post production of an animated short. Prerequisite: MAAA343 Pre-Production Team

MAAA406
Internship
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate. Prerequisite: Permission of Academic Director/Advisor

MAAA409
Portfolio Production
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
This course prepares students for entry-level employment within the industry by assisting them with the development and presentation of a professional portfolio that reflects the stated exit competencies. Students will demonstrate an advanced skill-set in areas such as conceptual thinking, design, craftsmanship, and other skills, as projects are refined and assembled into a cohesive, comprehensive body of work. Particular emphasis will be placed on identifying short- and long-term professional employment goals, industry and professional related resources and standards, portfolio development and presentation strategies. Prerequisite: MAAA309 Portfolio Pre-Production

MAAA419
Portfolio Presentation
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)
In this class students complete the portfolio process. Students assemble portfolios, web sites, resumes, marketing and self-promotion materials into a comprehensive presentation. Students participate in a thesis exhibition. Prerequisite: Permission of Academic Director/Advisor
PHOA101  
Principles of Photography  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students will identify basic photographic tools and their intended purposes, including the proper use of aperture, shutter speed, ISO, focal length, and light metering. Students will analyze photographs and produce their own visually compelling images by employing professional photographic techniques and digital workflow. Prerequisite: None

PHOA102  
Introduction to Photography Applications  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Introduces the student to an overview of vector, raster and time-based software tools used in the digital media industry. It sets expectations for future classes regarding standards for files, their construction and delivery within the classroom and professional studio. Prerequisite: None

PHOA103  
Digital Image Management  
3  Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Introduces digital photographic workflow and asset management. Students become acquainted with the terms, concepts and processes of photographic editing. Areas of instruction include image acquisition, management, global and local adjustments and modes for output. Prerequisite: None

PHOA105  
Photojournalism  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Addresses the photography as a narrative or illustrative medium used in support of the text content of publications. Students are shown examples of photojournalism and will be required to produce their own renditions. Prerequisite: None

PHOA113  
Lighting  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students will be introduced to the basic concepts and principles of lighting for photography. Fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, quantity, and direction and its effect on the photographic image. Prerequisite: PHOA101 Principles of Photography

PHOA123  
Color Management & Printing  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students learn and apply the techniques of digital color management including building and applying color profiles. The course covers the calibration of devices to produce consistent, predictable color. Students will refine printing skills and theory to create a benchmark for quality digital output. Students will develop proficiencies in file preparation, resolution selection, print-profiling, paper selection and soft-proofing techniques. Prerequisite: FND135 Image Manipulation

PHOA202  
Studio Photography  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students will develop the ability to solve visual communication problems through assignments designed to challenge their skills in lighting, camera operation, and commercial applications. All aspects of studio photography are discussed from lenses to lighting and people to products. This course emphasizes in-camera image production and problem solving. Prerequisite: PHOA122 View Camera Theory or Permission of Academic Department Director/Advisor
PHOA203  
Photographic Post-Production  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students research, develop concepts, and execute digital montage methods to produce creative and surrealistic imagery not possible in the camera moment. Students will apply channels, masks, blending modes, vector tools, selections, filters and layers to photographs. In addition the course will cover post-production techniques, including retouching and compositing. Prerequisite: FND135 Image Manipulation  

PHOA208  
Business of Photography  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
An overview of current trends and an assessment of the skills and materials necessary for a student to comprehend small business operations and/or make themselves a productive member of a commercially viable team. Prerequisite: None  

PHOA209  
Portfolio I  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies. Prerequisite: Completion of prerequisite courses and Permission of Academic Department Director/Advisor  

PHOA213  
Time-Based Media I  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Introduces students to the technical components integral to time-based media and its relationship to photography. Students expand their knowledge of capturing, downloading, editing, and outputting digital audio and image files using time-based media software. Prerequisite: PHOA102 Introduction to Photography Applications  

PHOA218  
Marketing for Photographers  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Explores professional development tools, including resumes, cover letters, networking, and interviewing. Students apply the techniques used to research and identify efficient ways of selling work through agents and examine how to create a successful self-promotion campaign. Students develop individual plans for marketing their talents and finding work after graduation, with emphasis on targeting markets to suit their personal goals. Prerequisite: PHOA208 Business of Photography  

PHOA222  
Web Design for Non-Majors  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Introduces some of the techniques, tools, software applications, and technologies associated with web development and interactive design for web. Students learn how to build a basic website using current HTML standards while incorporating an object-oriented programming language, various multimedia, or other interactive solutions. Prerequisite: PHOA102 Introduction to Photography Applications or DFVA102 Introduction to Filmmaking Applications & Design  

PHOA233  
Advanced Photographic Post-Production  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Students continue to develop and refine concepts to create images using advanced digital montage methods. Through planning and research students will apply advanced compositing techniques in order
to create a series of digital illustrations exemplary of contemporary creative photography. Prerequisite: PHOA203 Photographic Post-Production

**PHOA303**  
Time-Based Media II  
3 Quarter Credits (22 Hrs Lecture/22 Hrs Lab)  
Focuses on conceptual development, visual communication and storytelling through the use of time-based media. Prerequisite: PHOA213 Time-Based Media I
### 2015 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>
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#### Mid-Quarter Calendar*

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<th>Last Day of Classes</th>
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</table>

#### Campus Holidays*

- **Martin Luther King Day**: Monday, January 19, 2015
- **President’s Day**: Friday, February 20, 2015
- **Good Friday**: Friday, April 3, 2015
- **Memorial Day**: Monday, May 25, 2015
- **Independence Day**: Friday, July 3, 2015
- **Labor Day**: Monday, September 7, 2015
- **Veteran's Day**: Wednesday, November 11, 2015
- **Thanksgiving Day**: Thursday, November 26, 2015
- **Day After Thanksgiving**: Friday, November 27, 2015
- **December Holiday**: Thursday, December 24, 2015
- **Christmas Day**: Friday, December 25, 2015

* All of the College of Creative Arts and Design calendar dates are subject to change.  
**Adjusted due to campus holiday.
TUITION AND FEES

Tuition is currently charged at **$518 per credit** ($611 per credit for MFA program). Tuition and fees effective **June 1, 2014**. Currently tuition and fees applicable to college programs are as follows:

### Diploma Programs

<table>
<thead>
<tr>
<th></th>
<th>Diplomas Programs</th>
<th>Art of Cooking</th>
<th>Baking &amp; Pastry</th>
<th>Digital Image Management</th>
<th>Fashion Retailing</th>
<th>Web Design &amp; Interactive Communications</th>
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### Degree Programs

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<th>Computer Animation (MFA)</th>
<th>Advertising (AS)</th>
<th>Advertising (BS)</th>
<th>Audio Production (AS)</th>
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<th>Baking &amp; Pastry (AS)</th>
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<th>Fashion Design (BFA)</th>
<th>Fashion Marketing (AS)</th>
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<th>Game Art &amp; Design (BS)</th>
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<th>Graphic &amp; Web Design (BS)</th>
<th>Hospitality Food &amp; Beverage Management (BS)</th>
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## Degree Programs (continued)

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<th>Media Arts &amp; Animation (BS)</th>
<th>Set &amp; Exhibit Design (BS)</th>
<th>Video Production (AS)</th>
<th>Visual &amp; Game Programming (BS)</th>
<th>Visual Effects &amp; Motion Graphics (BS)</th>
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<tr>
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Notes:
1. Tuition per quarter based on 16 credits for Associate and Bachelor programs and 12 credits for Diploma programs.
2. Application and Administrative/Enrollment Fees are paid by new and transfer students only. The $50 application fee is non-refundable.

3. Culinary lab courses and specific Bachelor level courses are charged a lab fee of $105 for a 3 credit course or $210 for a 6 credit course. The cost per quarter depends on actual courses in which student is enrolled. The Culinary lab fee will be treated as part of the tuition for refund purposes.

4. 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 digital resources 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.

5. 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, Bachelor, and Master’s programs.

6. Not including starting kit. Total tuition cost based on 90 credit units for Associate degree program, 180 credit units for Bachelor degree programs, and 90 credit units for Masters program. Diploma programs based on 47/48/55 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.

7. Not including prior experiential learning fees. Students will be charged a nonrefundable administrative fee of $35 (USD) per course for which credit is sought. See information on back side of this Enrollment Agreement. To request a copy of the manual, contact your Assistant Director of Admissions, Academic Affairs department at the campus or directly from PLA at aipla@aii.edu or phone (866) 878-6320 (Monday – Friday, 10:00 am to 6:00 pm EST).

8. First quarter tuition and fees include tuition based on 15-17 credits for Associate, Bachelor, and Masters programs and 12-16 credits for Diploma programs. This cost does not include Housing Fees, Prior Learning Credit fees or Starting Kit cost.

9. The STRF rate is subject to change based upon the balance in the STRF account. Statute requires the Bureau begin collecting if the balance falls below $20 million ($20,000,000.00) and caps the account at $25 million ($25,000,000.00). Please see the office of admissions for questions regarding the assessment of the STRF fee. Because this institution participates in the STRF, students who are otherwise eligible are protected by STRF regardless of whether the fee is assessed.

Each school quarter is typically 11 weeks.

Estimated Monthly Supplies (Per Month):
Supplies $100/month - Texts $75/month
Additional Changes

Change in the title of Advertising Program’s Thematic Elective Track on page 17:

*Account Planning & Management Track* changes to *Social Media & Marketing Track*

- Elective Track Course 1: ADVA322 Digital Media Campaigns
- Elective Track Course 2: ADVA304 Writing for Interactive Media
- Elective Track Course 3: ADVA402 Online Community Management
- Elective Track Course 4: ADVA407 E-Commerce Strategies & Analytics

Change in the program status of Fashion & Retail Management on Pages 52-53: No new students to be enrolled at the Inland Empire campus.

Addition to the catalog of the following MyFoundationsLab text:

*College Math Using MyFoundationsLab*

This course utilizes an emporium model, combining developmental and college-level math competencies in a self-paced, mastery-based course designed for active learning in mathematics. It utilizes computer-based coursework that incorporates personalized and adaptive learning built from a custom pre-assessment tool. This pre-assessment is built on an established set of competencies that determines what concepts students will be required to master. Following this assessment, each student receives an individualized learning path toward achieving the desired learning outcomes. Student learning will be supported by highly-interactive learning activities, online tutorials, faculty-led discussion groups and one-on-one mentoring in the classroom.

Revision to Academic Grading System on page 153 of the catalog has the following revision:

*Incomplete Pass (IPA)*: This grade is assigned only when some portion of a course has not been completed for good and sufficient reason. Courses in which “IPA” grades are assigned must be completed no later than the end of the next regular term in which the student is enrolled or the grade will be recorded as “F” on the permanent record.

Revision to Transitional Studies on page 134 of the catalog has the following revisions:
Remove all references to the following courses:
- MS090 Transitional Math

Revision to Academic Placement on page 144 of the catalog has the following revisions:
Remove all references to the following courses:
- MS090 Transitional Math

Revision to the Non-Discrimination Policy on page 138 of the catalog:

*Non-Discrimination Policy*

The College of Creative Arts and Design does not discriminate or harass on the basis of race, color, national origin, sex, gender, sexual orientation, gender identity or expression, disability, age, religion, veteran’s status, genetic marker, or any other characteristic protected by state, local or federal law, in our programs and activities. The college will not retaliate against persons bringing forward allegations of harassment or discrimination.

The following campus official has been designated to handle inquiries and coordinate the institution’s compliance efforts regarding the non-discrimination policy:

Michelle Estrellado, Dean of Student Affairs, (818) 299-5225, The Art Institute of California – Hollywood, a campus of Argosy University, 5250 Lankershim Blvd., North Hollywood, CA 91601

Richard Arvizu, Associate Dean of Student Affairs, (909) 915-2113, The Art Institute of California – Inland Empire, a campus of Argosy University, 674 East Brier Drive, San Bernardino, CA 92408
Revision to the Refund Policies stated on pages 142-143 of the catalog:

Replace the current text with following:

Refund Policy Prior to Matriculation, All Students
Applicants may cancel their enrollment in person or in writing and be entitled to a refund of money paid as described further in this section. An applicant not requesting cancellation before starting class, after attending only one day in his/her program of study or within seven calendar days after enrolling in his/her program of study, whichever is later, will be considered a student.

1. The college will notify the applicant, in writing, of his/her acceptance/rejection. All monies paid by the applicant will be refunded if he/she is not accepted for admission.

2. All monies, less the non-refundable $50 application fee paid by the applicant, will be refunded if notice of cancellation is made by the applicant before starting class, after attending only one day in his/her program of study or within seven calendar days after signing the Enrollment Agreement in his/her program of study, whichever is later. Diploma students are refunded the application fee.

3. Applicants requesting cancellation after the first day of the class session or more than seven days after signing the Enrollment Agreement (and making an initial tuition payment), whichever is later, will receive a refund of all monies paid, less a cancellation fee of $100 (includes the non-refundable $50 application fee and $50 of the administrative fee). The cancellation fee does not apply to Diploma students.

4. Applicants who postpone starting school after the original start date noted on the Enrollment Agreement may be required to reapply and will be subject to the tuition, fees, and other conditions on the revised Enrollment Agreement.

5. All tuition and fee monies paid by an applicant, less the nonrefundable $50 application fee, will be refunded if requested within three (3) business days after his/her first tour of the school and inspection of equipment, or, if requested, within three (3) business days of the student’s attendance at the regularly scheduled orientation program for their starting date, whichever is sooner. The application fee is refunded to Diploma students.

6. Refunds will be made within forty-five (45) calendar days after the applicant’s/student’s cancellation or within forty-five (45) calendar days after his/her first scheduled class day.

Refund Policy after Matriculation, All Students
In the event of withdrawal by the student or termination by college during any quarter of study:

1. Prepaid tuition and fees for any period beyond the student’s current quarter will be refunded in full.

2. The student may officially withdraw from school by notifying the Office of the Registrar in person or in writing. The termination date will be the student’s last date of attendance. If the student stops attending without notifying the Office of the Registrar, the college shall determine the date of withdrawal. This determination date will be considered the notification date for refunding purposes.
Refunds due shall be paid within forty-five (45) calendar days of the notification date, unless the student is withdrawing at the end of the quarter.

3. Refunds for a student notifying the college prior to the end of a quarter that he/she will be withdrawing at the end of that quarter will be paid within forty-five (45) calendar days of the last day of that quarter.

4. For a student who attended a previous quarter of study and did not indicate that he/she was not returning, refunds will be made within forty-five (45) calendar days of the first scheduled day of class in the quarter in which the student was expected to return.

5. The refund shall be paid to the student, unless payment to a lender or other entity is required by the terms of a student financial aid program in which the school participates.

6. In the event of a fully documented extreme illness or personal emergency that makes it impractical for the student to complete the program, the college may modify the tuition refund policy as deemed appropriate to the circumstances.

7. A separate lease agreement and refund policy exists for students who lease housing accommodations arranged by the college campus. The College of Creative Arts and Design reserves the right to apply any student payment, or any refund due a student, to any student financial liability.

8. Each academic quarter is 11 weeks in duration. The calculation of refunds is based upon the last day of attendance within the quarter. Any portion of a day’s attendance is considered a full day of attendance for refund purposes.

9. Session II academic terms are approximately five and one-half weeks in duration. Any portion of a day’s attendance is considered a full day of attendance for refund purposes. Information in the catalog or student handbook will apply except for the following changes specific to Session II classes: For students only scheduled to attend Session II, the add/drop period is two days from the start of Session II classes. If you drop or add one or more classes your financial aid eligibility may change. Please see your Financial Aid Officer before you drop or add a class.

10. Refunds are subject to state and federal guidelines and may be adjusted accordingly at any time. When changes are made, students will be notified approximately sixty (60) calendar days in advance of any changes.

Return of Federal Title IV Aid
In compliance with Federal regulations, the school will determine how much Federal student financial assistance the student has earned or not earned when a student who is a Title IV recipient withdraws from school.

The school will calculate the percentage and amount of awarded Federal student financial assistance that the student has earned if the student withdraws up through the 60 percent point of the term or session if the student is only attending a session. If the student has completed more than 60 percent of the term, the student earns 100 percent of the Federal student financial assistance. The amount earned will be based on the percentage of the term that was completed in days up to and including the last date of attendance.

To calculate the amount earned, the school will determine the percentage by dividing the number of calendar days completed in the term up to and including the last date of attendance by the total number of calendar days in the term. If there is a scheduled break of five or more days, it will reduce the term length. If the scheduled break is before the student’s last date of attendance, it will also reduce the calendar days completed.

If the student received more than the amount of Federal student financial assistance earned, the difference will be returned to the Federal student financial assistance programs from which funds were received in the following order: Federal Unsubsidized Direct Loans, Federal Subsidized Direct Loans, Federal Perkins Loans, Federal PLUS Loans, Federal Pell Grant, FSEOG. Funds will be returned to the aid source within forty-five (45) calendar days of the date that the school determines that the student has withdrawn.

If more Federal student financial assistance has been earned than has been received, the student may be eligible for a post-withdrawal disbursement. The school will notify the student of any post-withdrawal
disbursement loan funds for which the student may be eligible and what steps need to be taken for the Federal financial assistance funds to be received. The student or parent, in the case of the Federal PLUS Loans, needs to provide permission before any loan funds may be disbursed on the student’s account or disbursed to the student or parent. However, the school may automatically use all or a portion of the post-withdrawal disbursement of grant funds for tuition, fees, and room and board charges (as contracted with the school), and, with the student’s authorization, the school may automatically use the grant funds for other educationally-related charges. Any balance of grant funds that may be available will be offered to the student.

If Federal student financial assistance funds need to be returned, the institution must return a portion or all of the unearned funds equal to the lesser of:

- The institutional charges multiplied by the percentage of the unearned Federal student financial assistance funds; or
- The entire amount of unearned funds.

If there are remaining unearned Federal financial aid funds to be returned, the student must return any loan funds that remain to be returned in accordance with the terms and conditions of the promissory note. If the remaining amount of funds to be returned includes grant funds, the student must return any amount of the overpayment that is more than half of the grant funds received. The school will notify the student as to the amount owed and how and where it should be returned.

If students are only scheduled to attend Session I or Session II, the Return of Title IV calculation as described in the Enrollment Agreement will be applied to the applicable session attended using the session start and end dates.

**Adjustment of Charges for the Quarter or Courses Delivered Only in Session I or in Session II**

In accordance with California State Refund Policy, if a student withdraws from the program after the cancellation period, the college shall prorate the tuition and fees for the enrollment period, excluding a non-refundable $50 application fee and $100 administrative fee. The tuition and fee proration is based upon the number of days the student attends during the enrollment period of withdrawal as follows: A daily tuition and fee charge is calculated by dividing the institutional charges for the enrollment period by the number of days the student is registered to attend in the enrollment period. This daily charge for the program is then multiplied by the number of days the student attended (start of the enrollment period to the last day of student’s attendance) during this withdrawal enrollment period. This tuition and fee proration will be calculated up to and including the sixty percent (60%) point of the enrollment period. There shall be no refund available to the student if the student withdraws after completing more than sixty percent (60%) of the enrollment period. After the tuition and fee proration is calculated, it will be compared with what has been paid for the enrollment period. If tuition and fees are still due, the student will be billed for the balance. If the student has a credit balance, payment is expected to be made to the student within forty-five (45) days of the student’s completion of, or withdrawal from, the program in which the student was enrolled.

The school will make every effort to refund prepaid amounts for books, supplies and other charges unless the student has consumed or used those items and they can no longer be used or sold to new students, or returned by the school to the supplier.

California State Refund 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 program are $5,760 and $250 of fees for a total of $6,010 (not including equipment). Therefore, the tuition and fees that the college may retain equals $2,003.25.

The college calculates the daily cost by dividing the total tuition charge by the days in the quarter in which the student is enrolled, 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 college would multiply $80.13 times 25 days and thus be able to retain $2,003.25 of the tuition and fees. The student in this example is assumed to have paid cash and received no financial aid.
Refund Policy for Online Course Withdrawal
Students who withdraw from a Session I or Session II online course after the add/drop period are treated the same way as if they withdrew from an on-ground class. Session II classes begin approximately the day after the Session I classes end and run approximately five and one-half weeks. The ending date of the second session may not coincide with ending date of the on-ground classes.

Refund Calculations after Matriculation
If there is additional money to be refunded from federal funds after calculating the Return of Title IV formula and the refund policy, the refund will be made to the student or, with the student’s authorization, to the federal loan program(s) in the following order, up to the amount received for the term of withdrawal: Federal Unsubsidized Direct Loans, Federal Subsidized Direct Loans, Federal Perkins Loans, Federal PLUS Loans and Alternative Loans. If there is an additional credit balance made up of non-Title IV funds, it will be refunded in the following order, up to the amount received for the term of withdrawal: Federal Unsubsidized Direct Loans, Federal Subsidized Direct Loans, Federal Perkins Loans, Federal PLUS Loans, Alternative Loans, other loans, other aid (if required), and student.

Supply Store Return Policy
If kits, components of the kit, books, supplies, or uniforms, are returned to the Supply Store in resalable, completely unused condition within twenty-one (21) calendar days of withdrawal, a credit will be given. Students who leave the college during the first three weeks of the mid-quarter session may return the starting kit and/or individual components of the starting kit in resalable, completely unused condition within ten (10) days of the student’s last date of attendance of the mid-quarter.

All refunds and return of funds will be made within forty-five (45) calendar days of the date the student notifies the college of the withdrawal.

Examples of the calculations for these policies are available in the Student Accounting Office.

Policy for Official and Unofficial Withdrawal
To officially withdraw, the student will need to notify the Registrar’s Office. The registrar will assist the student to complete the withdrawal process and will determine the last date of attendance and the date of determination. The date of determination would be the earlier of the date the student begins the school's withdrawal process or the date the student provides notice. For students who unofficially withdraw, the Registrar will determine the last date of attendance using attendance records.

The refund policies outlined above shall apply in the event that a student withdraws, is suspended or is terminated from school. A student who withdraws from a program before the end of week 9 will be assigned a “W” code for each course within that quarter. To withdraw from a program, a student must notify the Registrar’s Office. Every course for which a student receives an “F” or a “W” grade/code must be repeated and completed with a passing grade in order to graduate. The original grade/code and the subsequent passing grade(s) will remain on the record for reference purposes. However, when a course is successfully repeated, only the passing grade will be computed in the grade point average. Tuition is charged for repeated courses.

When a final course grade has been established and recorded in the student record, the grade may not be changed without approval by the Academic Director or Chair and the Dean of Academic Affairs. Withdrawals and failed courses can affect the student’s Incremental Completion Rate and ability to succeed.

For the purpose of determining a refund, a student is deemed to have withdrawn from a course of instruction when any of the following occur:

1. The student notifies the college of withdrawal or of the date of withdrawal.
2. The college terminates the student’s enrollment in accordance with institutional policies.
3. The student exceeds the number of absences allowed in accordance with institutional policies, and must be withdrawn from school. The date of withdrawal shall be deemed the last date of recorded attendance.
4. All refunds and return of funds will be made within forty-five (45) calendar days of the date of determination.
Non-Payment of Charges
Non-payment of tuition, housing, fees and/or other charges due to the college will result in the student being obligated for interest, collection agency costs and additional collection costs, and legal costs. In addition, The College of Creative Arts and Design 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 college are paid in full.

Interest on Outstanding Balances
Students who have entered into a line of credit with the school may be subject to interest being charged based on their method of payment. Students that agree to have their balance paid off within each term or students who are financing their entire education with financial aid will not be charged interest. All other payment arrangements are subject to interest being charged if applicable. Please reference the retail installment agreement and opening disclosure documents to understand the interest rate that will be charged and how interest charges are computed.

Revision to the Transferability of Credit to Other Institutions policy on page 146 of the catalog.
Replace the current text with following:

TRANSFERABILITY OF CREDITS TO OTHER INSTITUTIONS
The College of Creative Arts and Design, a college of Argosy University does not imply, promise or guarantee transferability of its credits to any other institution. The fact that a school is licensed and accredited is not necessarily an indication that credits earned at that school will be accepted by another school. In the U.S. higher education system, transferability of credit is determined by the receiving institution, taking into account such factors as course content, grading, accreditation and licensing.

The goal of the college is to help you to prepare for entry-level employment in your chosen field of study. The value of degree programs like those offered by college is their deliberate focus on marketable skills. The credits earned are not intended as a stepping stone for transfer to another institution. For this reason, any student wishing to transfer credits to another institution will need to confirm that the academic credits earned at the college will transfer to the receiving institution before entering a program at the College of Creative Arts and Design, a college of Argosy University.

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

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

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION
The transferability of credits you earn at the college is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree, diploma, or certificate you earn in the educational program selected is also at the complete discretion of the institution to which you may seek to transfer. If the credits, degree or diploma that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending the college to determine if your credits, degree or diploma will transfer.
With regard to transfer credit:
The credit must be from a college, public or private institutions of higher learning accredited by an
accrediting association recognized by the US Department of Education, or any institution of higher
learning, including foreign institutions, if the institution offering the undergraduate program documents
that the institution of higher learning at which the unites were earned offers degree programs equivalent
to degree programs accredited by an accrediting association recognized by the US Department of
Education.

All advanced course credit must be applied for in writing and approved prior to matriculation (defined as
the first day of scheduled attendance) to the College of Creative Arts and Design.

Requests for testing out of specific classes approved by the Institute must be made in writing through the
department Director prior to the class start.

Students may request in writing for proficiency credit for courses in their program of study in one of two
ways: proficiency exam or a portfolio evaluation.

No more than 20 percent of the credits for the Master’s program may be transferred from another
institution. This percentage equals 18 quarter credits.

Revision to the following sections: Proficiency Credits through Prior Experiential Learning
Maximum Credit Limits on pages 146-147 of the catalog, removing the current text:
Replace the current text with following:

PROFICIENCY FOR PRIOR EXPERIENTIAL LEARNING
Prior Learning Assessment (PLA) is a process that allows undergraduate students to submit professional
and experiential learning to be evaluated for potential college credit. Experience alone is not credit
worthy, but college level learning that occurs as a result of the experience may be. Students who have
certificates, licenses, corporate training or unaccredited transcripts can submit a portfolio of professional
training for evaluation of potential credit.

Students have the option to submit a portfolio or take a proficiency exam based on learning experiences
outside a traditional classroom setting. These Unsponsored Learning Portfolios demonstrate learning
acquired through professional, volunteer, and personal or family experiences. All prior learning
documentation is evaluated in terms of specific programmatic and course learning outcomes established
for The Art Institutes courses to ensure substantial comparability. Credit cannot be earned for learning
which is nonacademic, or remedial.

In order to be eligible to submit a portfolio for PLA, a student must:
1. Be matriculated and in good academic standing in an undergraduate degree program at The Art
   Institutes
2. Have all initial Transfer of Credit (TOC) requests complete – TOC cannot be performed
   concurrently with PLA
3. Be in good financial standing; any student in collections cannot submit a portfolio for review

Unless otherwise limited by a state regulatory agency or current school policy, students in an Associate’s
Degree can earn a maximum of 22 quarter credits, and Bachelor’s Degree students can earn a maximum
of 45 quarter credits (22 credits may be applied to coursework in the first 90 quarter credits of the
curriculum and no more than 22 credits can be applied for coursework in the remaining 90 quarter credits
(i.e. credits 91-180) of the bachelor's degree program.. Graduate programs are not eligible for prior
experiential learning credits under WASC accreditation.

Students must follow the procedures outlined in the Prior Learning Assessment Policy and Procedure
manual for evaluation of their portfolio and/or to potentially earn credit. Students will be charged a
nonrefundable administrative fee of $35 (USD) per course for which credit is sought. To request a copy of
the manual, contact your Assistant Director of Admissions, Academic Affairs department at the campus or
directly from PLA at aipla@aii.edu or phone (866) 878-6320 (Monday – Friday, 10:00 am to 6:00 pm EST).

PRIOR LEARNING CREDIT APPEALS POLICY
A request for an appeal must be submitted by the student to PLA in writing within four weeks of the date of the credit award letter or notification. Appeals received after this date will not be considered. Students are required to describe the grounds for appeal, and must provide documentation to support the claims, as needed. A student portfolio which is denied credit due to insufficient documentation is not a valid appeal. In this case, the student must obtain additional documentation and resubmit the portfolio. There is a limit of one appeal per portfolio. All credit decisions in an appeal are final. A credit appeal may result in more, the same, or fewer credits being awarded.

PRIOR LEARNING ASSESSMENT APPEALS PROCESS
Appeals are received by PLA staff and reviewed initially for validity. If the appeal is a valid request, the portfolio is reopened and placed into the appeals queue to be assessed by a different Faculty Evaluator than the original reviewer. The Faculty Evaluator makes a credit recommendation based on the initial assessment, the appeal request, and any additional documentation provided. Appeal decisions are communicated to PLA staff to close the portfolio and notify the student and any necessary support staff.

Addition to the Catalog Addendum to Include Articulation Agreement Listing:

Articulation Agreements
Students come from a wide variety of backgrounds and enter education with varying levels of education and training. When choosing an institution, many students look for a school that will provide high quality education at an affordable rate, that can be completed in a reasonable amount of time. The articulation department plays a key role in this process by creating tools which:

- Assist students in planning transfer to an Art Institute campus
- Assist staff in student advisement
- Assist the Transfer of Credit team in applying transfer credit consistently, especially when transfer exceptions have been made as part of the transfer pathway.

As a result, the goal of articulation is to create transfer pathways which can positively impact transfer of credit, persistence, and graduation rates.

College Articulation Agreements with the College of Creative Arts and Design, a college of Argosy University.
The agreements between the following colleges include courses in the specific programs as indicated below. Each signed agreement is with any of the 8 campuses of The Art Institutes in California. Students should contact the Admissions office at the college campus to get further information about possible transfer credits through articulation agreements. Specific articulation agreements can also be found on each school's Consumer Information pages.

American River College – 4700 College Oak Dr., Sacramento, CA 95841  
- Culinary Management Bachelor of Science  
- Digital Photography Bachelor of Science  
- Fashion Design Bachelor of Fine Arts  
- Fashion Marketing & Management Bachelor of Science  
- Graphic & Web Design Bachelor of Science  
- Hospitality Food & Beverage Management Bachelor of Science  
- Interior Design Bachelor of Science  
- Media Arts & Animation Bachelor of Science  
- General Education Courses
Antelope Valley College – 3041 W. Ave K, Lancaster, CA 93536
Digital Cinema & Video Production Bachelor of Science
Digital Filmmaking & Video Production Bachelor of Science
Digital Photography Bachelor of Science
Fashion Design Bachelor of Fine Arts
Graphic & Web Design Bachelor of Science
Interior Design Bachelor of Science
General Education Courses

Cañada College – 4200 Farm Hill Blvd., Redwood City, CA 94061
Game Art & Design Bachelor of Science
Graphic & Web Design Bachelor of Science
General Education Courses

City College of San Francisco – 50 Phelan Ave, San Francisco, CA 94112
Audio Production Bachelor of Science
Culinary Management Bachelor of Science
Digital Cinema & Video Production Bachelor of Science
Digital Filmmaking & Video Production Bachelor of Science
Digital Photography Bachelor of Science
Fashion Design Bachelor of Fine Arts
Fashion Marketing & Management Bachelor of Science
Game Art & Design Bachelor of Science
Graphic & Web Design Bachelor of Science
Interior Design Bachelor of Science
Media Arts & Animation Bachelor of Science
General Education Courses

College of the Canyons – 26455 Rockwell Canyon Rd, Santa Clarita, CA 91355
Audio Production Bachelor of Science
Culinary Management Bachelor of Science
Digital Cinema & Video Production Bachelor of Science
Digital Filmmaking & Video Production Bachelor of Science
Digital Photography Bachelor of Science
Graphic & Web Design Bachelor of Science
Hospitality Food & Beverage Management Bachelor of Science
Interior Design Bachelor of Science
Media Arts & Animation Bachelor of Science
General Education Courses

College of the Redwoods – 7351 Tompkins Hill Rd, Eureka, CA 95501
Culinary Management Bachelor of Science
Hospitality Food & Beverage Management Bachelor of Science
Media Arts & Animation Bachelor of Science
General Education Courses

Crafton Hills College – 11711 Sand Canyon Rd., Yucaipa, CA 92399
Graphic & Web Design Bachelor of Science
General Education Courses

Fremont College – 3440 Wilshire Blvd., 10th Floor, Los Angeles, CA 90010
Fashion Design Bachelor of Fine Arts
Graphic & Web Design Bachelor of Science
General Education Courses

Fullerton College – 321 E Chapman Ave, Fullerton, CA 92832
Digital Cinema & Video Production Bachelor of Science
Digital Filmmaking & Video Production Bachelor of Science
Digital Photography Bachelor of Science
Fashion Design Bachelor of Fine Arts
Fashion Marketing & Management Bachelor of Science
Graphic & Web Design Bachelor of Science
Interior Design Bachelor of Science
Media Arts & Animation Bachelor of Science
General Education Courses

Glendale Community College – 1500 N Verdugo Rd, Glendale, California 91208
Digital Cinema & Video Production Bachelor of Science
Digital Filmmaking & Video Production Bachelor of Science
Digital Photography Bachelor of Science
Graphic & Web Design Bachelor of Science
Hospitality Food & Beverage Management Bachelor of Science
Media Arts & Animation Bachelor of Science
General Education Courses

Golden West College – 15744 Goldenwest St, Huntington Beach, CA 92647
Graphic & Web Design Bachelor of Science
General Education Courses

Melies Escola de Cinema – Alameda dos Maracatins, 961 - Moema, São Paulo - SP, 04089-013, Brazil
Digital Cinema & Video Production Bachelor of Science
Digital Filmmaking & Video Production Bachelor of Science
Media Arts & Animation Bachelor of Science

Merritt College – 12500 Campus Dr, Oakland, CA 94619
Graphic & Web Design Bachelor of Science
Media Arts & Animation Bachelor of Science
General Education Courses

Mira Costa College – 1 Barnard Dr, Oceanside, CA 92056
Advertising Bachelor of Science
Audio Production Bachelor of Science
Culinary Management Bachelor of Science
Digital Photography Bachelor of Science
Fashion Marketing & Management Bachelor of Science
Graphic & Web Design Bachelor of Science
Hospitality Food & Beverage Management Bachelor of Science
General Education Courses

Mission College – 3000 Mission College Blvd, Santa Clara, CA 95054
Graphic & Web Design Bachelor of Science
Culinary Management Bachelor of Science
General Education Courses

Mt. San Jacinto College – 1499 N. State Street, San Jacinto, CA 92583
Digital Photography Bachelor of Science
Graphic & Web Design Bachelor of Science
General Education Courses

Norco College – 2001 3rd St., Norco, CA 92860
Game Art & Design Bachelor of Science
General Education Courses

Ohlone College – 43600 Missions Blvd., Fremont, CA
Graphic & Web Design Bachelor of Science
Interior Design Bachelor of Science
Media Arts & Animation Bachelor of Science
General Education Courses

San Bernardino Valley College – 701 S Mt Vernon Ave, San Bernardino, California 92410
Culinary Management Bachelor of Science
Digital Cinema & Video Production Bachelor of Science
Digital Filmmaking & Video Production Bachelor of Science
Graphic & Web Design Bachelor of Science
General Education Courses

Santa Monica College – 1900 Pico Blvd, Santa Monica, CA 90405
Digital Cinema & Video Production Bachelor of Science
Digital Filmmaking & Video Production Bachelor of Science
Digital Photography Bachelor of Science
Fashion Design Bachelor of Fine Arts
Fashion Marketing & Management Bachelor of Science
Graphic & Web Design Bachelor of Science
Interior Design Bachelor of Science
Media Arts & Animation Bachelor of Science
General Education Courses

Santa Rosa Junior College – 1501 Mendocino Ave., Santa Rosa, CA 95401
Audio Production Bachelor of Science
Culinary Management Bachelor of Science
Digital Cinema & Video Production Bachelor of Science
Digital Filmmaking & Video Production Bachelor of Science
Game Programming Bachelor of Science
Graphic & Web Design Bachelor of Science
Hospitality Food & Beverage Management Bachelor of Science
Interior Design Bachelor of Science
Media Arts & Animation Bachelor of Science
Visual & Game Programming Bachelor of Science
General Education Courses

Santiago Canyon College – 8045 East Chapman Avenue, Orange, CA 92869-4512
Graphic & Web Design Bachelor of Science
General Education Courses

School of Advertising Art – 1725 East David Road, Kettering, Ohio 45440
Graphic & Web Design Bachelor of Science
General Education Courses

The Art Institute of New York City – 11 Beach Street, New York, NY 10013
Fashion Design Bachelor of Fine Arts
Graphic & Web Design Bachelor of Science
General Education Courses

The Art Institute of Vancouver – 2665 Renfrew St, Vancouver, BC V5M 0A7, Canada
Audio Production Bachelor of Science
Culinary Management Bachelor of Science
Digital Cinema & Video Production Bachelor of Science
Digital Filmmaking & Video Production Bachelor of Science
Fashion Design Bachelor of Fine Arts
Fashion Marketing & Management Bachelor of Science

Tongji University – Room 1805 No. 1239 Road SiPing Shanghai, China
Fashion Design Bachelor of Fine Arts
Graphic & Web Design Bachelor of Science
Industrial Design Bachelor of Science
Interior Design Bachelor of Science
General Education Courses

Victor Valley College – 18422 Bear Valley Rd., Victorville, CA 92395
Digital Photography Bachelor of Science
Graphic & Web Design Bachelor of Science
Media Arts & Animation Bachelor of Science
General Education Courses
Virginia Marti College of Art & Design – 11724 Detroit Ave, Lakewood, OH 44107
Fashion Design Bachelor of Fine Arts
Fashion Marketing & Management Bachelor of Science
Graphic & Web Design Bachelor of Science
Interior Design Bachelor of Science
General Education Courses

West Valley College – 14000 Fruitvale Ave., Saratoga, California 95070
Fashion Design Bachelor of Fine Arts
Interior Design Bachelor of Science

Revise the text for the Library on page 160 of the catalog:
Replace the current text with following:

Library
The college provides students, faculty, and staff with access to information and services needed in a teaching and learning environment. Collection emphasis is on creative production, as well as support for general education enhancement in the arts, communications, social sciences, and humanities. Students will be prepared for lifelong learning through exposure to a variety of computer information technologies they may use in the workplace, at home, or in the center. Hours of operation are posted at each campus.

The Online Library is a digital collection, available twenty-four hours per day, seven days per week via the Online Library linked from the student and faculty portals. Users are auto-authenticated into the Online Library from the portals and are able to connect to most digital resources without additional authentication (i.e., a username and password).

Effective October 1, 2014
The following is added to the Scholarship section of the 2012-2013 Catalog which begins on page 139:

THE ART GRANT
The Art Grant is an institutional aid award toward your tuition charges up to 20% for Bachelor’s degree programs and up to 15% for Associate’s degree programs. For every 12 credits earned, an Art Grant will be earned to be applied to tuition in the form of a tuition credit applied during the next successive academic quarter.

New and current students are eligible. The grant award may vary by amount of credits to be completed in a program at an Art Institutes’ campus after October 1, 2014, violations of school policies, or breaks in enrollment. Total tuition charges may be impacted by course drops, course withdrawals, or failing grades. Students must read and acknowledge a Memorandum of Understanding regarding The Art Grant, which sets forth eligibility requirements and other conditions, before any grant is awarded.

See your Student Financial Aid Office for details.
The following Art Institute Notifying the VA of Students No Longer Pursuing a Course Policy is added to the current campus catalog:

THE ART INSTITUTE
NOTIFYING THE VA OF STUDENTS NO LONGER PURSUING A COURSE POLICY
POLICY IS EFFECTIVE AS OF SEPTEMBER 30, 2013

Purpose and Scope
The Art Institute of California - Hollywood, The Art Institute of California – Inland Empire, The Art Institute of California – Los Angeles, The Art Institute of California – Orange County, The Art Institute of California – Sacramento, The Art Institute of California – San Diego, The Art Institute of California – San Francisco, The Art Institute of California – Silicon Valley (collectively, “The Art Institute”) maintains and enforces an attendance policy for all its students. Participation in classroom activities is vital to a student's successful completion of each course and is an important facet of each student's professional development. All students including students who receive Veterans Administration educational benefits are expected to attend all classes as scheduled, to be on time, and to remain in the classes for their full duration. The VA requires the school to notify them when students receiving Veterans Affairs educational benefits cease to pursue any of their courses. Additionally, multiple absences in a course could result in loss of VA educational benefits.

I. Definitions.

Attendance: Attendance must be recorded by the instructor, facilitator, other designee, or by an automated system for all classes in which a student is registered.

Absence: Absence is defined as being not in attendance for the total number of class hours that are scheduled for the class during a particular day. This includes the final exam and/or the last scheduled session of the quarter. Absence for an online course is defined as a student not making at least one academically-related post in an approved learning management system during a particular week. Absences are recorded from the first day of the term regardless of the reason for absence. Holidays and official class cancellations are not considered as absences.

Student: For the purposes of this policy, a student is someone who is enrolled in the institute and is receiving VA educational benefits.

VA Course Attendance, Campus: Students who receive VA educational benefits are required to pursue each of their courses to be eligible for benefits. In order to receive the full benefit allowance the student must attend all classes in which the student is registered throughout the academic term at the campus.

• A student who is absent from a particular course for a period of 14 consecutive calendar days will be considered not pursuing the course.

VA Course Attendance, Online: Students who receive VA educational benefits are required to meet attendance requirements to be eligible for benefits. In order to receive the full benefit allowance the student must make at least one academically-related post for each online course in an approved learning management system during a particular week.

• A student who does not make at least one academically-related post in an approved learning management system during a 2 week period will be considered not pursuing the course.

Pursuit (Title 38 law of the VA Certifying Official handbook): “The term ‘pursuit’ means to complete coursework, while enrolled, toward the objective of a program of education. This coursework must be in accordance with approved institutional policy and regulations, and applicable criteria of title 38, United States Code; must be necessary to reach the program’s objective; and must be accomplished through resident courses (including teacher training courses and similar courses which the VA considers to be resident training), independent study courses, a graduate program of research in absentia, or medical/dental internships and residencies, nursing
courses and other medical/dental specialty courses. The VA considers a person who qualifies for payment during an interval between terms or school closing, or who qualifies for payment during a holiday vacation to be in pursuit of a program of education during the interval, school closing, or holiday vacation."

**Reinstatement:** Reinstatement is the process of returning the student to active pursuit status after the VA has been notified that the student is no longer pursuing a course. This may occur when a student is erroneously withdrawn from school due to the posting of erroneous attendance or when a student appeals the withdrawal with mitigating circumstances.

II. **Policy Conditions and Guidelines.**

**COURSE ATTENDANCE**

- The Art Institute maintains an institutional attendance policy to support the academic achievement of its students. Students are expected to attend all scheduled class, laboratory, and examination periods each week. We will notify the VA if a student is no longer pursuing the course, as defined above.
- For students enrolled in campus-based courses – Students missing 14 consecutive calendar days of class in any course in which they are enrolled during an academic term could lose their VA educational benefits. **If a class session during the course falls on a holiday or the class is cancelled by the faculty member, the student is not considered to be absent.**
- For students enrolled in online courses – Students not making at least one academically-related post for each online course in an approved learning management system during a 2 week period will be considered absent.
- The VA will be notified about students who do not meet these pursuit criteria. The last date of attendance (LDA) will be determined and reported to the VA within 30 days of the change in enrollment. A notice of Change in Student Status with an "Adjust" action will be placed in the student file.

**COURSE OFFICIAL WITHDRAWAL POLICY**

A student can officially withdraw from any class through the ninth week of an 11-week course (or through the 4th week of a 5.5-week course or the 8th week of a 10-week course) and receive a grade of "W" (Withdrawal, with no grade penalty). Course withdrawal forms must be submitted to the Registrar’s Office by the close of business on Friday of week nine (week 4 of a 5.5-week course) in order to receive a "W" grade. Students receiving VA educational benefits who withdraw from a course(s) or interrupt their training will have their enrollment status for VA purposes changed and their last day of attendance reported to the VA, which will result in a loss or reduction of VA educational benefits.

A change in enrollment status will result in a loss or reduction of VA educational benefits. Benefits loss or reduction may include VA payments for tuition, fees, monthly housing allowance (MHA), and the books and supplies stipend. As a result of these benefit losses, the student may have their future eligibility for VA educational benefits reduced or may be liable for a debt to the VA.

Please note that withdrawing from courses or ceasing to pursue a course will negatively impact a student’s Satisfactory Academic Progress as well as the Standards of Progress and ability to graduate. In most cases, the student will have to retake the course(s) and be charged again for the course(s). We strongly advise that the student meets with his or her academic advisor and Veterans Affairs School Certifying Official on campus before withdrawing or before the student stops attending a course(s).

Students will have their VA educational benefits reduced or terminated when they expressly request to be withdrawn from a course(s) or their training is interrupted. Please note that The Art Institute of California - San Diego does withdraw both VA and non-VA students from school, if the student does not attend all of his or her registered courses for 14 consecutive days for on-ground campus classes. Online students,
both VA and non-VA, who do not make at least one academically-related post in any of their online classes in a 2 week period will be withdrawn from school. In both cases, the VA will also be notified of a VA student’s last day of attendance when the student is administratively withdrawn, which will result in a loss or reduction of VA educational benefits.

If the student submits the final project and/or sits for the final examination does not pass a course(s) and receives an F (sometimes referred to as an earned F), the student will be deemed to have earned the F and to be in compliance with the pursuit requirements. If the student fails but did not submit the final project and/or sit for the final exam, the student will receive an F (sometimes referred to as an unearned F) and will be deemed not to be in pursuit of the course. In situations where the student is deemed not to be in pursuit (has an unearned F), the VA will be notified of the student’s last date of attendance in that course(s), which will result in a loss or reduction of VA educational benefits. If a student receives a W or WF, the VA will be notified that the student is no longer pursuing the course(s) and the Last Day of Attendance for each course will be provided to the VA, which will result in a loss or reduction of VA educational benefits.

**APPEAL PROCESS**

Students who receive VA educational benefits who are administratively determined to no longer be pursuing a course may submit an appeal to the Dean of Academic Affairs. Appeals may be submitted for a particular course only one time per quarter. Students who wish to appeal must do so in writing prior to the next class meeting. The written appeal must be signed and dated and must include mitigating circumstance documentation. The student must still have the potential of successfully completing the course(s) to earn a successful appeal.

When mitigating circumstances are the reason to reinstate a VA student, adequate evidence for reinstatement is necessary and must be reported to the VA or loss of VA educational benefits may occur (see the current VA School Certifying Official Handbook for description). Mitigating circumstances may include one of the following reasons on the day of the recorded absence(s).

Examples of Acceptable Documentation (EAD) include but are not limited to:

1. Death of an immediate family member
   
   **EAD:** Newspaper obituary, funeral card.

2. Student illness requiring hospitalization (this includes mental health issues)
   
   **EAD:** Documentation from hospital, attending physician or psychologist showing dates of stay.

3. Severe illness of an immediate family member where the student is a primary Caretaker
   
   **EAD:** Documentation from physician regarding ill relative’s situation.

4. Illness of an immediate family member where that family member is the primary financial support
   
   **EAD:** Documentation from physical regarding ill relative’s situation.

5. Abusive relationships
   
   **EAD:** Documentation from mental health professional or law enforcement agency.

6. Divorce proceedings
   
   **EAD:** Legal documentation regarding proceedings.

7. Change in work schedule prior to the evaluation point
   
   **EAD:** Documentation from employer regarding change in schedule.

8. Natural disaster
   
   **EAD:** Proof of residence in affected area and proof of disaster.

9. Family emergency
   
   **EAD:** Documentation of specific incident.

10. Loss of transportation where there are no alternative means of transportation
    
    **EAD:** Artifacts that document how transportation was lost and why other transportation was not available.
11. A doctor documented illness of the student for a significant period of time.  
   \textit{EAD}: Letter from doctor on doctor’s letterhead or prescription pad indicating 
   commencement of illness and release date.

12. Military deployment.  
   \textit{EAD}: Deployment orders (Per the VA requirements, a Leave of Absence for military duty 
   will result in termination of VA educational benefits).

The school, at its discretion, may determine that additional circumstances constitute “mitigating 
circumstances.” Circumstances that do not constitute mitigating circumstances include, but are not 
limited to: disinterest in the course, dislike of the course instructor, and excessive course load.

\textit{See required student acknowledgement form on next page.}
VA STANDARD OF PROGRESS (SAP) POLICY ADDENDUM FOR
AI LOCATIONS IN CALIFORNIA

REVISIONS FOR QUARTER BEGINNING SEPTEMBER 30, 2013

Name _________________________________________  ID Number __________________
Program _______________________________________ Date ________________

The following requirements must be maintained for all students receiving veteran educational benefits. These requirements are in addition to Satisfactory Academic Progress found in the school catalog. Failure to maintain the following requirements will result in loss of VA educational benefits. Loss of educational benefits may be reinstated once standards have been met.

- Students enrolled in diploma and degree programs and receiving VA educational benefits in California have two additional evaluation points. These are not for purposes of determining academic standing but, rather, are for purposes of determining continued eligibility to receive VA educational benefits.

- At the end of the second quarter, and every quarter thereafter, students in certificate and diploma programs receiving VA benefits must attain a 2.0 and an ICR of 66.67%. Anything below this milestone will result in loss of VA educational benefits.

- At the end of the third quarter, and every quarter thereafter, students enrolled in Associate Degree programs receiving VA benefits must attain a 2.0 and an ICR of 66.67%. Anything below this milestone will result in loss of VA educational benefits.

- At the end of the sixth quarter, students in a Bachelor Degree program must attain a minimum CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in loss of VA educational benefits.

This notice is being provided to all in-school students receiving VA educational benefits as well as any newly enrolled student receiving VA educational benefit.
Effective January 1, 2015
Revision to Portfolio Foundations Courses section on page 134 of the 2012-2013 catalog

Replace the text with the following:

**College Success Course**

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 College Success course.

The College Success course 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 the College Success course. 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.

* Exemptions to taking the College Success 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 become more familiar with the campus resources and 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.

**RS092**
**College Success**
**Non-Credit Course (10 Hrs Lecture – 5 Weeks)**
This course introduces students to general academic culture and the specific campus community. It also provides students the opportunity to practice critical thinking skills through analysis of case studies, discussion of issues, brainstorming of solutions, and written reflection. This course will also consider self-awareness, interpersonal skills and professionalism.